



**Lost in mainstreaming?
Urban mobility grassroots innovations
with multiple pathways and outcomes.**

Gerardo Marletto, Cécile Sillig – Università di Sassari

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1. What is a grassroots innovation?

Grassroots innovations (GI) differ from other innovations:

- GI originate in civil society
- GI are inspired by ideological values

GI feature multiple pathways and outcomes

2. Our research questions

RQ1:

What factors generate multiple GI pathways?

RQ2:

What are the relationships between such factors and GI outcomes?

3. Case studies: Methods

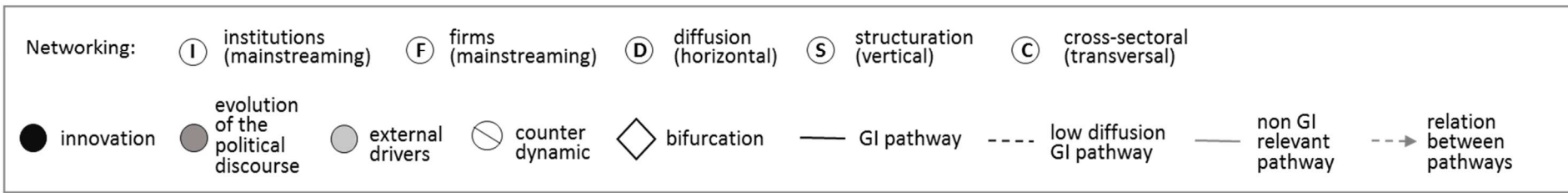
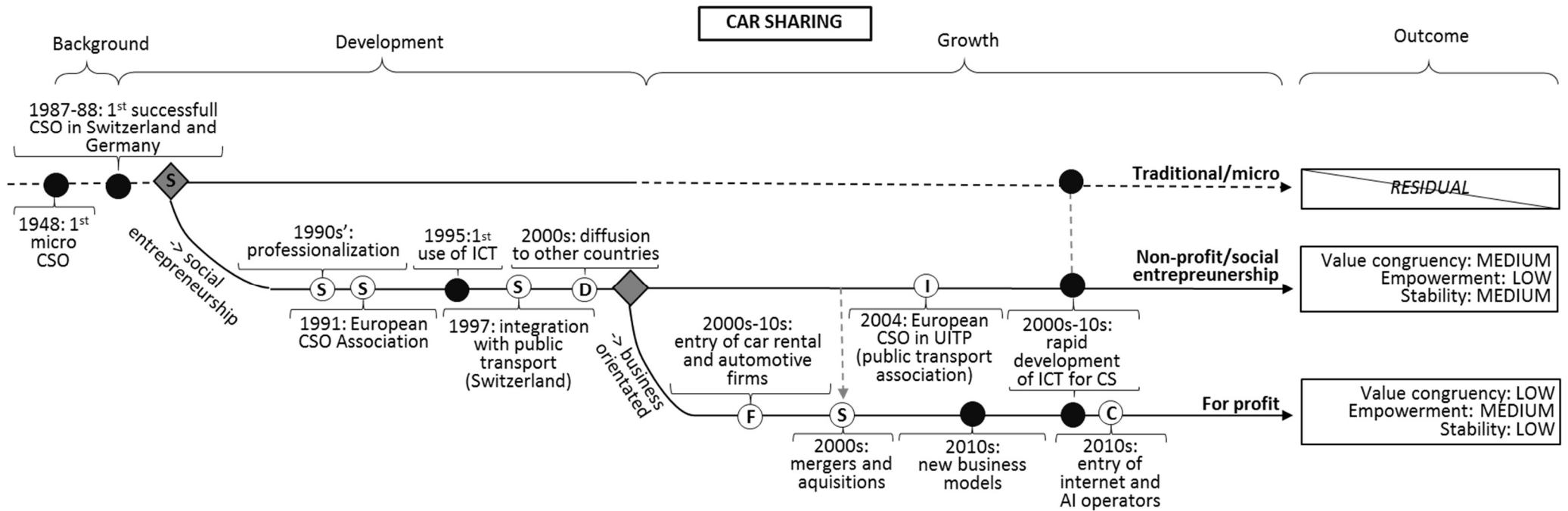
Three urban mobility GI:

- Carsharing; Cycling; Shared Space

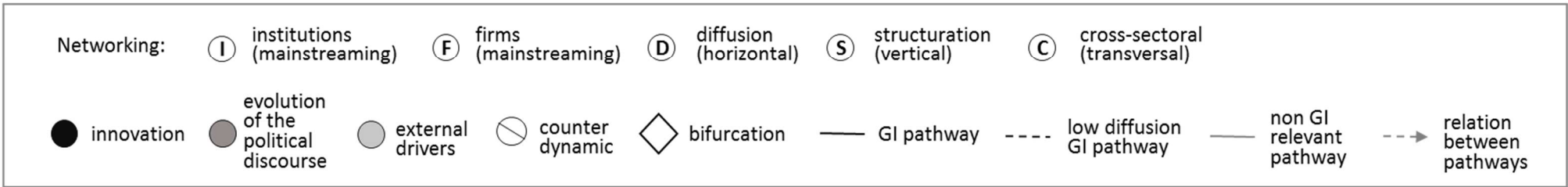
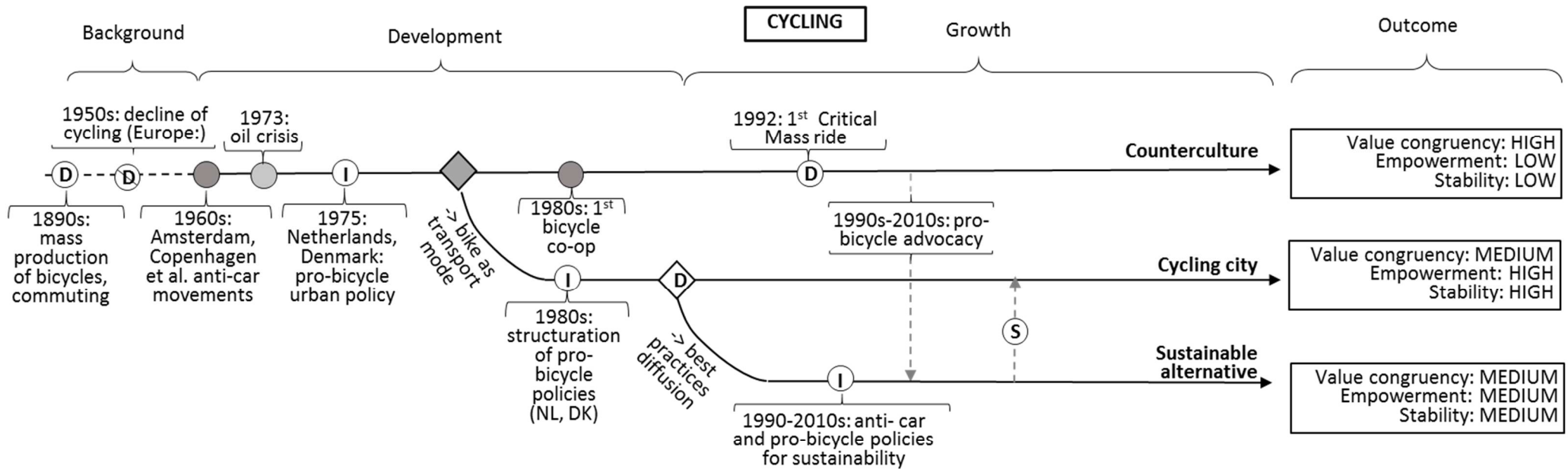
Longitudinal global scale case studies with a focus on:

- bifurcations (networking of supporting actors)
- outcomes (value congruency, stability and power)

