

EXECUTIVE TRAINING  
**SMART URBAN  
TRANSPORTATION SYSTEMS**

20 - 21 January 2017  
24 - 25 March 2017

**LAUSANNE  
SWITZERLAND**

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# TESTIMONIALS



**Matthias Finger**  
Professor EPFL

“ Cities are under growing pressure to provide reliable and high- quality transportation services, considering that citizens have high expectations, sustainability goals have to be met and technology is rapidly evolving. Our executive training is aimed at urban transportation managers, as well as city managers more generally, seeking to address such challenges in a comprehensive and systematic way. ”

“ Our citizens legitimately demand the highest quality transportation services possible. This executive training constitutes, in our view, an appropriate answer to meeting their demands. ”



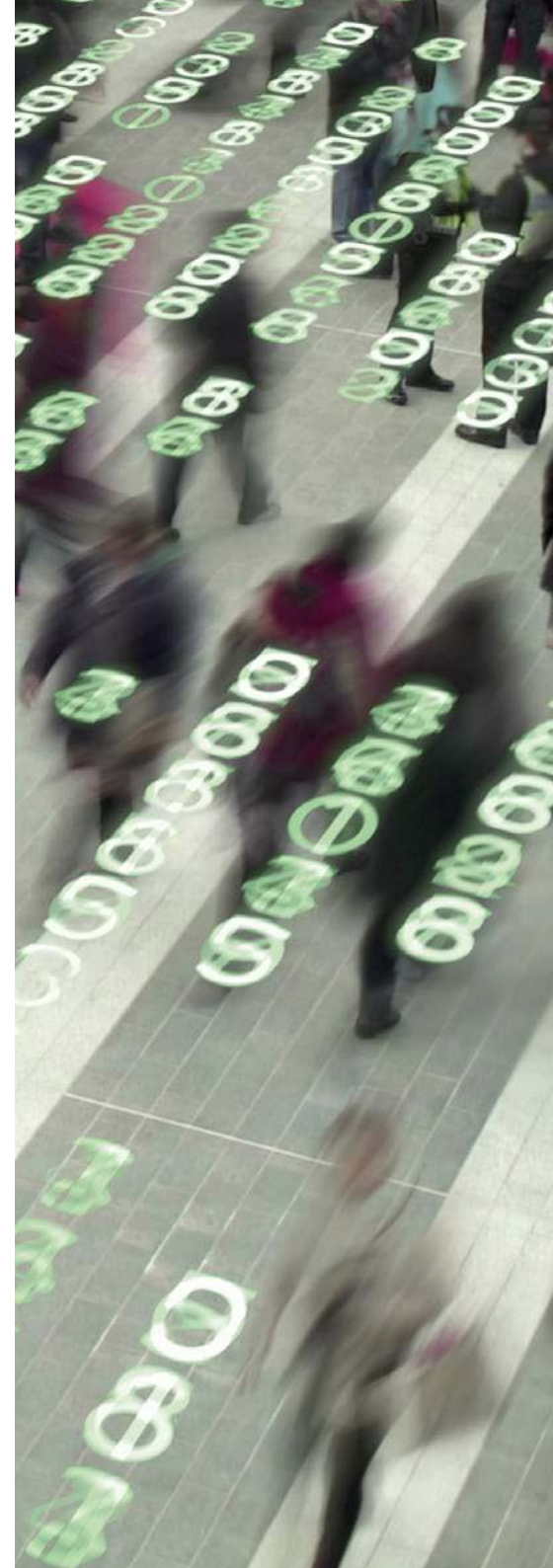
**Corine Mauch**  
Mayor of Zürich

# OVERVIEW

Infrastructures provide important services that are vital for economic prosperity and social wellbeing. With more than half of the world's population living in cities and more than 80% of global GDP being generated in urban areas, urban infrastructures are the backbone of modern societies.

Over the past few years, advancements in the Information and Communication Technologies (ICTs) have significantly challenged the traditionally stable landscape of urban infrastructure services provision, notably by introducing *"smart urban systems"*.

The result is an increasing interest in the transition of cities towards so-called *"smart cities"*, expressed both from technology vendors and public authorities. In the transportation sector, for example, although these *"smart technologies"* can provide important opportunities for citizens and new service providers alike, innovative governance mechanisms have to be developed to cope with this ICT-supported disruption.



