Reverse Innovation: Rethinking urban transport through global learning

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Agenda

1 REVERSE INNOVATION

2 TOMORROW'S CITIES

3 RETHINKING URBAN TRANSPORT THROUGH GLOBAL LEARNING

4 TAKE HOME MESSAGES
The idea behind reversing innovation processes

Developed world

Developing world

Reverse Innovation

Picture: StockImages AT/Fotolia.com
Example for Reverse innovation: Bus Rapid transit (BRT)

1974: invented in Curitiba/Brazil  
2017: over 200 cities operate BRT systems
UBA's vision of “Tomorrow's Cities” with focus on environmentally friendly mobility

Source: https://www.umweltbundesamt.de/publikationen/tomorrows-cities.
Measures for “Tomorrow’s Cities”: Environmentally friendly mobile, low noise, green, compact and functional-mixed

Implementing compactness and mixed use in cities

Reducing noise

Expanding active networks

Exploiting digitisation for the benefit of the environment

Making commercial traffic within the city environmentally friendly

Providing urban greenery and open spaces

Fostering participation and collaboration in planning and implementation

Improving public transport quality

Encouraging integrated mobility services and e-mobility

Managing motorised traffic

Central long-term target for big cities: max. 150 cars/1,000 inhabitants
UBA/GIZ-Publication “Reverse Innovation – Rethinking Urban Transport through Global Learning”
Types of reverse mobility innovations

5 types of mobility innovations

- Technological innovations
  - E-Buses

- Regulatory innovations
  - Permanent Parklet Program

- Service innovations
  - IT-Based Services

- Business model innovations
  - New forms of Bike-Sharing

- Social innovations
  - new forms of Carpooling
Example of reverse innovation:
Permanent parklets in Brazil
Take home messages

1. CITIES ARE HUBS FOR INNOVATION
2. NEED TO COOPERATE INTERNATIONALLY
3. ROLE OF THE PEP
4. REVERSE INNOVATION HAS A GREAT POTENTIAL FOR GERMANY/EUROPE
Thank you!

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GIZ analyzed 50 promising innovations in the field of sustainable mobility from around the globe.
10 examples of the UBA-GIZ brochure “Reverse Innovation – Rethinking Urban Transport through Global Learning”

- Electric buses: Operation and implementation in China
- Integrated Transport Services: Go-Jek Indonesia
- Urban Green: Permanent Parklets Brazil
- Urban Carpooling App: Raye7 Egypt
- Bike-sharing: MoBike in China
- Data Crowdsourcing: SafetiPin App
- Electric urban vehicle: Gogoro Smartscooter
- Car-free campaigns: Raahgiri Day India
- Mobile Payments for Transport Services: MPESA Kenya
- Active Mobility: Promotion of Personal Mobility Devices in Singapore