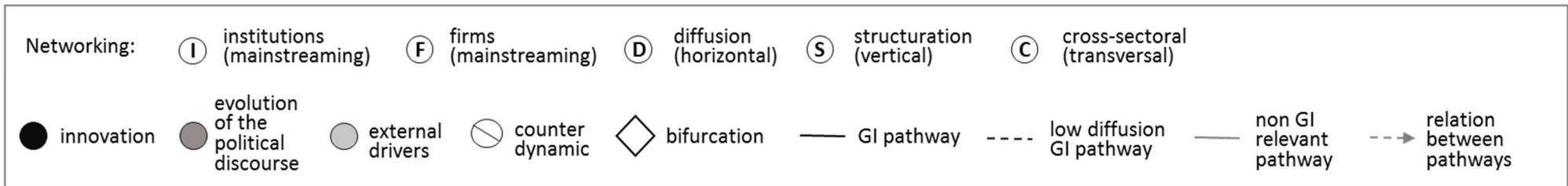
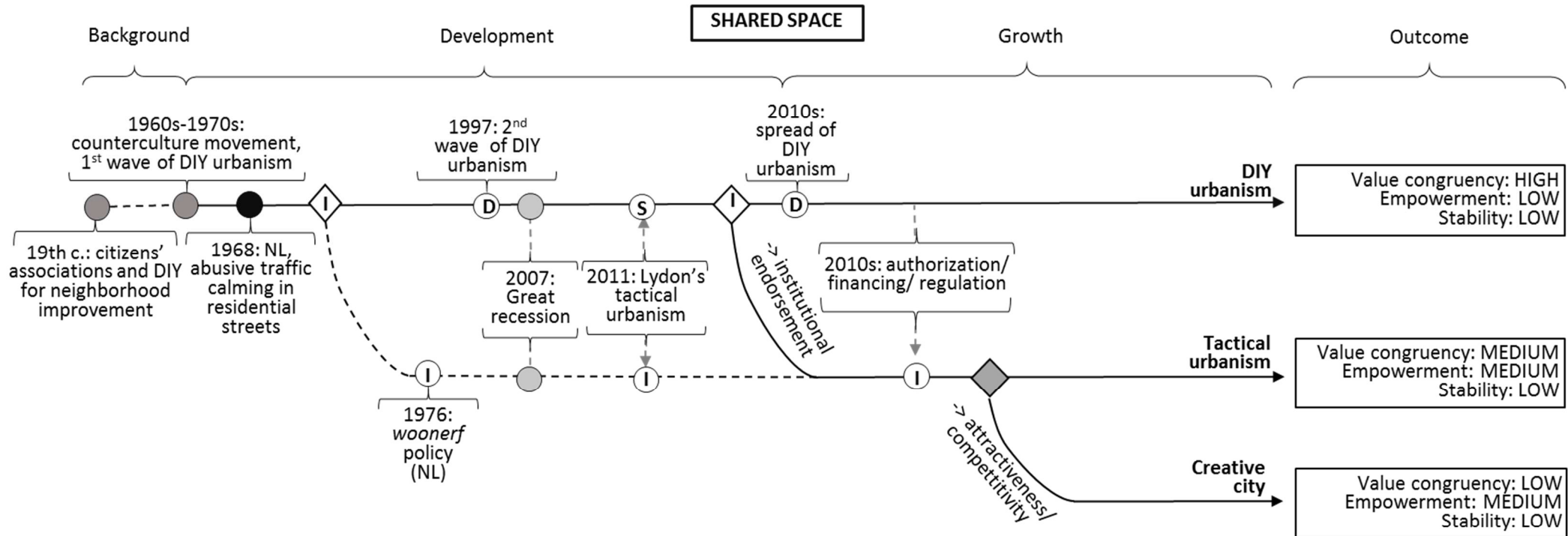
3. Case studies: Carsharing



3. Case studies: Cycling



3. Case studies: Shared space



4. Our answers to our research questions

- a. Bifurcations: always linked to mainstreaming
- b. Outcomes/1: trade-off between value congruence and power
- c. Outcomes/2: less pronounced trade-offs and greater empowerment if institutions are involved (compared to big firms)

Annex – GI pathway dynamics and outcomes

Dynamics		Pathway	Driving actors	Value congruency	Power	Stability	
Main streaming	Recuperation	By Institutions	Shared space – Creative city	Institutions Experts	L	M	L
		By firm	Car Sharing – For profit	Big Firms	L	M	L
	Collaboration/ Promotion	With institutions	Cycling – Cycling city	Institutions	M	H	H
			Cycling – Sustainable alternative	Institutions	M	M	M
			Shared Space – Tactical urbanism	Citizens Institutions Experts	M	M	L
			Car Sharing – Non-profit	NGO Institutions	M	L	M
	No mainstreaming			Shared Space – DIY urbanism	Citizens	H	L
		Cycling – Counterculture	Citizens	H	L	L	