

August 2014

THE WORLD COLLABORATIVE MOBILITY CONGRESS

Bringing together the greatest co-mobility minds

Background Briefing for Partners

"Today we are witnessing the beginning of a new era in mobility! The deprivatization of traditional motorized individual transport, the up-scaling of the bicycle to a shared and electrified, multi-person and long-distance form of transport and the integration of everyday mobility into the digital infrastructures and services of the Global Village, are bringing about a revolutionary transformation of the classic transport business models, value worlds and policies. For many established players this transformation simultaneously means the end of their old and the beginning of a new approach to transport.

Join us in leaving behind the 'witness stand' of the old transport history and become part of a new mobility regime in which people and organisations share vehicles, journeys and infrastructures and in this way learn and benefit from each other. Travel with us on our co-mobility approach to the future of transport and visit us at www.wocomoc.ch – The World Collaborative Mobility Congress."

Dr. Jörg Beckmann, Director of the Swiss Mobility Academy

BACKGROUND: THE RISE OF COLLABORATIVE MOBILITY

The success story of car sharing, more than almost any other innovation in transport, has in recent years marked the onset of a new way of organising every day transport, now widely referred to as „collaborative mobility“. On the market for collaborative transport, attractive new opportunities are seeing the light of day, beyond the large technological systems of classical motorised individual transport and collective public transport by rail or road; today, these new techniques have moved beyond the status of a simple niche demand. New Peer-to-Peer (P2P) networks are being established between collective and individual transport in which the citizen liberates his mobility from the private purchase of a mobility tool, such as an automobile (and prefers to use the vehicle without at the same time owning it), while at the same time he looks beyond just one or a few major suppliers to satisfy his mobility needs. Private car sharers like getaround.com, car-poolers like blablacar.com, bike-sharing operators like nextbike.com, private parking-space platforms like justpark.com and long distance bus transport providers, which only organize a service if a "critical mass" of users wish to travel, are all advocates of this new kind of mobility organisation. They now complement the portfolio of B2C-services offered by stationary and free-floating car sharing operators such as mobility.ch or car2go.com. *Not surprisingly, this new kind of mobility focuses on the automobile, the traditional cornerstone and hub of our routine mobility, which is being reinvented yet again as it moves into the share economy.*

WOCOMOCO IN A NUTSHELL

The mission of The World Collaborative Mobility Council (wocomoco) is to innovate everyday mobility by promoting a shared use of transport product, services and infrastructures thus stimulating a new global market for collaborative mobility (co-mobility) solutions. On an annual basis, wocomoco brings together organisations and individuals from the public and private sector involved in developing, marketing and regulating collaborative mobility solutions. The Congress' aim is to engage co-mobility leaders from across the world, get them to interact and jointly shape a new global market for collaborative mobility products, services and infrastructures.

THE HISTORY OF WOCOMOCO

The World Collaborative Mobility Congress was created by the Swiss Mobility Academy in 2013 as unique and new platform that has now evolved into the sector's international meeting place for innovators from the areas of car-sharing and car-pooling, bike-sharing and parking space-sharing. The Congress focusses on all those mobility services and products which involve people sharing vehicles, journeys and infrastructures with each other.

Following its successful launch in 2013 and its 2nd edition in 2014, the mobility academy is now further enlarging the Congress for 2015 and thereafter, seeking to expand both its outreach and partnerships. The overwhelming response from current partners as well as the participants and speakers of the first two Congresses has clearly shown that there is a strong interest in a platform which brings together these various stakeholders from the world of collaborative mobility.

With over 60 speakers and more than 400 hundred participants from across the world, who were involved during the first 2 editions, wocomoco has created the foundation for a globally growing community that is dedicated to transforming the current transportation landscape. By boosting the mobility-space within a growing sharing economy, wocomoco has a itself become a thriving start-up, just like those companies, which are currently reinventing the traditional notion of motorised individual transport and challenge the existing business-models of established transport suppliers and service-providers.