# FOCUS OF THE PROGRAM

Building on the global expertise obtained thanks to the IGLUS (Innovative Governance of Large Urban Systems) Action-Research project at EPFL, participants will learn about disruptive smart urban transportation technologies as implemented in various cities around the globe. New business models associated with smart urban transportation systems will be discussed and governance challenges that must be faced for the successful transition from legacy urban transportation systems to more innovative, smart, urban mobility systems will be highlighted.

Through a unique combination of cutting edge conceptual inputs, discussion of real-world cases and experience exchange, the workshops will help participants gain a deep understanding of the current trends in urban mobility and develop effective strategies for dealing with the emerging disruptive changes in this sector.



### Who should attend?

- City managers and policy makers.
- Urban and Regional Transportation officials and managers.
- Smart Transportation consultants.
- Smart urban mobility solution developers.
- Entrepreneurs and Start-ups active in the Smart Transportation sector.

### Curriculum highlights:

- Disruptive innovations in the urban transportation sector.
- New business models associated with smart urban mobility systems.
- Governance challenges in the transition from legacy urban transportation infrastructures to smart urban mobility systems.

### Participant benefits:

- Gaining a deep understanding of the nature of disruptive innovations in urban transportation infrastructures.
- Learning about state-of-the-art strategies to benefit from smart mobility solutions in cities, thus effectively managing the transition from legacy infrastructures to smart systems, while avoiding early lock-in by premature technologies.
- Developing a global outlook of the challenges related to the governance of smart urban mobility systems and their transition.

**2 X 2 DAYS**

#### Registration

You can register either for one or both workshops

#### Program language:

English

#### Costs:

**Single workshop:**

2000 CHF

**Two-workshop package:**

3500 CHF

# CONCEPTUALIZATION AND THEORETICAL INPUT

## 1<sup>ST</sup> WORKSHOP

	Day 1	Day 2
<b>Session 1</b>	Understanding the complex nature of Cities as Socio-Technical Systems	Management of Disruptive Innovations in Urban Infrastructures; Theoretical Foundations
<b>Session 2</b>	Smart Cities: <ul style="list-style-type: none"><li>■ Digitalization of urban infrastructures</li><li>■ How can the ICTs help to cope with the complexity of urban systems?</li><li>■ Contextualization for transport</li></ul>	Management of Disruptive Innovations in Urban Infrastructures; Reflection on Real Cases
<b>Session 3</b>	Urban mobility - recent technology outlook: <ul style="list-style-type: none"><li>■ Integrated ticketing</li><li>■ Ride sharing and peer-to- peer services</li></ul>	Governance of Urban Infrastructures in times of disruptive Innovation
<b>Session 4</b>	<ul style="list-style-type: none"><li>■ Integrated scheduling</li><li>■ Driverless vehicles</li></ul>	

## DEEP-DIVE 2<sup>ND</sup> WORKSHOP

	Day 1	Day 2
<b>Session 1</b>	<p>Deep-dive into the technological dimensions when managing the disruptive innovations in Urban Transportation systems:</p> <ul style="list-style-type: none"><li>■ Path dependency &amp; lock-in</li><li>■ Supporting Innovation</li><li>■ Standardization</li><li>■ Legacy System integration</li></ul>	<p>Deep-dive into the political dimensions when managing the disruptive innovations in Urban Transportation systems:</p> <ul style="list-style-type: none"><li>■ New actors (prosumers and cooperatives)</li><li>■ Power conflicts</li><li>■ Regulation</li></ul>
<b>Session 2</b>	Case study session	Case study session
<b>Session 3</b>	<p>Deep-dive into the economic dimensions when managing the disruptive innovations in Urban Transportation systems:</p> <ul style="list-style-type: none"><li>■ Business models</li><li>■ Financing</li><li>■ Value of data</li></ul>	<p>Deep-dive into the social dimensions when managing the disruptive innovations in Urban Transportation systems:</p> <ul style="list-style-type: none"><li>■ User acceptance</li><li>■ Privacy</li><li>■ Universal services and Basic citizen's rights</li></ul>
<b>Session 4</b>	Case study session	Case study session

