



# Innovation in Transport Systems,

Manchester, Tuesday 30th June

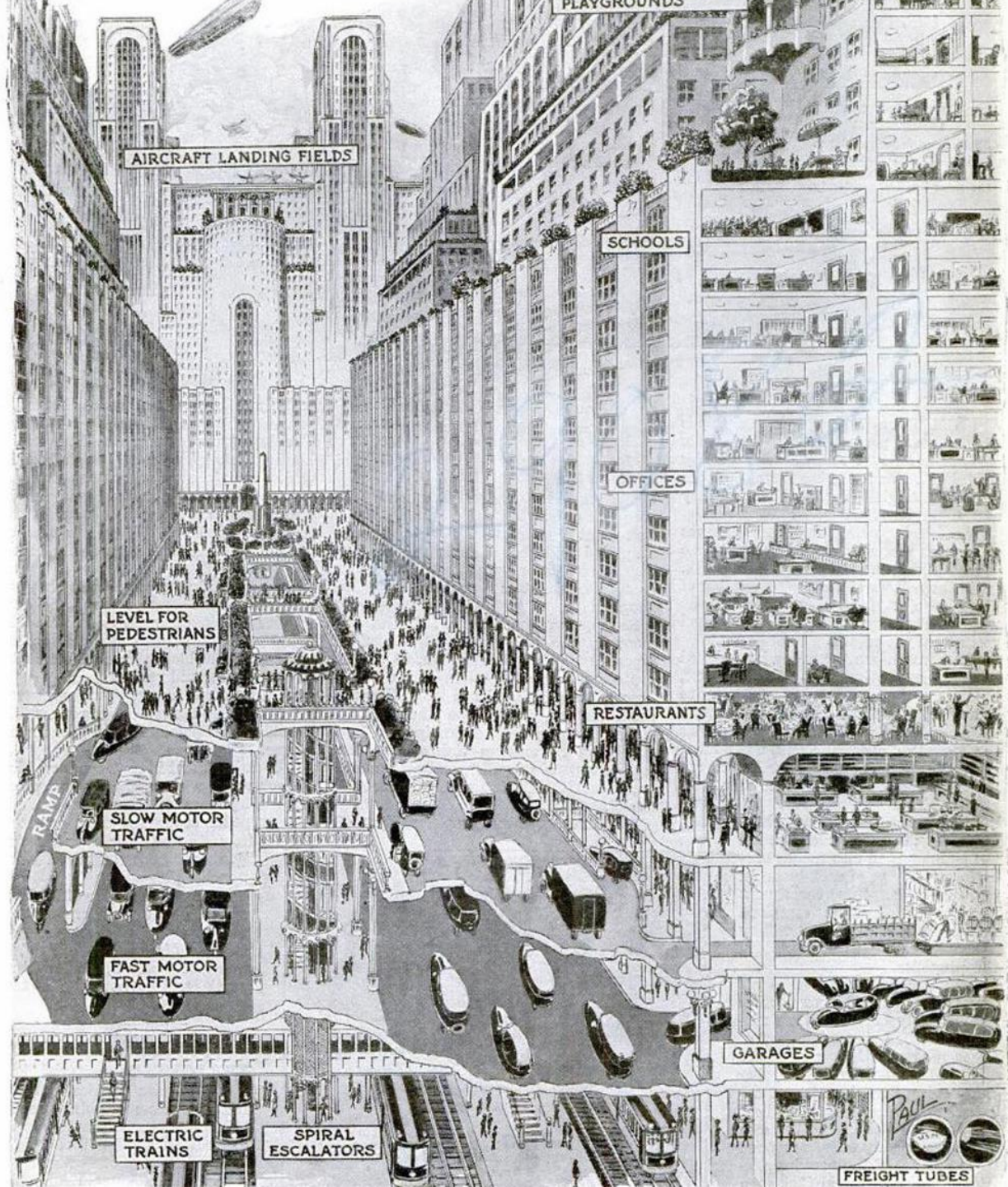
Rafael Cuesta, Head of Development & Innovation



‘The success of innovation at any moment in time is driven by utilising what is possible at that time, remixing the possibles, lateral thinking - not just new ideas but remixing old.’

