



EMPOWER

EMPOWERING a reduction in use of conventionally fuelled vehicles using positive policy measures

Grant agreement n°: 636249 Start date: 1 May 2015 Duration: 36 months Area: Mobility for Growth: Societal Challenges Project Officer: Mr. Walter Mauritsch

International Review of Social Innovation in Policy Implementation Deliverable no D2.1

Version: 1 Due date of deliverable: 31st October 2015 Actual submission date: Dissemination level: Public Responsible partner: UNIVLEEDS

A Summary

This name of this deliverable is, 'International Review of Social Innovation in Policy Implementation'. The goals of this Deliverable are to identify the initiatives and implementations that use social innovation to achieve a reduction in the use of CFV. This has involved an international search of a range of sources using the bibliographic databases available to universities.

Advanced systematic literature search techniques have been applied in a transparent manner and fully documented to be able to ensure replicable steps in any future searches. The resulting list of initiatives and implementations have been

- synthesised to provide a typology based on the key characteristics;
- collated to provide guidance specific to EMPOWER project next steps;
- used to provide insight into the effectiveness on the reduction in CFV use; and
- used to provide insight into the impact on different sectors of the travelling public, especially women and other vulnerable groups.

The review has revealed that it is necessary to use a series of terms and phrases to be able to search comprehensively among the literature reporting on social innovation based schemes. It is clear that there is a need for (a) more empirical work in the area, (b) studies that use large scale and representative datasets and (c) studies that focus on influence on sustainable travel behaviour and, finally (d) studies that identify the impact on vulnerable and different socio-demographic groups.

The synthesis produced some key findings that highlight the importance of a series of issues including:

- spatial scale and particularly in the sharing and borrowing of tangible goods particularly cars, rides and bicycles;
- the need for 'critical mass' for scheme success;
- the need to determine type and level of interaction and engagement required to make the scheme optimal and successful;
- the broadening of the types of users to include users becoming 'solution finders' (P3 groups) and being an intrinsic part of the product service design cycle;
- involving users in ideation and 'knowledge creation' can improve the value creation for users and firms;
- intrinsic motivation for involvement and for transactions is related to 'personal benefit' such as 'financial savings'.
- Other intrinsic motivation includes 'utility', 'convenience', expansion of mobility options;
- 'gamification' having limited appeal in the use of utilitarian P2P transaction platform;
- Trust;
- Different determinants impact on trust including familiarity with the social innovation scheme and transaction history;
- Reputation can be used as a way of ensuring honest engagement and a way of judging the degree of trust;
- lack of clarity around profit versus not-for-profit can have an impact on trust and mistrust;
- lack of a need for an intermediary in some schemes e.g., Bitcoin.
- management of conversational exchange can add to the nurturing and curating of value co-creation;

- structured exchange and stimulated exchange can ensure the quality of experience in the transactions within the social innovation scheme.
- Using 'intermediaries' coupled with the issue of 'trust' suggests that there may be a role for the local authorities in encouraging sustainable travel choices;
- digital currencies can work and can be self-regulating. New digital currencies are still very immature and continuing to evolve particularly as some 'big players' are entering the field;
- social innovation based schemes have been used to encourage sustainable transport choices and behaviour. This has resulted in reductions in the amount of private car travel and CO2 emissions in favour of active travel and public transport use;
- limited evidence on the impact on different socio-demographic groups.

