




ABSTRACTS


Bern, 7 / 8 May 2014


2nd WORLD COLLABORATIVE MOBILITY CONGRESS

DAY 1, 7 MAY 2014


09:15 h	Introduction	
Name	Lauren Anderson	
Company	CollaborativeConsumption.com	
Abstract	From Collaborative Consumption to Collaborative Mobility <p>Fortune 500 brands to governments to start-ups around the world are embracing Collaborative Consumption, named by TIME Magazine as one of the '10 Ideas That Will Change the World'. Sectors from hospitality to banking to transportation are being challenged by new technologies and changing consumer demands, and the mobility sector is at the absolute forefront of this shift. Combining global examples and sticky insights from both the mobility space and across other sectors, Lauren will explain why consumer behaviours are shifting to a world where we value access over ownership, experiences over more stuff and how this rapidly growing economy will transform not just what we consume, but how we consume.</p>	




09:45 h	Session 1: Business and Policy	
Name	Dr. Joerg Beckmann	
Company	Mobility Academy	
Abstract	<p>A future of urban mobility</p> <p>Today we are witnessing the beginning of a new era in mobility! The decarbonisation and deprivatisation 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 today's mobility in everyday life with 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.</p> <p>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.</p>	
Name	Caroline Cerfontaine	
Company	UITP	
Abstract	<p>Combined Mobility, public transport in synergy with other modes: A smart way forward!</p> <p>The urban mobility landscape is changing fast. Indeed rapid urbanisation, environmental pressure and the difficult economic context are pushing urban decision-makers to bring the development of their cities on a sustainable path. Moreover the advances in the take up of digital solutions and the demotorisation trend are opening up new market opportunities and as a result new mobility services are emerging. Customer's travel behavior is increasingly multimodal and complex, which demands for easy access to an integrated mobility offer. Combining the strengths of conventional public transport services, of-</p>	


	fering the most efficient solution in terms of required space as well as capacity, with shared mobility services like car-sharing, bike-sharing, bicycle parking, shared taxi services, car pooling etc. will offer customers the flexibility and convenience they need and ensure cities are attractive and liveable now and in the future!	
Name	Alan Woodland	
Company	CarSharing Association	
Abstract	<p>Shared-use vehicle mobility in North America</p> <p>Alan Woodland is the Executive Director of the CarSharing Association. The CSA has 25 members globally and works to maximize the social and environmental impacts of the carsharing industry. The CSA advances industry best practices and standards and advocates for public policy that encourages new forms of shared-use mobility. Alan will provide Wocomoco participants with an update on shared-use mobility in North America.</p>	


15:00 h	Keynote Speech	
Name	Andreas Rubinski	
Company	Mobility International	
Abstract	<p>Car Sharing Technology for Operators</p> <p>With new, innovative offerings, last year the Mobility Group attracted additional 6'900 customers to car-sharing. Annual profits in 2013 totaled CHF 3.7 million. Operational efficiencies and the launch of new products had a positive impact on the results. Young people in particular are becoming increasingly enthusiastic about the range of mobility services on offer. Today a total of 112'000 customers have access to 2'650 cars at 1'395 sites.</p> <p>The use of state-of-the-art technologies is a key factor for increasing the efficiency and popularity among young people. Since 2012 Mobility has been using the software "Mo-biSys 2.0", developed in-house, comprising the customer portal and smartphone apps</p>	


