Urban transport: eliminating blind spots and missing links in the era of the fourth industrial (r)evolution

A digital platform and new business model

https://www.youtube.com/watch?v=m28ARCuL7iY

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Research question

Urban transport: major problems, great ambitions

• What would be the effects if the opportunities of the fourth industrial (r)evolution were fully applied in urban traffic?
Blind spots

1. Transport is a service producing accessibility – the end user’s needs
2. Public sector produces base services
3. Vast unused capacity
4. Self-destructive tendencies/rebound effects
5. Latent demand and the workings of congestion
6. Self-supporting processes
7. Resource allocation
8. Lifecycle perspectives
Missing links

• Transport – localization producing accessibility
• Interaction between modes of transport
• Interdependency of vehicles and infrastructure
A complex system and digital platforms

- Transport sector’s complex system, resistant to change
- Digital platforms and ubiquitous mobile computing
- Streamlining, coordination, transformation, social innovation
- Integrated proactive information and pricing for all modes of transport – and new business models
- Optimization: efficiency, climate, local environment, health, equality, safety
What the system will offer

- Service-level choice
- Journey planning, reliable information on all transport choices
- Agreement and payment
- Guarantees and automatic compensation
- Notifications of delay, before and during journeys
- Invitations to co-produce and to third parties
Obstacles and opportunities

- Hard to think in new ways, to understand the transport system and digital platforms
- Lobbying,
- Self-driving vehicles
- Monopolies in base services production
- Everybody benefits
- The components and technology already exist
- Climate challenge can be accommodated
- City regions function as development niches
- Inter-city competition
Perspectives on producing accessibility

• We need a historical and systems perspective and to realize the full potential of digital platforms
• To think of isolated solutions are not enough
• Orchestrating localization and mobility and different transport modes.

Thanks for your attention!