The synthesis has enabled the beginning of guidance for the EMPOWER project. This has indicated a series of steps for the near term which impact on both the design and the operation of the individual implementations. These steps include the following:

- estimate the numbers required to participate in the implementation and also
- estimate the types and amount of transactions required in the implementation.
- Provide mechanisms for transaction history to be observable;
- Provide mechanisms for reputation to be observable.
- Provide mechanisms for reputation to be built and observable.
- Estimate if the degree of structure is consistent with the required types and amount of transaction with the implementation.
- Determine a role for the organisations (either commercial or public or not-for-profit) within the implementations as potential intermediaries or not. WP3 will be able to provide insights into the optimal role for a range of stakeholder actors.
- Establish the pathways to integrate with existing digital currencies.
- Establish the pathways to integrate with existing points-based currencies. WP1 will be able to provide insights into currency based incentives. The exploratory qualitative focus group work in T2.2 may also provide insights.
- provide pathways to overcome 'lack of familiarity'. This can be done using social network recommendation and the insights gained on critical mass and optimal mix of actions and actors highlighted in the previous section.
- Provide constraints to ensure proportionate personal liability by examination and appropriation where sensible of existing models of personal liability.
- Establish robust estimation and subsequent publicising of monetary benefits for users.
- Ensure convenience and availability are integral to design of EMPOWER implementations.
- Provide equivocal empirical data on the actual behaviour of travelling public both for non-technical audiences such as users themselves and also for experts in the field.
- estimate the numbers required to participate in the implementation and also

- estimate the types, amount, spatial and temporal distribution of transactions required in the implementation.
- Pay attention to the status given to any implementation using monitoring and mediation of social network discussion and direct feedback.
- Provide mechanisms for the reputation of EMPOWER and individual implementations to be built and observable.
- identify those aspects that can have a disproportionate impact on status and reputation.
- Estimate perverse impacts of implementations
- estimate the numbers required to participate in the implementation and also
- estimate the types, amount, spatial and temporal distribution of transactions required in the implementation.
- Attend to the publicity and reputation of the EMPOWER project and the individual implementations pointing to a need to ensure attention to mechanisms such as association with hashtags in twitter content and creation of new hashtags within twitter content.
- Balance the symbolic representation of the individual implementations with the actual impact on travel.
- Determine new business models for the organisations (either commercial or public or not-for-profit) within the implementations. WP3 will be able to provide insights into the optimal role for a range of stakeholder actors.
- Establish how value co-creation might contribute to implementation operation, design and development using the mechanism of differently engaged levels and different kinds of feedback for groups of people.
- Identify pathways to value co-creation within the design and use of individual implementations. This is already being done within WP3 in the development of new Business Models but could also be an integral part of the WP5 implementation operations. This can involve the design of online interaction and customer to customer or user to user interaction and subsequent nurturing and curating of those conversational exchanges such that they contribute to user knowledge and value co-creation.
- Assess and estimate the attractiveness of 'gamification' features. The work of T2.2 and WP1 will provide a contribution to this understanding.
- Provide mechanisms for reputation to be built and observable.
- Compare and contrast options on mechanisms for building reputation with alternative options that ensure anonymity within a group.
- Estimate the practicality of making message posting a least effort option.

There is some evidence that car share schemes can make an impact on the use of conventionally fuelled vehicles. However there is limited evidence that other forms of social innovation-based schemes can have an impact on sustainable travel and particularly on the reduction of car use. This is largely due to the fact that there is limited research designed around the aim of reduction of conventionally fuelled vehicles or CO2 reduction.

The review also looked for research which had differentiated impacts according to different communities or socio-economic groups. In fact little of the research studies reviewed attempted to differentiate effects on the population. Nor did they look carefully at whether there were negative or perverse effects which created new vulnerabilities or new grouping of vulnerable communities.

The key findings of the review highlight a series of issues all of which are relevant to the development, design and implementation of schemes to reduce conventionally fuelled vehicles within the EMPOWER project.