	for the customers and a comprehensive ERP system for the operational side. Various interfaces provide for the integration of external hardware and software. The result is a comprehensive software package that supports all business processes in the area of car-sharing. Mobility also offers its software to other car-sharing companies.
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16:00 h	Pecha Kucha Session 1	
Name	Jannis T. Werner	
Company	WunderCar	
Abstract	<p>Regulating the Sharing Economy</p> <p>Transportation, an amply regulated industry, is entering the Sharing Economy age – and when it comes to regulating the Sharing Economy, the only thing everybody can agree on is that the “old” laws don’t fit.</p> <p>Industry incumbents seem to feel that there should be no Sharing Economy at all. They long to close perceived loopholes and demand strict enforcement to protect their market from upstarts that avoid existing regulation. The startup companies, investors and users behind the Sharing Economy, on the other hand, maintain that what they are creating is just an aggregate of everyday interactions between private citizens and should be free of business regulation.</p> <p>Transportation regulators across Europe will soon be faced with this new, shared mobility, and stakeholders on all sides of the issue will have to decide what solution is right. A look at pioneering regulatory work done with regard to Sharing Economy overseas and in other industries suggests a sensible middle ground exists.</p>	



Name	Roland Zeller	
Company	parku	
Abstract	<p>The urban parking game</p> <p>A rainy day, you're in a hurry... and there is - as usual - no parking space available. You drive around the blocks, run late..and if you finally found a parking lot you do not have the necessary coins to pay. Parking is a hassle and downtown lots are rare. Parku offers solutions to share existing parking lots both for private persons and corporates. Parking however is also a highly political game, with many stakeholders, like shop-owners, parking-owners and the need to reduce traffic in cities. Zurich based Parku offers a range of more than 2000 private parking lots in more than 10 swiss cities, available for hourly / daily rent trough their Smartphone-App.</p>	
Name	Drummond Gilbert	
Company	goCarShare	
Abstract	<p>Drummond Gilbert founder of GoCarShare explains how mobility startups can use crowd-funding as an alternative finance route to grow. He shares his successful experience of crowdfunding from 145 investors where the crowd became the investors, users and marketers that paved the forward.</p>	
Name	Christian Piepenbrock	
Company	Nachbarschaftsauto	
Abstract	<p>Is social mobility actually legal? Legal challenges in Germany</p> <p>In the area of private sharing, neighbors lend their own private cars to each other. This</p>	

	<p>makes driving a car cheaper for the lender and the borrower. Obviously, nobody will lend their expensive car to anyone free of charge - and this is where the problem starts. When is renting a car a private matter between friends and neighbors and when does it become a business for which you need a car rental business license? Hardly have the first Internet communities such as Nachbarschaftsauto made the fully-insured private rental car a problem-free possibility than the rental car industry puts a stop to the fun. It is raising objections and barriers to private hire and demanding that all renters have a commercial license. This is primarily a case of the competition between the classic industry and new business models. However, it's also about the freedom of the design and framework for a more sustainable and social mobility for the future.</p>	
<p>Name</p>	<p>David Van Kesteren</p>	
<p>Company</p>	<p>Taxistop cambio</p>	
<p>Abstract</p>	<p>Taxistop: A peer-to-peer mobility pioneer</p> <p>Taxistop, founded in 1975, is a Belgian NGO offering a lot of mobility services. Since the start, carpooling and carpooling matching software has been the core business. In 2002 Taxistop launched a Belgian car-sharing service, cambio, and created therefore a unique shareholdership between Belgian public transport operators. Other mobility services are peer-to-peer car-sharing, Eurostop, Eventpool, Campuspool, and a social transport service for less mobile people.</p> <p>Taxistop is member of the UITP Seamless Mobility Platform and as member of the Flemish Network for Sustainable Mobility, it organizes every year the Car Free Day during the Mobility Week.</p> <p>Taxistop has always tried to promote and enable sharing, as a tool to maximize environmental and social benefits. The main focus has always been on impact. Carpooling and car-sharing are seen as a way to enable car-free lifestyles, and a strategy to get rid of too many cars.</p>	


Name	Michael L. Usher	
Company	CLYC	
Abstract	<p>If you build it, who will come</p> <p>What are the technical and social challenges facing future cities with new product and services emerging on the market today?</p> <p>The time is right, there's a wealth of knowledge, technical resources and capabilities, bright people to implement their visions and a hungry society waiting for a change and to be inspired.</p> <p>What's missing you ask? As technology moves faster and today's consumer becomes 'smarter' how do we meet the demands of today's growing market and still remain human with our implementation. Michael L. Usher, the founder of CLYC challenges those questions and focuses on understanding what the problems really are, whose values and needs are truly being met and how to build products, companies and organizations that are conscious about security and scalability, accountable for their decisions, actions and roles they play in our cities, as well as being transparent about information and regulations that effect us all.</p>	

