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 7TH OCTOBER

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>19:00 - 19:15</td>
<td>WELCOME &amp; INTRODUCTION</td>
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<tr>
<td></td>
<td>Aida Abdulah, eBRIDGE coordinator, choice (DE)</td>
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<td></td>
<td>Moderation: Robert Stüssi (PT), President of the Portuguese Electric Vehicle Association</td>
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<tr>
<td>19:20 - 19:40</td>
<td>IMPULSE KEYNOTES</td>
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<td>Peter Wells, Prof. Business and Sustainability, Cardiff Business School (UK)</td>
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<tr>
<td>19:50 - 20:10</td>
<td>IMPULSE KEYNOTES</td>
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<td></td>
<td>Steve Johnson, Director, Considered (UK)</td>
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<td></td>
<td>Electric Mobility: A behaviour change challenge</td>
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<td></td>
<td>Whilst technological innovation is necessary for paradigm shift, it is far from sufficient. With many of the technological questions answered, we must now embrace consumer behaviour change as the key barrier to the adoption and normalisation of electric mobility.</td>
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<tr>
<td>20:10 - 22:00</td>
<td>GET TOGETHER &amp; INFORMAL DINNER</td>
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</table>

## DAY 2  WEDNESDAY 8TH OCTOBER

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09:00 - 09:30</td>
<td>ARRIVAL &amp; REGISTRATION</td>
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<tr>
<td>09:30 - 10:00</td>
<td>WELCOME &amp; INTRODUCTION TO THE eBRIDGE PROJECT</td>
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<td>Aida Abdulah, eBRIDGE coordinator</td>
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<td></td>
<td>Moderation: Robert Stüssi</td>
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<tr>
<td>10:00 - 11:00</td>
<td>TECHNOLOGY &amp; INNOVATION</td>
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<tr>
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<td>Christian Steger-Vonnetz, CARUSO P2P Carsharing (AT)</td>
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<td>Peer2Peer Car Sharing - What makes the difference?</td>
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<td>Fleets are an efficient way for a wider diffusion of e-mobility. The CARUSO technology enables individuals, companies and municipalities to connect their existing vehicles.</td>
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<td>Frank Pawlitschek, Ubriticity (DE)</td>
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<td>Ubiquitous Smart Charging Made Affordable</td>
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<td>With mobile metering technology integrated into the charging cable or the car, EV users can carry their energy and tariff of choice along with them to the charging spot while utilities enhance their portfolio by delivering their electricity to mobile meters. Ubiquitous grid access, including smart charging and billing, is made affordable.</td>
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<td>Tom Nørbech, Transnova (NO)</td>
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<td>The Norwegian e-experience</td>
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<td>Norway is one of the world's cutting-edge e-mobility nations and has the highest number of electric vehicles per capita. Transnova gives firsthand insights into the key success factors.</td>
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<td>11:00 - 11:30</td>
<td>COFFEE BREAK</td>
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### Programme

#### 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)**  
  The move forward on the way to e-car sharing

- **Andrea Normanno, Regione Emilia-Romagna (IT)**  
  Mi MUOVO Elettrico: The Regional Plan for Electric Mobility in Emilia-Romagna

**12:30 - 13:30  Lunch Break**

**13:30 - 14:30  User Behaviour & Marketing**

- **Dimitrios Xenias, Cardiff University (UK)**  
  Focusing in the user: perceptions, expectations and misconceptions about EVs

- **Oliver Mackprang, CarJump App (DE)**  
  Mobility at your fingertips

- **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**

- **Chas Ball, Carplus (UK)**  
  What is the contribution of the eBRIDGE project to innovative e-mobility?
  What current experiences can eBRIDGE benefit from?
  How can we develop and reinforce positive cooperation?

**15:20 - 16:00  Podium Discussion**

- **Moderation by Robert Stüssi**  
  Synthesis & outlook and questions from the public
JOURNEY DESCRIPTION

LOCATION & ADDRESS

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)

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 ****
  Budapester Str. 40, 10787 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, 10969 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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