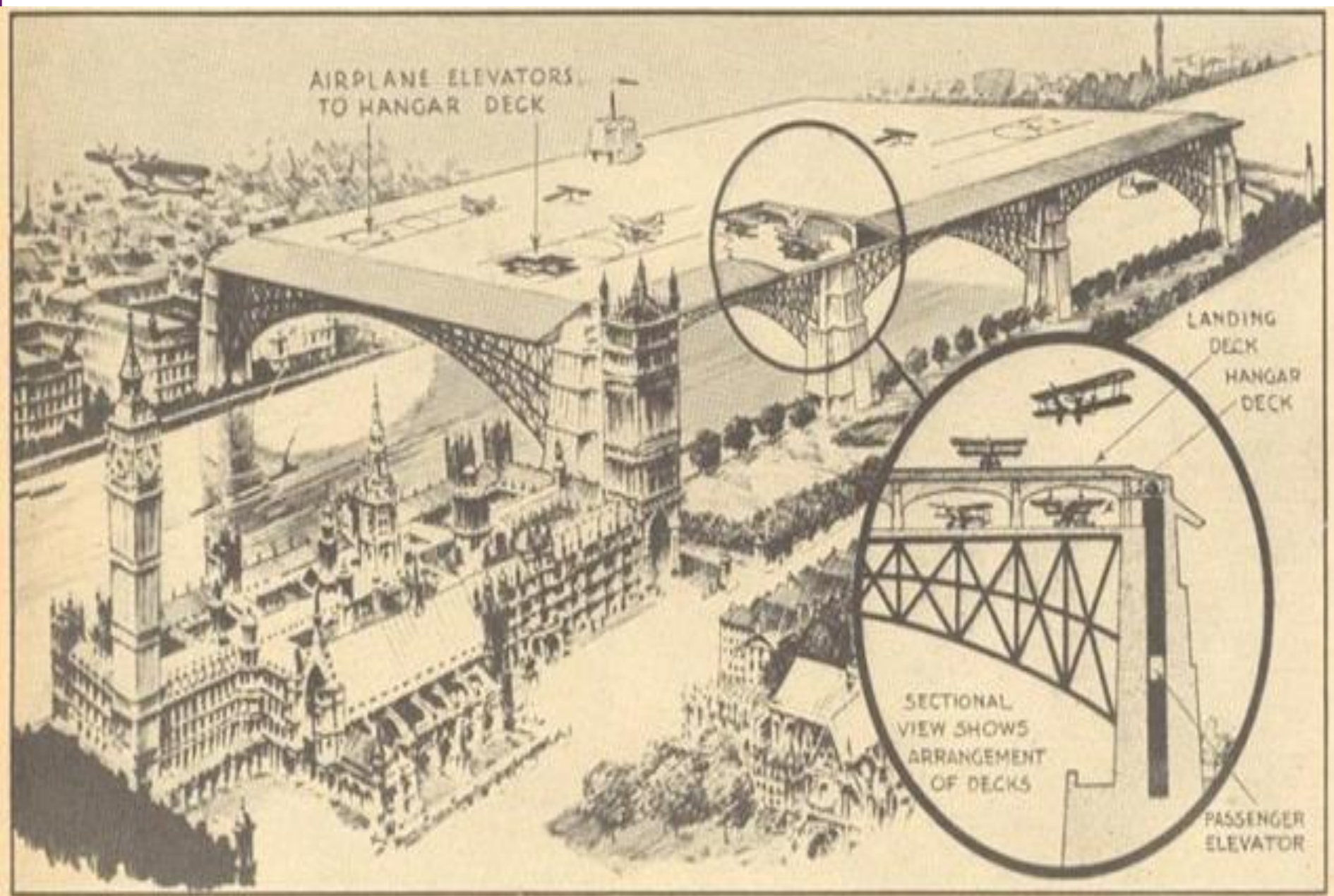
Steven Johnson  
in *Where good ideas come from: the natural history of innovation*. Riverhead Books. NY. 2010