16:45 h	Pecha Kucha Session 2	
Name	Antonin Guy	
Company	VULOG CarSharing Technologies	
Abstract	How Technologies contribute to innovation in Car Sharing & Mobility Services	


Name	Dr. Randolph Woehrl	
Company	Park2gether, Daimler Mobility Services	
Abstract	<p>Parking is changing</p> <p>Mobility has seen tremendous changes in recent years which can particularly be seen in the way we share cars and rides. We at moovel understand progress in mobility by radically simplifying the journey from A to B.</p> <p>When using a car, point B of the journey will eventually lead to parking. We expect significant changes in parking driven by the megatrends urbanization and digitization, which is why we have created an app- and web-based service for sharing, finding, booking and paying for parking. With Park2gether, individuals and companies can offer unused parking spots for short term booking in order to fill gaps in utilization. App users will profit by having transparency of parking prices and locations as well as by having a guaranteed parking spot with cashless payment.</p>	
Name	Benedetta Arese Lucini	
Company	UBER	
Abstract		

Name	Eva Luethi	
Company	sharoo	
Abstract	<p>sharoo – My Car is your Car</p> <p>sharoo is the platform for private car-sharing, which allows private individuals to spontaneously and securely rent out cars without handing over the keys. The sharoo Access Kit has been developed for this purpose by sharoo, enabling car search, reservation, opening and locking via a smart phone.</p> <p>The renter defines who can use his/her care when and at what price. Thanks to the user group the renter can restrict use of the vehicle to specific groups of individuals. In addition, attributes such as availability and price can be individually defined for each user group.</p> <p>The hirer can search via app or Web platform for cars in his/her vicinity. Once the booking has been confirmed by the renter, the hirer receives a key for the vehicle in the app.</p> <p>As the platform, sharoo deals with all the administrative aspects such as contacts, billing and insurance.</p>	
Name	Julian Hauck	
Company	FahrtenFuchs	
Abstract	<p>FahrtenFuchs – the marketplace for Inter-City Buses... or what deregulation without standardisation means for aggregators</p> <p>The deregulation of the long distance transportation market "moves" Germany for a year now. Over 30 private bus companies have entered the market since.</p> <p>FahrtenFuchs offers a portal for comparing bus connections. An easy-to-use search shows connections from all providers and allows users to compare departure times, trip durations and prices.</p> <p>The cross-provider booking of bus tickets is FahrtenFuchs' unique selling proposition.</p>	


	<p>And that's where the complexity begins! Different baggage regulations, ticket types of all stripes and other product features have to be technically mapped and transparently displayed to users.</p> <p>FahrtenFuchs plans to do the same for long distance buses, what has succeeded in the airline industry: FahrtenFuchs - Compare and book all long distance buses online</p>
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18.30 h	Keynote Speech by Video Conference	
Name	Susan Shaheen	
Company	University of California	
Abstract	<p>Shared-Use Mobility: Trends & Opportunities for Multi-Modal Integration</p> <p>Innovations in transportation technology and mobility services are altering the way people move through cities. Transportation modes as they have been traditionally known have been reimagined and retrofitted to meet the demands of a changing socio-demographic and environmental landscape. This presentation reviews the trends and opportunities for a wide range of shared-use modes including: carsharing, bikesharing, ridesharing, on-demand ride services, and shuttle services. Many of these services have been documented to reduce vehicle kilometers traveled, emissions, parking demand, and fuel consumption. Opportunities for linking them through integrated apps and "mobility hubs" will also be explored.</p>	