THE FUTURE OF WOCOMOCO

The World Collaborative Mobility Congress seeks to further strengthen its already established position within the growing co-mobility community and become *the* global agora for shared mobility experts and entrepreneurs. As a three day event with keynotes, presentations, debates, exhibitions and excursions it offers unique opportunities for making new contacts, catalizing dialogues and highlighting success-stories. It takes place once a year in a city selected by the Mobility Academy and the partners of the Congress. **So far, the home of wocomoco has been Switzerland and it is the intention of the Mobility Academy now to broaden wocomoco's global outreach by identifying more international partners willing to take a stronger role in hosting this unique event.**

FORMER WOCOMOCO PARTNERS

Carpooling.com (2013 / 2014), Daimler (2013), Engagement Migros (2013 / 2014), Mobility Cooperative (2013 / 2014), Mobility Solutions (2013), nextbike (2014), Onflow (2013 / 2014), SBB (2014), Swiss Federal Office of Energy (2013), Swiss Post (2014), Swisscom Managed Mobility (2013), Touring Club Switzerland (TCS) (2013 / 2014), VULOG Carsharing Technologies (2014).

SPEAKERS AT WOCOMOCO 2013 & 2014

Allebrod, Andreas (CEO Drive Carsharing) – Anders, Frank (Business Developer, Match Rider UG) – Anderson, Lauren (CollaborativeConsumption.com) – Barnesso, Heiko (CiteeCar) – Bogenberger, Klaus (Chair of traffic engineering, institute of traffic engineering, University of the Bundeswehr München) – Bonny Rahel (CEO Mobility Solutions) – Bremer, Olivier (General Manager DACH and Italy, BlaBlaCar) – Briggs, Martyn (Programme Manager Mobility, Frost & Sullivan) – Brühwiler, Beat (CEO CLTmobile) – Cerfontaine, Caroline (Manager for Combined Mobility & Urban Issues, UITP) – Ciari, Francesco (ETH Zürich) – Detig, Florian – Dohrmann, Hans-Jörg (CEO m-way) – Domroes, Sven (CEO fahrgemeinschaft.de) – Frey, Peter (Head of Business Carsharing Mobility) – Gerres, Manuel (Head of Start-up Relations, SBB) – Gilbert, Drummond (Founder GoCarShare) – Glotz-Richter, Michael (Senior project manager "sustainable mobility", Senate for Environment, Construction and Transport, Free Hanseatic City of Bremen) – Gössler, Markus (CEO Autonetzer) – Guy, Antonin (Head of Business Development, VULOG CarSharing Technologies) – Hauck, Julian (CEO FahrtenFuchs) – Helbling, Tobias (carpooling.com) – Helmeth, Eva (Category Manager Mobility) – Jalali, Rasoul (General Manager UBER Zürich) – Kaufmann, Ronny (Director Public Affairs and Corporate Responsibility, Swiss Post) – Kirschner Benjamin (Co-Founder flinc) – Kudling, Marc – Kuhn, Michael (Head of Communications & Social Media, Daimler Mobility Services GmbH) – Lago, Fabrice (CEO PubliBike) – Langendorf, Reiner (Convadis) – Leicht, Simone (Head of Product Management and Marketing, Mobility Solutions) – Leo, Andreas (Corporate Communications Manager, Car2Go) – Lübke, Rolf (CEO Marketing / Distribution / Technology, DB Rent) – Lünstedt, Oliver (CEO carzapp GmbH) – Lüthi, Eva (CMO sharoo) – Mayr Stephanie (VP of Corporate Development, carpooling.com) – Minagawa, Yan – Minis, Michael (CEO tamyca GmbH) – Perrotey, Olivier (CEO tooxme) – Piepenbrock, Christian (CEO Nachbarschaftsauto) – Reber, Marco (CEO Swisscom Managed Mobility) – Renggli, Raphael (HitchHike) – Rubinski, Andreas (CEO Mobility International) – Schlebusch, Sebastian (International Business Development, nextbike) – Senti, Patrick (one2seven GmbH) – Shaheen, Susan (University of California) – Somoza, Michael (CEO GottaPark) – Steffen, Wilfried (Director Business Innovation, Daimler) – Steger-Vonmetz, Christian (Caruso Carsharing) – Usher, Michael L. (Founder CLYC) – Van Kesteren, David (CEO Taxistop cambio) – Weber, Fabian Felix (Head of Sales, parkit) – Werner, Jannis T. (Legal Counsel, WunderCar) – Wissler, Dieter (Community of Blauen) – Wöhrli, Randolf (Park2gether, Daimler Mobility Services) – Wolf, Anne (Head of Corporate Responsibility, Swiss Post) – Woodland, Alan (Executive Director, CarSharing Association) – Wyss, Ursula (Municipal Councillor, City of Bern and Director of public works, traffic and parks) – Zeller, Roland (COO parku).