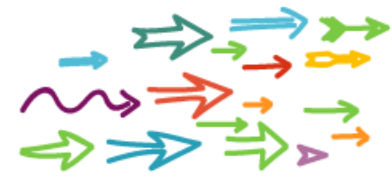
A 1920s view of 1950s  
cities to accommodate  
forecast population and  
private car growth





# A 1930s view of the future need to accommodate air travel in London



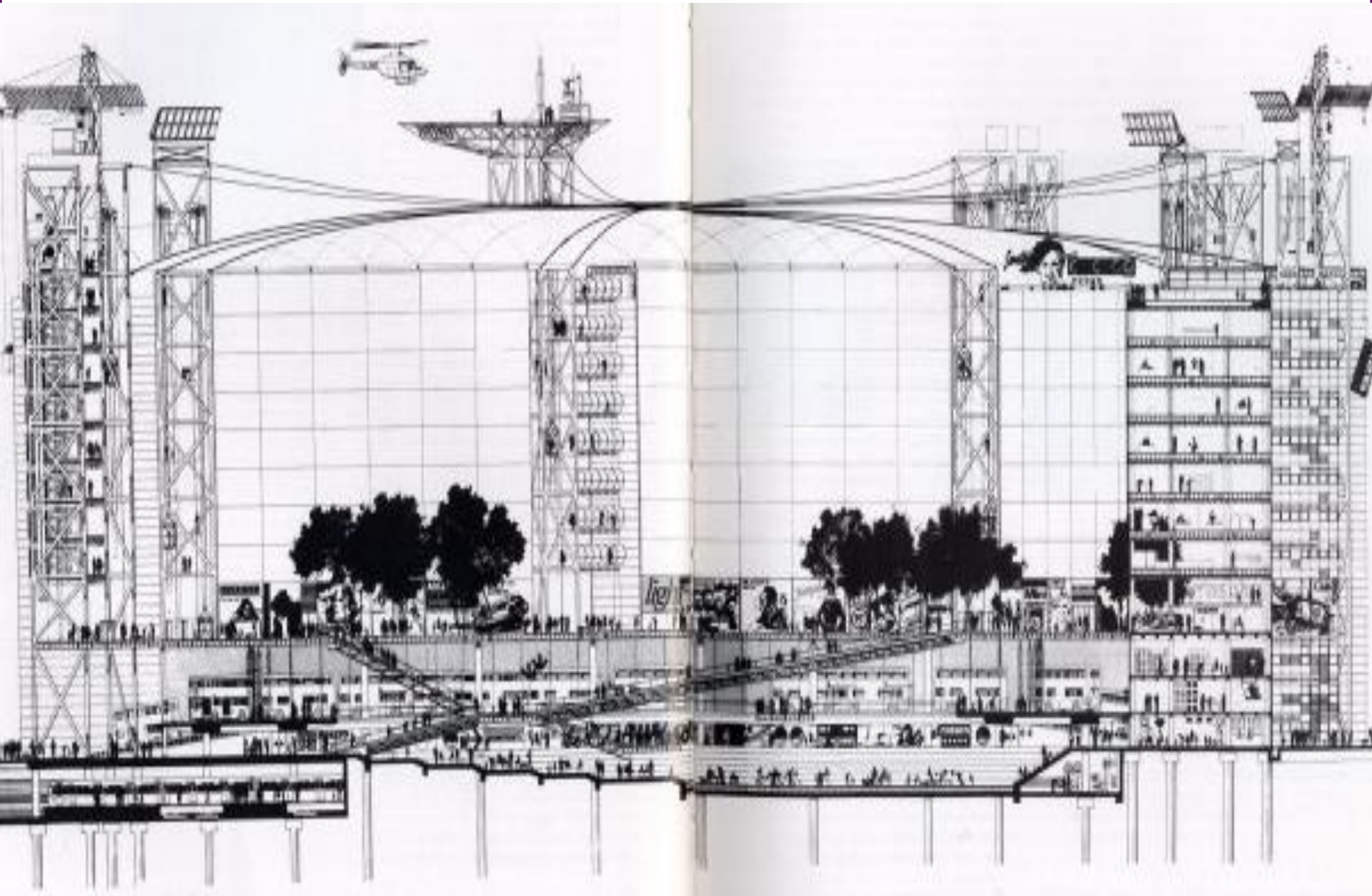