DAY 2, 8 MAY 2014



09.00 h	Keynote Speech	
Name	Rahel Bonny / Anne Wolf	
Company	Mobility Solutions / Swiss Post	
Abstract	<p>Mandate: Sustainability – Solution: Intelligent Mobility</p> <p>As the third-largest employer and with its energy-intensive business, Swiss Post has a major responsibility – both social and environmental. Its commitment to sustainability is based on clear goals. It aims to increase the CO2 efficiency of its services by 10 percent by 2016, to promote training and sustainable procurement as well as to prevent industrial injuries.</p> <p>Energy efficiency constitutes the greatest levers in vehicle procurement, mobility planning and the choice of energy sources:</p> <ul style="list-style-type: none"> – Central fleet management enables procurement to be bundled and implemented in accordance with ecological criteria. – Swiss Post promotes mobility sharing for business trips and optimized route planning thanks to state of the art software. – In collaboration between the fleet managers, the environmental experts and producers, vehicles are specially designed for use with Swiss Post. – Swiss Post has been putting the emphasis on green electricity, biogas and other renewable sources for many years. <p>That's what Swiss Post is doing today; where are the opportunities for the future?</p>	



09:30 h	Introductory Speech	
Name	Manuel Gerres	
Company	SBB	
Abstract	<p>SBB Start-up Programme – Strategy and Implementation</p> <p>To develop new services for customers, the SBB makes use of partnerships with startup enterprises.</p> <p>The SBB identifies trends and observes in what direction the market moves. Especially in the area of digital channels the SBB recognizes a lot of potential to develop new and attractive services. The focus lies thereby on topics such as digital commerce, big data, interactive media and new forms of mobility. On this basis the SBB develops new services and products along the chain of mobility of our approximately 4 million customers.</p> <p>Manuel Gerres will give an insight into the strategy and realisation of the associated start-up programme.</p>	

11:15 h	Keynote Speech	
Name	Dr. rer. oec. Ursula Wyss	
Company	City of Bern	
Abstract	<p>Opportunities and risks of shared urban mobility</p> <p>Shared urban mobility – in the form of car-sharing or cycle hire systems – is currently experiencing a boom. The trend is towards using instead of owning modes of transport. What are the reasons for this? Would this trend continue to strengthen with rising mobility costs? Will shared urban mobility also lead to a change in traffic patterns? Will it inevitably produce a more sustainable transport system - or merely increase the number of traffic users? Does shared mobility also include shared parking? What are the consequences? The paper endeavors to weigh up the opportunities and risks of this develop-</p>	


	ment, to find potential answers and draw the necessary conclusions.
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13:45 h	Session 2: Entrepreneurial and Political Challenges in the Swiss Market	
Name	Sebastian Schlebusch	
Company	nextbike	
Abstract	<p>New Trends in Bike Sharing – Evolving Technologies and Business Opportunities</p> <p>Public bike rental systems (BRS) are now part and parcel of life in the city center. Countless millions of users of the approximately 700 systems worldwide appreciate the flexibility they offer. However, during the last 1-2 years we have seen signs of fundamental changes.</p> <p>In the European context, we are seeing the outdoor advertisers increasingly moving away from providing the financing for BRS. Leading companies in the outdoor advertising sector such as Clear Channel (Barcelona) and JC Decaux (Paris), who were responsible for the implementation of successful benchmarks, are increasingly leaving the market.</p> <p>In North America, the insolvency of BIXI / PBCS has raised the question whether inflexible, station-based systems can be operated on a permanent basis without subsidies. Here, we are seeing the spread of cheaper flexible or hybrid systems, like those which have been trialed for years successfully especially in the German market. The development of new intelligent bike locks is making peer-to-peer solutions a possibility.</p> <p>The presentation discusses these aspects and ventures a view on the development of the industry over the next two to three years.</p>	
Name	Fabrice Lago	
Company	PubliBike	
Abstract		

