BACKGROUND

Electric Mobility is on everyone’s lips. Cities and regions across Europe and abroad are joining the trend that will revolutionise the way we understand and plan mobility.

In the recent past, numerous projects and initiatives have provided first insights into the needs and framework conditions of the new technology. Currently, increasing support from the national and regional policy sector and a solid offer of market-ready models are helping pave the way to electric mobility.

Also, the European Commission adopted a set of encouraging targets to catalyse this transition, especially in cities, where electric vehicles are a promising and competitive alternative. By 2050, our streets should be free of conventional-fuelled cars.

But still, the paradigm shift has not happen yet. The sales market of electric vehicles is improving but at a slow pace. Public awareness of electric mobility is increasing, but acceptance is still an issue. A common saying is that the upfront-costs are still too high for electric mobility to become mainstream. And as result, a real uptake of electric vehicles in our cities continues to be not tangible.

What are the reasons behind this? How can we look at this issue with a different mindset?

But also, what are the best practices and what are the lessons learnt by now? How can we network with other pioneer experiences in the field?

The eBRIDGE Conference “Urban eMobility 2020” is aimed at looking at these questions from a fresh, unbiased view, and oriented to an audience perhaps a bit sceptic about this being just another conference on electric mobility.

The two-day sessions are conceived to provide new insights and inspiration as well as to stimulate the debate and generate a fruitful exchange, providing an excellent opportunity for networking in a multidisciplinary and open atmosphere.
DAY 1       TUESDAY 7\textsuperscript{TH} OCTOBER

19:00 - 19:15  WELCOME & INTRODUCTION
   \begin{itemize}
   \item Aida Abdullah, eBRIDGE coordinator, choice (DE)
   \item Moderation: Robert Stüssi, President of the Portuguese Electric Vehicle Association (PT)
   \end{itemize}

19:20 - 19:40  IMPULSE KEYNOTES
   \begin{itemize}
   \item Peter Wells, Prof. Business and Sustainability, Cardiff Business School (UK)
   \item Will electric vehicles ever make a difference?
   \end{itemize}

19:50 - 20:10  IMPULSE KEYNOTES
   \begin{itemize}
   \item Steve Johnson, Director, Considered (UK)
   \item Electric Mobility: A behaviour change challenge
   \end{itemize}

20:10 - 22:00  GET TOGETHER & INFORMAL DINNER

DAY 2       WEDNESDAY 8\textsuperscript{TH} OCTOBER

09:00 - 09:30  ARRIVAL & REGISTRATION

09:30 - 09:45  INTRODUCTION TO THE eBRIDGE PROJECT
   \begin{itemize}
   \item Aida Abdullah, eBRIDGE coordinator
   \end{itemize}

09:45 - 10:00  EU POLICY FRAMEWORK
   \begin{itemize}
   \item Kemal Önel, Policy officer Clean Transport & Sustainable Urban Mobility, DG Mobility and Transport, EC
   \item The European political framework for Electric Mobility in urban areas
   \end{itemize}

10:00 - 11:00  TECHNOLOGY & INNOVATION
   \begin{itemize}
   \item Christian Steger-Vonmetz, CARUSO P2P Carsharing (AT)
   \item Peer2Peer Car Sharing - What makes the difference?
   \item Frank Pawlitschek, Ubitricity (DE)
   \item Ubiquitous smart charging made affordable
   \item Tom Nørbech, Transnova (NO)
   \item Electric Mobility made in Norway
   \end{itemize}

11:00 - 11:30  COFFEE BREAK
DAY 2  WEDNESDAY 8TH OCTOBER

11:30 - 12:30  CONCEPTS & BUSINESS MODELS
  - Chas Ball, Carplus (UK)
    Expanding e-mobility through the growth of the corporate car sharing market
  - Anke Borcherding, DB FuhrparkService (DE)
    e-Mobility - An option for public transport?
  - Andrea Normanno, Regione Emilia-Romagna (IT)
    Mi MUOVO Elettrico: The Regional Plan for Electric Mobility in Emilia-Romagna

12:30 - 13:30  LUNCH BREAK
  - e-Flinkster Test Drive (driving licence required)

13:30 - 14:30  USER BEHAVIOUR & MARKETING
  - Dimitrios Xenias, Cardiff University (UK)
    Focusing on the user: Perceptions, expectations and misconceptions about EVs
  - Christian Maertins, HaCon Mobility Lab (DE)
    Smart Mobility: How to make multi-connected mobility easy to use?
  - Francesca Pick, OuiShare (FR)
    Access over ownership: How the collaborative economy is changing mobility

14:30 - 15:00  COFFEE BREAK

15:00 - 15:20  eBRIDGE
  - What is the contribution of the eBRIDGE project to innovative e-mobility?

15:20 - 16:00  PODIUM DISCUSSION
  - Moderation by Robert Stüssi
    Synthesis & outlook and questions from the public
  - Panellists:
    - Andreas Knie (DB Rent)
    - Kemal Önel (European Commission)
    - Francesca Pick (OuiShare)
    - Peter Wells (Cardiff University)
**VENUE**
- Torgauer Straße 12-15, 10829 Berlin - Building Number 15 and 28

**PUBLIC TRANSPORT**
- S-Bahn Station „Berlin-Schöneberg“ (S 1, S 25, S 41, S 42, S 45, S 46)
- Bus-Station „Berlin-Schöneberg“ (248, M46)

**JOURNEY DESCRIPTION**

**LOCATION & ADDRESS**

**HOTELS**

**MITTE**
- Motel One Berlin Alexanderplatz
  - Dircksenstraße 36, 10179 Berlin
  - Rates from 62 EUR/night
  - Travel time: 30min
- Arcotel Velvet Berlin
  - Oranienburger Straße 52, 10117 Berlin
  - Rates from 70 EUR/night
  - Travel time: 15min
- Meliá Berlin Hotel
  - Friedrichstraße 103, Berlin 10117
  - Rates from 150 EUR/night
  - Travel time: 17min

**ZOLOGISCHER GARTEN**
- 25hours Hotel Bikini Berlin
  - Rates from 80 EUR
  - Travel time: 20min
- H10 Berlin Ku’damm
  - Joachimstaler Str. 31-32, 10719 Berlin
  - Rates from 120 EUR
  - Travel time: 20min
- Marriott Hotel am Steinplatz
  - Steinplatz 4, 10963 Berlin
  - Rates from 165 EUR
  - Travel time: 20min

**POTSDAMER PLATZ**
- Hotel Ibis Berlin Potsdamer Platz
  - Anhalter Straße 4, 10963 Berlin
  - Rates from 84 EUR
  - Travel time: 11min
- The Mandala Hotel
  - Potsdamer Straße 3, 10785 Berlin
  - Rates from 130 EUR
  - Travel time: 13min
- Marriott Hotel
  - Inge-Beisheim-Platz 1, 10785 Berlin
  - Rates from 170 EUR
  - Travel time: 13min
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