## **Futurama, The Cities of Tomorrow**

1939 New York World's Fair sponsored by the General Motors Corporation



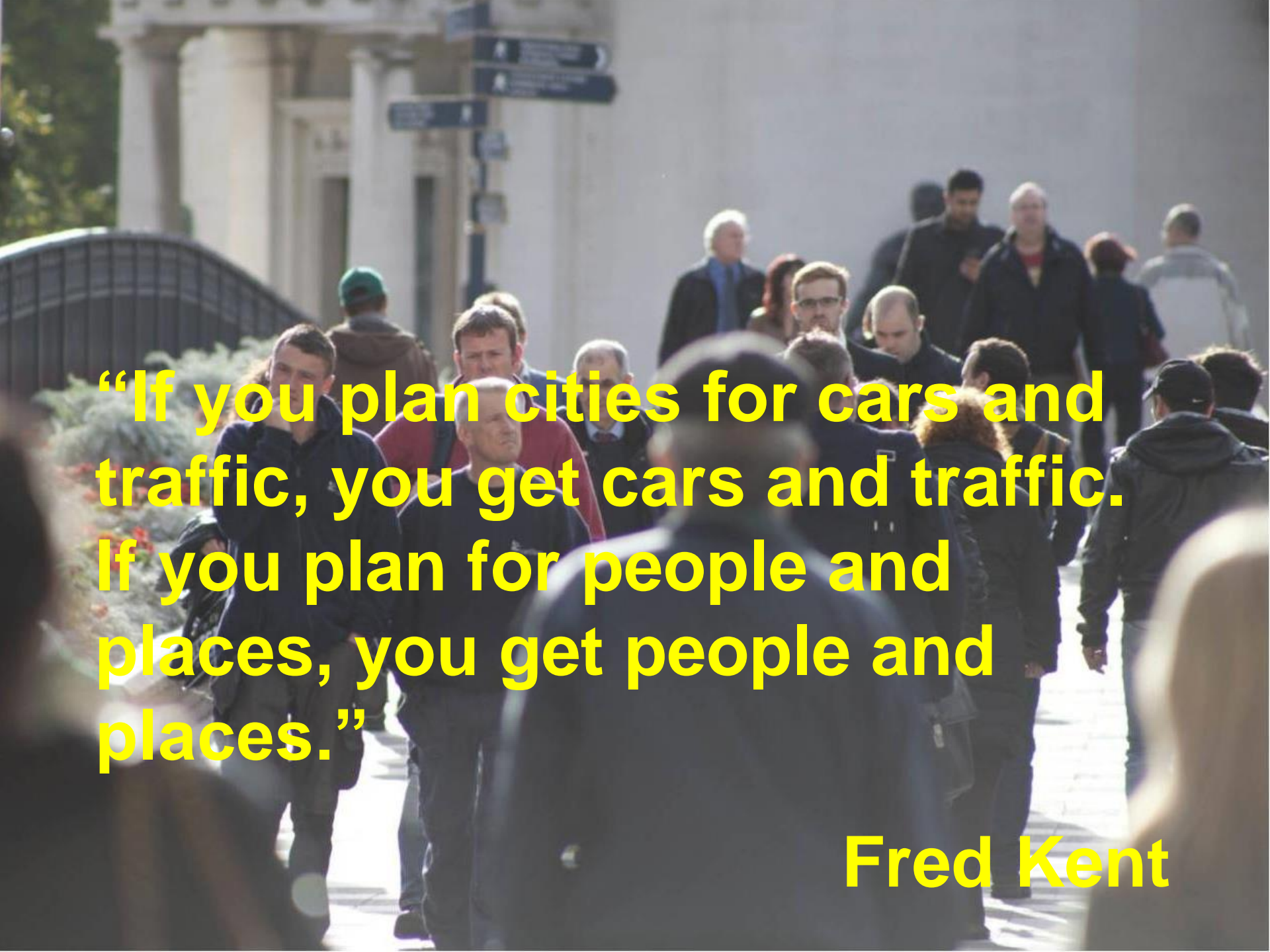
# A 'oil spike' 1970s view of the future 'no cars' towns and cities











