

MEDIA RELEASE

WOCOMOCO 2014 – INTERNATIONAL PLAYERS PLACE COLLABORATIVE MOBILITY IN THE SPOTLIGHT

mobility academy, Berne, 5 May 2014. The mobility academy will be staging the 2nd World Collaborative Mobility Congress "wocomoco" on 7 and 8 May 2014 in the PostFinance Arena in Berne. Once again this year the event boasts top-class speakers from home and abroad and will put the spotlight on alternative forms of mobility. The Congress partners are the Touring Club Switzerland, Swiss Post, the Mobility Cooperative, Engagement Migros, the Swiss Federal Railways SBB, nextbike, carpooling.com, VULOG Carsharing Technologies and the communications agency Onflow.

wocomoco, created in 2013 in Switzerland, is a unique platform that has 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. This Congress focusses on all those mobility services and products which involve people sharing vehicles, journeys and infrastructures with each other.

Following last year's success, the mobility academy is now staging this Congress for the second time. The response from the visitors as well as the lecturers and speakers after last year's Congress has clearly shown that there is interest in a platform which brings together the various stakeholders from the world of collaborative mobility. This is precisely where wocomoco comes in and seeks to play a further part in shaping the social change towards sustainable, efficient and collaborative mobility. "We are witnessing a new era in mobility today. The 2nd World Collaborative Mobility Congress is addressing this trend and bringing together new and established players in the transport sector with the aim of advancing a new mobility regime - one where people share cars, journeys and infrastructure", says Dr. Jörg Beckmann, Director of the mobility academy.

This year's Congress is divided into an international first day and a second day focusing on Switzerland. Over 30 speakers from nine different nations will be on hand, including Lauren Anderson of Collaborative.Consumption.com, Andreas Rubinski, CEO of Mobility International, Fabrice Lago, CEO of PubliBike, Hans-Jörg Dohrmann, CEO of m-way, Rahel Bonny, CEO of Mobility Solutions and by video-conference Susan Shaheen, Professor at the University of California and a worldwide leading researcher on the subject of collaborative mobility. Various start-ups from the industry will also be involved in wocomoco, with students from home and abroad also presenting their ideas on the theme.

The Congress will address and discuss issues such as: what are the characteristics of the collaborative mobility market and what do these mean for Switzerland? How can collaborative mobility solutions be embedded in the urban space? How can we deal with the political and legal challenges arising for providers of collaborative mobility?

The Congress program, registration and lots more information on the Congress can be viewed on the website www.wocomoco.ch.

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