

Public engagement and socio-technical transitions:

The case of ELVIS in Milton Keynes

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Introducing ELVIS



- The Electric Light Vehicle Infrastructure programme is:
 - A practical project involving multiple stakeholders
 - Linked with similar projects in other cities
 - A unique learning opportunity
- Open University Business School
- Designs, Development, Environment and Materials

A two-headed challenge

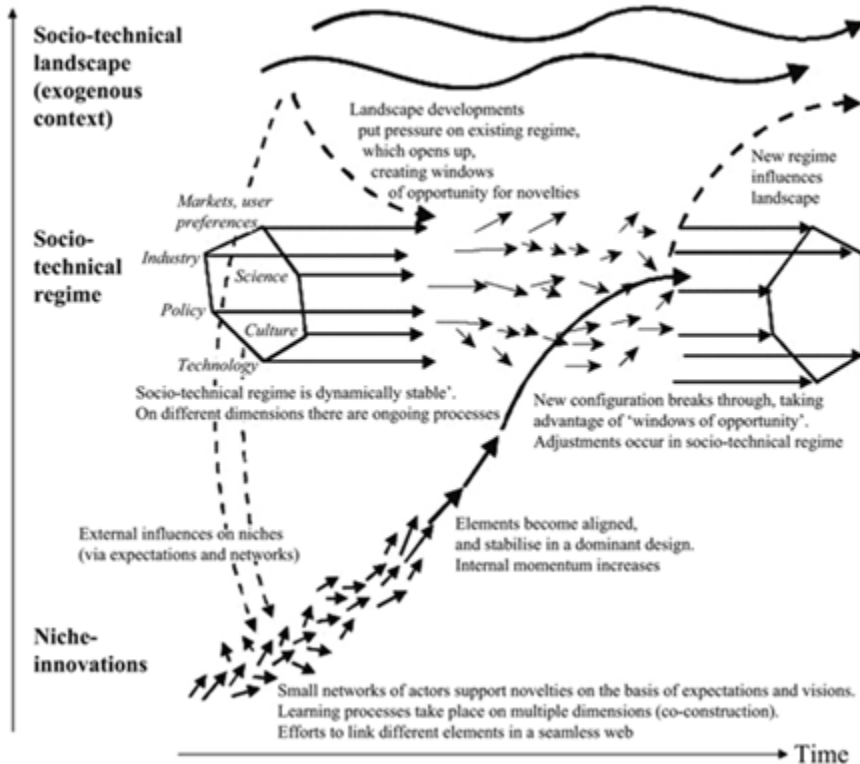


- Transition from ICEs to EVs will require orchestrated changes in:
 - Technology and infrastructure
 - Values and practices
- We will use two previously unrelated frameworks to manage this duality:
 - Strategic Niche Management
 - Social Marketing



SNM in a nutshell

Increasing structuration
of activities in local practices



Source: Geels and Schot (2007, p. 401)

- Three key processes:
 - Network formation
 - Articulation of expectations
 - Collective learning

SNM is focused on creating knowledge, but the creation of a larger market has been neglected.

Social Marketing:

Why cant you sell brotherhood like you sell soap?

- **5 steps of Community-Based Social Marketing:**

- Select target behaviour
- Identify barriers and benefits
- Reduce barriers, increase perceived benefits
- Pilot the strategy
- Evaluate broadscale implementation



Marketing is useful for shaping values and fostering adoption, but lacks tools for understanding sociotechnical configurations.

Operationalization:



- B2B focused:
 - The process of configuration, decision-making and rule-formation is more explicit and readily observable for organizations than for individuals
- We are engaging in a bidirectional dialogue based on
 - User and stakeholder workshops
 - Polls, 1 on 1 semi-structured interviews
 - LCL website (cybermetrics), stakeholder newsletters
- Using inductive methods (e.g, thematic analysis, grounded theory) as well as business tools (e.g, segmentation & targeting, strategic issue management, lead-user analysis) to identify (and potentially influence) barriers, benefits, and perceptions both in the social and in the technical side of the transition.