**“If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places.”**

**Fred Kent**



**Gen Y**  
**Always connected**

**Gen Z**



**Our 2030  
innovation  
ecology  
clients**



**BritishMonarchy**   
@BritishMonarchy



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**2,534**

FAVORITES  
**1,343**



11:39 AM - 24 Oct 2014





The world is changing  
**FAST**



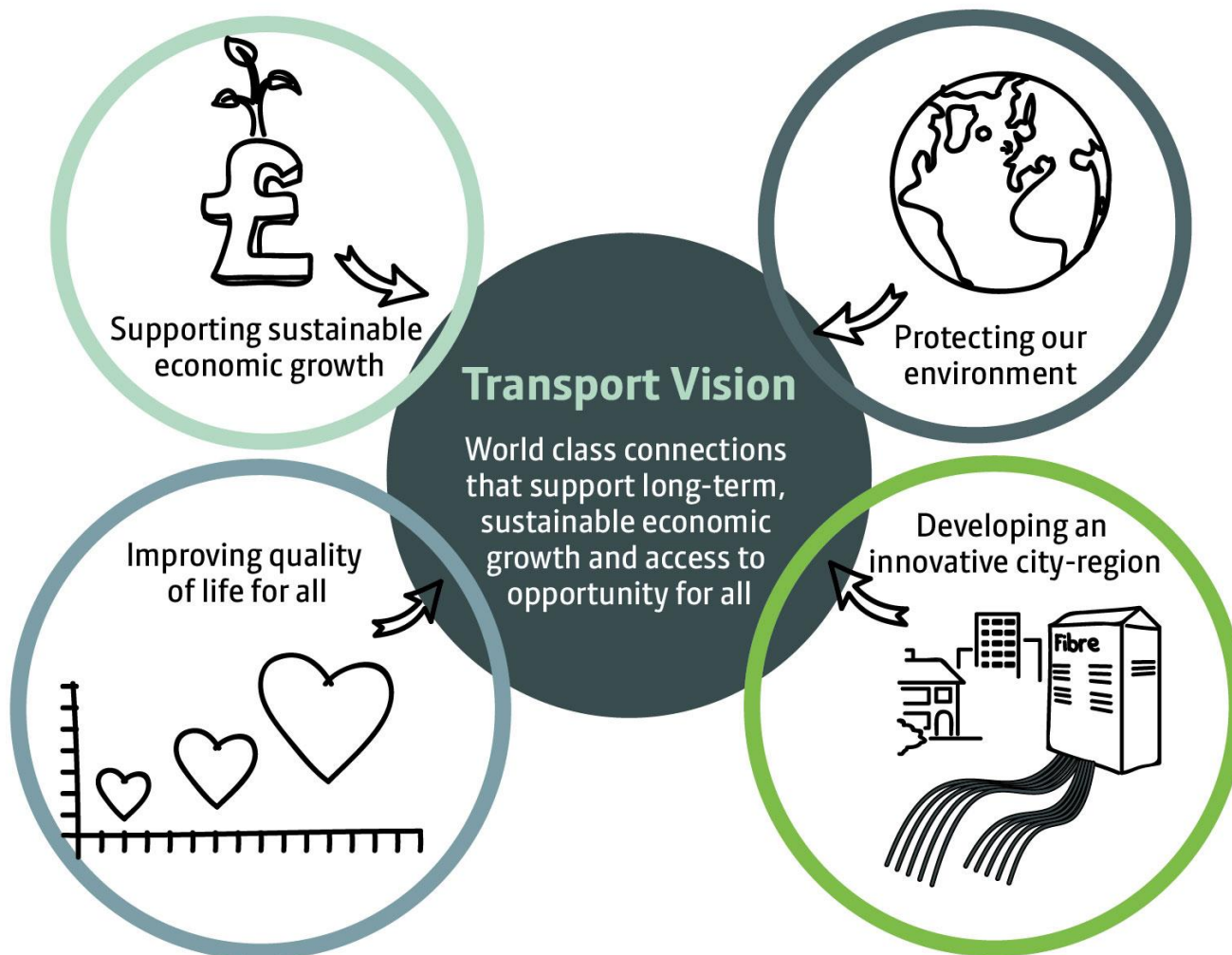
**Where next?**

**Lead on Intelligent Urban Mobility at national and international level bring forward innovative solutions.**





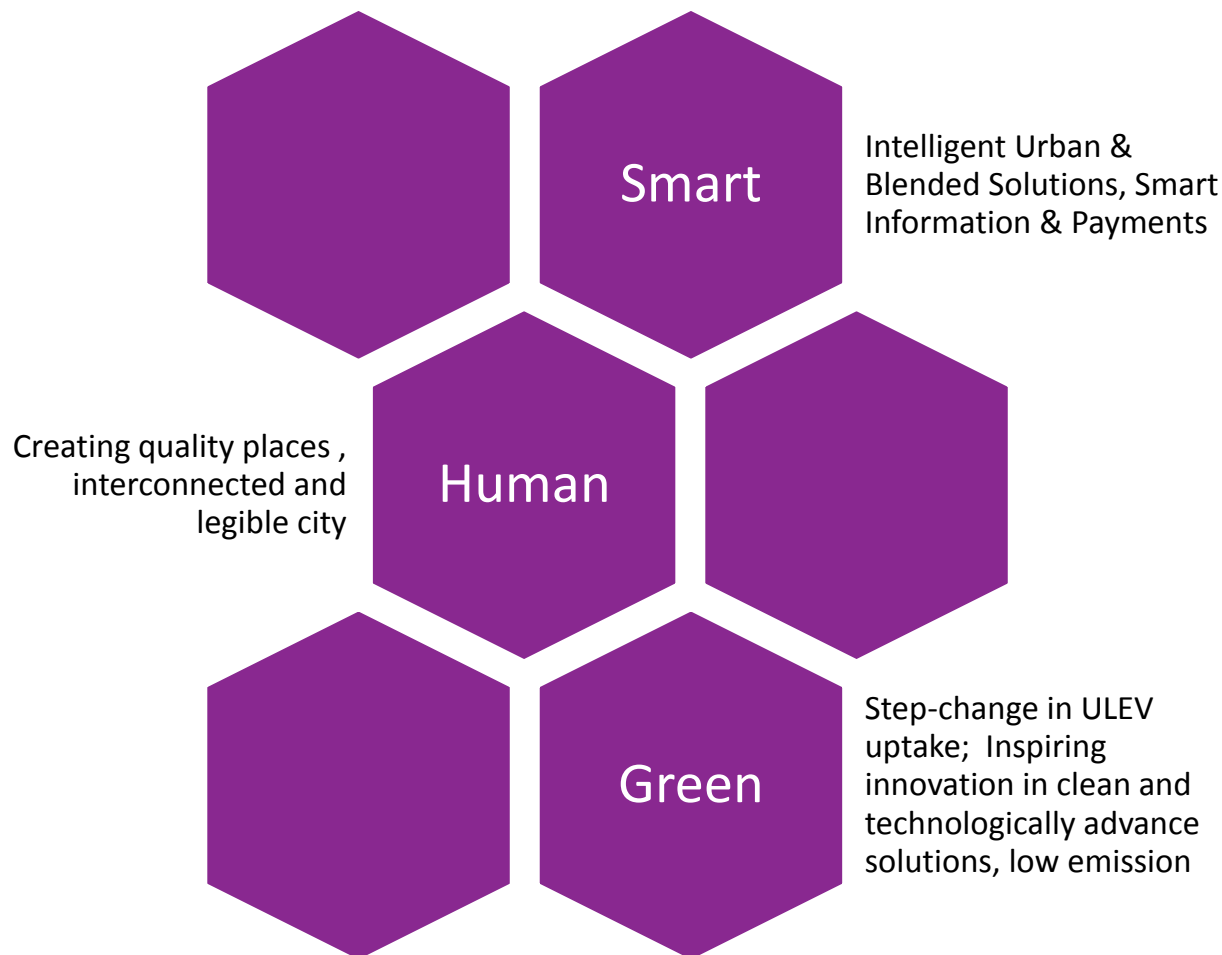
# 2040 Vision







# Innovating City Mobility









Customer Focused