Name	Simone Leicht	
Company	Mobility Solutions	
Abstract	<p>Can carsharing go corporate?</p> <p>Many companies are dependent on their own fleet: the vehicles are used in the field or for service journeys. Amongst senior managers the company car is still part of the "salary package", with the individual choosing his/her own vehicle model. The opportunities for sharing models are accordingly limited.</p> <p>Nevertheless, more and more companies are showing an increasing interest in corporate car-sharing models and there is a growing desire for advice on new mobility concepts. The companies realize the economic and logistical advantages of sharing solutions but have other requirements than those covered by B2C-sharing. Above all, it is the reliability and ease of use of the systems, as well as the acceptance by the employees which are crucial to success in the business area.</p> <p>Intelligent and modern solutions, such as the linking of car-sharing and ridesharing in the MoS Move Center, offer new opportunities in corporate mobility</p>	
Name	Dr. Hans-Joerg Dohrmann	
Company	m-way	
Abstract	<p>Decentralized E-Carsharing – The „eMotion“ Project</p> <p>Rent electric vehicles directly from the owner. That’s the brainchild of eMOTION, an innovative pilot project for the future of urban mobility. Within the framework of the project approximately 20 individuals and businesses from Zurich will become owners and users of electric cars and from May they will be sharing these with the Zurich population. With eMOTION Zurich anyone interested can rent these electric cars via the booking platform sharoo.com, providing an environmentally friendly and low-cost form of travel. The project was created by various well-known partners in order to bring together all facets of modern mobility within one realistic application. Combining efficient electric vehicles, modern fast-charge technology and the most innovative form of car-sharing (so called</p>	

	P2P CarSharing). In this context the realization and operation poses a real challenge which is to be explained in more detail as part of the presentation.	
Name	Peter Frey	
Company	Mobility	
Abstract	<p>Mobility Business Carsharing – The answer to political challenges</p> <p>Switzerland’s ten million population is no longer just a scenario but increasingly becoming a reality. However, our country’s natural resources are limited and non-renewable. This is also one of the reasons why there is a greater need than ever before for the policy on the issue of mobility.</p> <p>There is a whole myriad of potential measures for addressing these challenges: build infrastructure, pass laws, increase mobility costs - or take a new approach! This is precisely where Mobility CarSharing comes in (in combination with public transport). There are 2'650 vehicles at 1'395 locations throughout Switzerland, available at any time to private and corporate customers around the clock and on a self-drive basis. Since a mobility car has been proven to replace up to 9 cars, this reduces the number of cars on the roads and frees up valuable parking space.</p> <p>One major concern of mobility is for the policy to create a framework that encourages a rethink not only on the part of industry and government but every individual citizen as well. Any implementation, be it for personal or business improvements in mobility management, should be supported or actually promoted.</p>	
Name	Simon Baumann	
Company	carpooling.com	
Abstract	<p>Making traffic more efficient through carpooling</p> <p>Carpooling, together car-sharing, is one of the great concepts in the success of collaborative mobility. It helps drivers make better use of their vehicles by utilizing spare capacity and providing the opportunity for conversation en route. For the passengers it is a fast,</p>	

	<p>flexible, and inexpensive form of travel. Carpooling is economical, ecological and beneficial from the transport policy aspect.</p> <p>With around six million users, an innovative smartphone app and a good service, Carpooling.com is Europe's leading car-sharing community. In Switzerland the network operates under the brand name mitfahrgelegenheit.ch and is growing rapidly.</p> <p>One of the key factors in the functioning of peer-to-peer networking is the critical mass in terms of users to match supply and demand. In order to establish take and ride as the standard for the broad mass of people, carpooling.com opts for comprehensive partnerships, innovation and service. Turning carpooling into an all-round, perfect mobility experience</p>
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15:30 h	Session 3: Public Policy and Comobility	
Name	Michael Glotz-Richter	
Company	Free Hanseatic City of Bremen	
Abstract	<p>Make room for sharing: liveable urban streets</p> <p>One of the problems that European cities have in common, is the mismatch of available (and by nature limited) street space and the number of cars. It is more than a question of the point of view: so it is not that there aren't enough parking spaces but too many cars.</p> <p>Only a few cities in Europe deal with that problem in a way to really reduce dependence on the car. Whereas public transport and promotion of cycling is rather common ground, the strategic integration of Car-Sharing into municipal strategies is rather the exception than the rule. And still, municipalities need to better understand the impacts (and the potential) of the various kinds of Car-Sharing.</p> <p>The City of Bremen (550,000 inhabitants) is a traditional harbour city – so dealing with transport and logistics for already a long time. Bremen is a cycling city (> 25% modal split) and the citizens do about 60% of their trips by the sustainable modes (walking, cycling, PT). But still, too many cars occupy valuable street space in the inner city neighbourhoods.</p> <p>The tough financial situation of the city does not allow to dream about underground parking in these neighbourhoods but calls for more creative and more efficient solutions. Despite the German legal background (where the Federal Highway Code still does not know Car-Sharing stations), the City of Bremen started in 2003 to provide Car-Sharing</p>	