© 2015-2018 EMPOWER Consortium

Funding for the EMPOWER project has been provided by Horizon2020 Programme from the European Commission

B Document Information

Main author

Name	Frances Hodgson
Partner	UNIVLEEDS
Address	Institute for Transport Studies, University of Leeds, LS2 9JT
Phone	+44 (0)113 343 1793
Email	f.c.hodgson@its.leeds.ac.uk

Deliverable

Work Package	2
WP Name	Social Innovation
Deliverable	2.1
Name	International Review of Social Innovation in Policy Implementation

History

Version	Date	Changes
V0.1	20102015	As per reviewers comments
V2.0	301015	Final version

Distribution

Date	Recipients	Action
30102015	European Commission	

Document Change Record

Date	Version	Author	Change Details

C Overview of Deliverable

Deliverable no:	D	Deliverable Name:		Deliverable Type:	(Report, website, workshop, other)
2	1	D	'International Review of Social Innovation in Policy Implementation'	Deliverable Format:	Report

1	Authors		
	Name	Partner	Email
Main Author	Frances Hodgson	UNIVLEEDS	F.C.Hodgson@its.leeds.ac.uk
Contributing Author			
Contributing Author			

Reviewer1	Tom Thomas	ENSCHEDÉ	T.Thomas@enschede.nl
Reviewer 2	Susan Grant-Muller	UNIVLEEDS	S.M.Grant-muller@its.leeds.ac.uk

2	Abstract
	<p>This name of this deliverable is, 'International Review of Social Innovation in Policy Implementation'. This Deliverable is a public document of the EMPOWER project. The goals of this Deliverable are to identify the initiatives and implementations that use social innovation to achieve a reduction in the use of CFV. This has involved an international search of a range of sources using the bibliographic databases available to universities. Advanced systematic literature search techniques have been applied in a transparent manner and fully documented to be able to ensure replicable steps in any future searches. The resulting list of initiatives and implementations have been</p> <ul style="list-style-type: none"> • synthesised to provide a typology based on the key characteristics; • collated to provide guidance specific to EMPOWER project next steps; • used to provide insight into the effectiveness on the reduction in CFV use; and • used to provide insight into the impact on different sectors of the travelling public, especially women and other vulnerable groups. <p>The review has revealed that there is a need for (a) more empirical work in the area, (b) studies that use large scale and representative datasets and (c) studies that focus on influence on sustainable travel behaviour and, finally (d) studies that identify the impact on vulnerable and different socio-demographic groups. The synthesis produced key findings showing that determinants of successful schemes address:</p> <ul style="list-style-type: none"> • Trust • familiarity with the social innovation scheme and transaction history; • Reputation as a way of ensuring honest engagement; • Intermediaries;

	<ul style="list-style-type: none"> • management of conversational exchange can add to the nurturing and curating of value co-creation; • the attractiveness of digital currencies; • critical mass both in terms of volume of users but also the type and quality of interaction, engagement and transactions; <p>There is some evidence that car share schemes can make an impact on the use of conventionally fuelled vehicles. However there is limited evidence that other forms of social innovation-based schemes can have an impact on sustainable travel and particularly on the reduction of car use. This is largely due to the fact that there is limited research designed around the aim of reduction of conventionally fuelled vehicles or CO2 reduction.</p> <p>The review also looked for research which had differentiated impacts according to different communities or socio-economic groups. In fact little of the research studies reviewed attempted to differentiate effects on the population. Nor did they look carefully at whether there were negative or perverse effects which created new vulnerabilities or new grouping of vulnerable communities.</p> <p>The key findings of the review highlight a series of issues all of which are relevant to the development, design and implementation of schemes to reduce conventionally fuelled vehicles within the EMPOWER project.</p>
--	---

3	Relation to other WPs
WP2.2	Predecessor
WP1	Predecessor
WP5	Predecessor

4	Challenges and Risks
	<p>The volume of studies in the area provided a real obstacle to creating a synthesis of the key studies.</p> <p>The diversity in the types of studies using social innovation also added to the difficulties of providing a synthesis.</p> <p>There is a risk that more literature is available in studies which do not identify social innovation as being applicable to them, however the recent issue of Transportation (May 2015) would indicate that this review is well focussed and apposite.</p>
5	Deviations from the proposal (positive and negative)
	None

--	--

6			
Dissemination Activities - proposed or actual			
	Activity eg conference presentation, workshop, publication	Target Audience	Feedback from testing (if applicable)
1	AAG	Academics and practitioners	
2			
3			