

Identification of drivers and barriers for social innovation in urban mobility

P. Albulescu, I. Macsinga, G. Pellegrini Masini, E. Löfström, A. Dumitru, A. Nayum, C. A.

Klößner

2021



Objective

Identification of **drivers and barriers** to implement social innovation for urban mobility in 4 cases in SMARTTEES project:

- **Zürich**
- **Groningen**
- **Vitoria-Gasteiz**
- **Barcelona**



Theoretical framing

“**Social innovation** is a process of change in social relationships, interactions, and/or the sharing of knowledge that broadens/deepens the engagement of individual stakeholders with energy topics and leads to, or is based on, new environmentally sustainable ways of producing, managing and consuming energy to meet societal challenges.”

Value-belief-norm theory (VBN; Stern, 2000):

- attitudinal **norms, beliefs and values**
- capabilities and resources **social status, literacy, financial resources, time, etc.**
- contextual **laws and regulations, material costs and rewards, social norms, policies, etc.**
- habit and routine

Methodology

Cross-sectional data gathering

Semi-structured interviews

Analysis on clusters:

- Holistic, shared and persistent mobility planning (Zürich and Groningen)
- Urban mobility with superblocks (Vitoria-Gasteiz and Barcelona)



Results: Cluster Zürich and Groningen

Drivers

- general environmental predisposition
- behaviour-specific norms and beliefs (safety)
- benefits (i.e., improved cycling infrastructure, environment quality are valued higher than the costs, such as time or effort)
- financial resources
- social norms and expectations
- supporting policies



Results: Cluster Zürich and Groningen

Barriers

- material costs
- laws and regulations



Results: Vitoria-Gasteiz and Barcelona

Drivers

- pro-environmental attitudes
- other attitudes (e.g., willingness to engage in discussions about mobility in the city, preservation of traditions, concern for climate change and air quality)
- interdisciplinary knowledge
- (changes in) social norms
- knowledge and experience
- supportive policies (@ local, regional, metropolitan level)