Partnerships



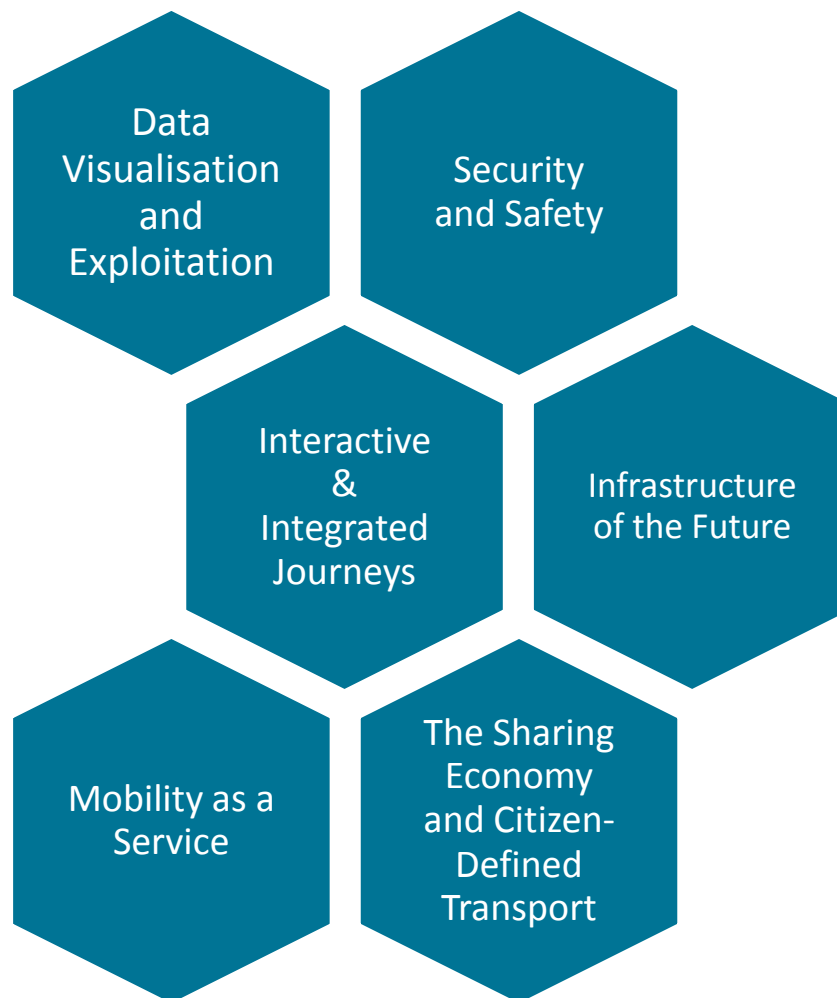
Commercial Model



Information solutions



# Intelligent Urban Mobility – Emerging Strategy





“

A pile of rocks ceases to be a rock  
when somebody contemplates it  
with the idea of a cathedral in mind.

– Antoine de St Exupery

”





“

Thank you

”