stations on public street space in the inner city neighbourhoods: called 'mobil.punkt'. The pilot stations were very successful – and meanwhile a network of 14 stations on public street space adds to the other stations.

In 2014, there will be about 20 new small stations on public street space ('mobil.punktchen') – and also in the next years similar numbers are planned. The extension of the network of Car-Sharing stations is part of an overall strategy that was politically unanimously adopted in 2009. The City has the target of achieving at least 20,000 Car-Sharers by 2020 – replacing at least 6,000 cars. In the beginning of 2009, there were about 5,000 Car-Sharers in Bremen. So the strategy to quadruple the number is quite ambitious.

The annual survey of the Car-Sharing operator (cambio) shows, that every Car-Sharing car replaces about 11 private cars. The integration of Car-Sharing into parking management will both ease the parking problem but gives also more space to pedestrians and cyclists. All mobil.punkt stations are equipped with bike racks to improve bike parking. Most of the stations also have extended kerbs – giving more space to pedestrians. The new small stations are often strategically located near intersections where illegal parking caused problems for large vehicles (esp. waste collection and fire fighters) – and an extended kerb, bike racks and bollards create clear situations.


All stations have a pillar to make Car-Sharing widely visible. The corporate design is a kind of 'business card' identifying modern mobility services.

With the network of stations being under construction or planned, the City of Bremen wants to re-organise parking in narrow streets to create more space for pedestrians.

As in all cities, parking is a politically extremely sensitive issue. But the case of Bremen shows that there is a broad consensus to support the Car-Sharing development for a broad mutual benefit.

Car-Sharing operators which want to apply for on-street Car-Sharing stations need to be certified with the official German eco-label "Blue Environmental Angel" (Umweltzeichen Blauer Engel) and need to prove that the service leads to a substantial replacement of private cars. These points are also important to legally justify the dedication of public street space to Car-Sharing.

Within the European momo-project, it was shown that Car-Sharing could easily replace about 600,000 cars in European cities – a chance for cities to improve quality of life.

Name	Dr. Dieter Wissler	
Company	Community of Blauen	
Abstract	<p>Blauen FahrMit – Communal car-sharing network to supplement the public transport offering in a small municipality in Switzerland</p> <p>Blauen is a municipality of 700 souls with the familiar financial difficulties of smaller, rural communities. In the 2025 village development plan, the District Council aims to strengthen the financial budget on a sustainable basis through the influx of new, high-earning families. However, this can only be achieved if the above-average standard of living and quality of life in Blauen is maintained and there is a substantial improvement in the village public transport links, which are perceived by the local population as poor.</p> <p>Blauen FahrMit is a pioneering project from PostAuto Switzerland which was developed with the municipality and flinc to supplement the Blauner public transport offering. A timetable app, which shows the regular times of the PostBus and the private car-sharing deals, is central. The system has proven itself in principle in a trial which ran from December 2013 to the end of March 2014. To date a quarter of Blauner smartphone/PC owners have registered as journey providers or sharers.</p>	