Results: Vitoria-Gasteiz and Barcelona

Barriers

- (lack of) financial resources
- (lack of) human resources
- time



Attitudinal Factors

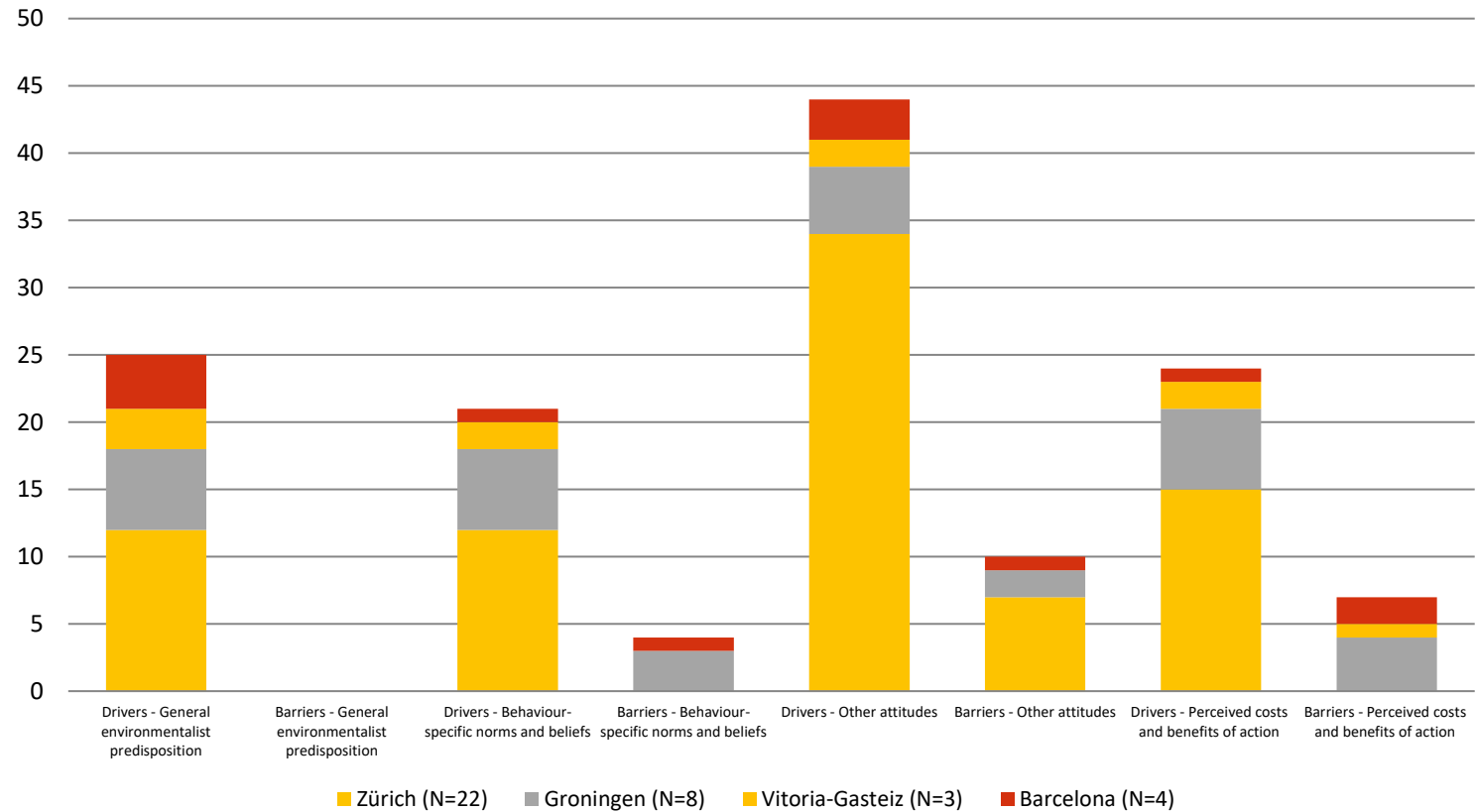


Figure. Frequency of attitudinal factors by case

Results

Overview



Capabilities and resources

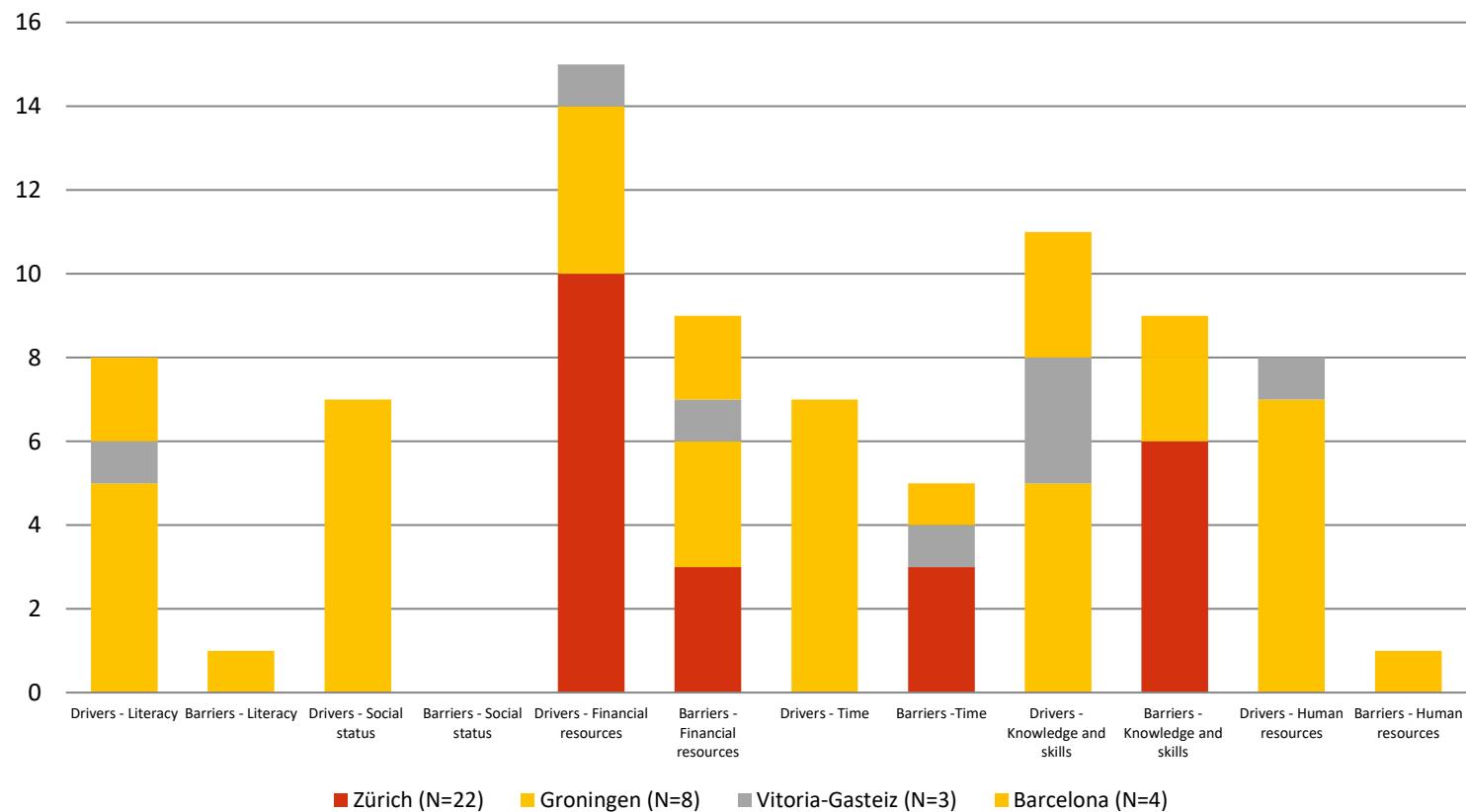


Figure. Frequency of capabilities and resources factors by case

Results

Overview



Contextual factors

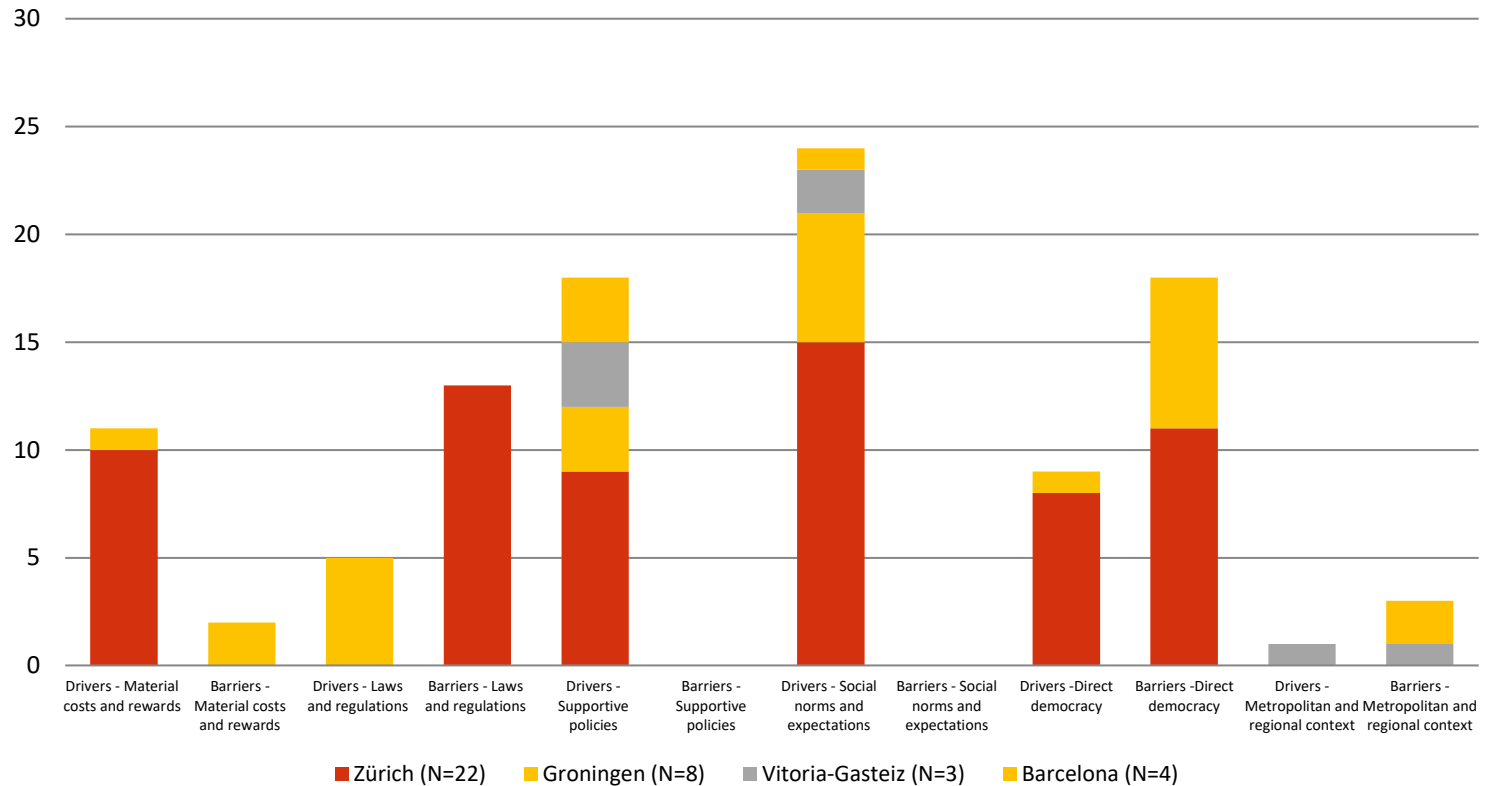


