

## MEDIA RELEASE

Media release by the Mobility Academy date 15 April 2013

### **WORLD CONGRESS – SWITZERLAND TURNED INTO THE FOCAL POINT FOR COLLABORATIVE MOBILITY**

**Berne, 15 April 2013. On 22 and 23 May 2013 the Mobility Academy will be staging the World Collaborative Mobility Congress “wocomoco” for the first time in Lucerne’s Verkehrshaus. The international event focuses on collaborative forms of mobility and brings together the leading players from a wide range of sectors covering this theme. The main partners of the Congress are the automotive group Daimler, Engagement Migros, Swisscom Managed Mobility, Mobility Solutions AG, the Swiss Federal Office of Energy, the Mobility Cooperative and Carpooling.com.**

Collaborative mobility – a growing sector of the transport world

"Sharing instead of owning", that's the basic principle of collaborative mobility solutions. This sector of the mobility management specifically includes those private car sharers and car park providers, car pools, car-share centres, bike rentals or long-distance bus providers who only implement an offer if a sufficient number of potential passengers can be found for the journey. Collaborative transport is therefore increasingly creating new offerings over and beyond the conventional motorised personal transport and collective, rail or road transport .

Co-Mobility Swiss-made

In terms of future-orientated transport solutions and their integration into an overall network of systems, Switzerland has already made a name for itself internationally. Collaborative forms of mobility play an important role in this context. Proof of the fact that these types of mobility solutions are also being promoted intensively in Switzerland is shown by amongst other things the large number of start-ups currently endeavouring to establish themselves in this field. "Against this background the Mobility Academy aims to make Switzerland an 'incubator' for shared mobility solutions. This fits in with our mission to identify and promote innovative trends in the area of mobility ", says Jörg Beckmann, Director of the Mobility Academy.

The Congress

The Mobility Academy is taking up this trend and with wocomoco creating a common platform for the various actors in and around this mobility sector. It is consequently creating an annual event for a growing market and an international industry meeting point in Switzerland. The programme includes over 30 speeches by top-class speakers from six different

countries (Germany, England, France, Austria, Switzerland and the United States). In addition to enterprises in the "Carpooling", P2P as well as B2C car sharing sector, speakers from the world of science and numerous innovative start-ups will be addressing the theme .

#### New Corporate Identity

Exactly one month before the Congress the wocomoco brand presented a new corporate identity to the public. The new and dynamic corporate design can be found immediately on the Web site [www.wocomoco.ch](http://www.wocomoco.ch), as well as in all other forms of communication covering the event. The modern design presents the open and integrating character of "wocomoco" to the outside world and creates an appropriate image for the World Congress .

#### The Partners

The Congress is supported by a number of well-known partners: in the form of an "executive partnership" by the automotive group Daimler AG, a "supporting partnership" by Swisscom Managed Mobility, Mobility Solutions AG, the Federal Office for Energy and the Mobility Cooperative as well as a "junior partnership" by Carpooling.com. Engagement Migros also provides support for the Congress as a promoter and the communications agency Onflow as a communications partner.

Further More information as well as the opportunity to register for the Congress can be found on the website [www.wocomoco.ch](http://www.wocomoco.ch).

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