Figure. Frequency of contextual factors by case

Results

Overview

Habit and routine

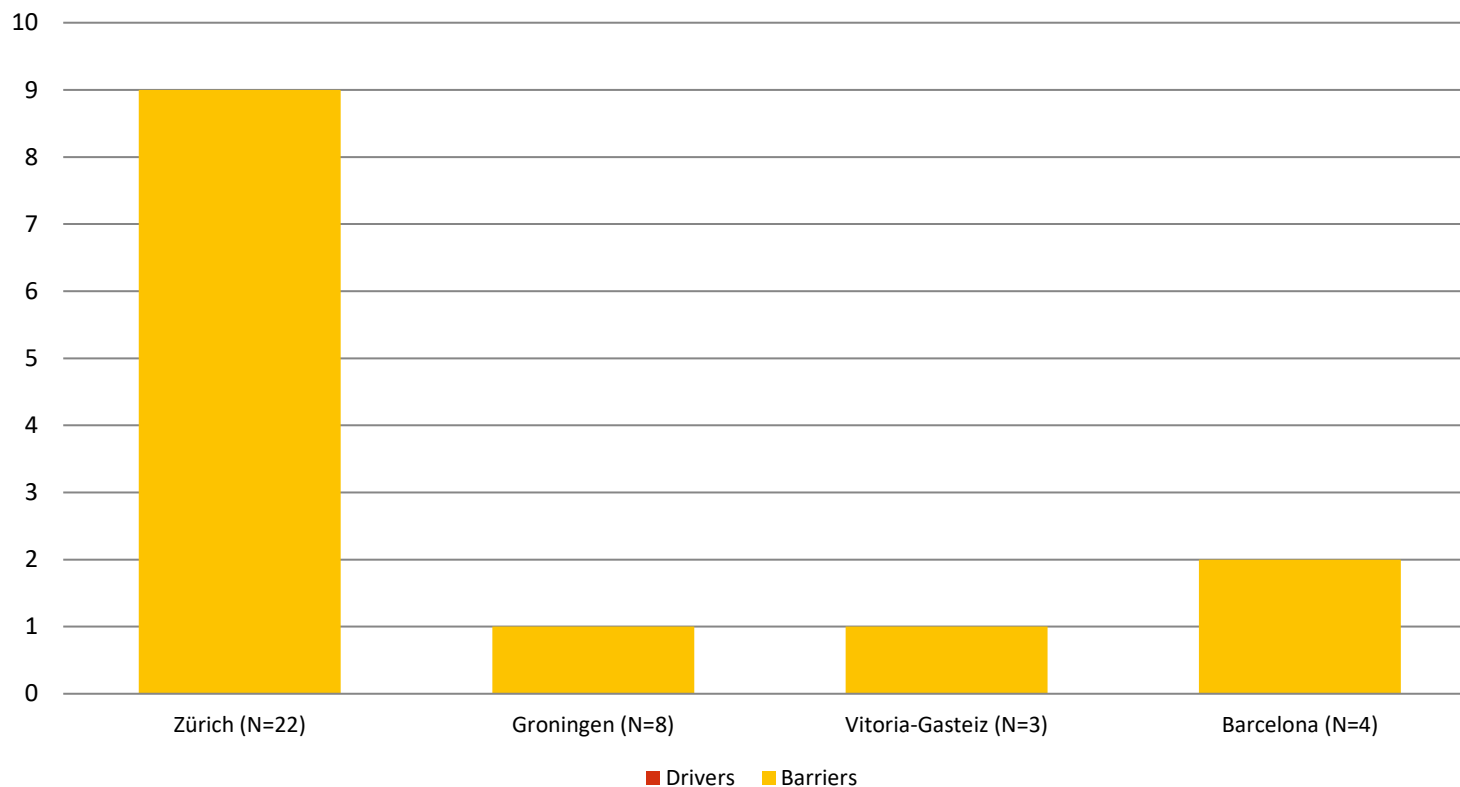


Figure. Frequency of habits and routines factor by case

Results

Overview



Policy recommendation



Build on existing environmental engagement or include a strategy to increase it, since almost all key actors across all cases name environmental engagement as a key driving force.



Especially in mobility related social innovations, there often is initial resistance of groups that fear for their businesses. Include such groups early on and open for trial periods of the changes to the mobility system.

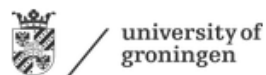


Regulations and laws can be a powerful driver or barrier of social innovations. Remove ambiguities and uncertainties in regulations, create room for experimental solutions, and design policies that amplify the output of social innovations.

Thank you!

Stay in touch!

Patricia Albulescu
patricia.albulescu@e-uvt.ro



urbanisland

