

## DEAR WOCOMOCO-NAUTS,

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.

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 the 2nd World Collaborative Mobility Congress on the 7th and 8th May 2014 in Bern.



Dr. Joerg Beckmann,  
CEO mobility academy

powered by



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THE 2nd WORLD COLLABORATIVE MOBILITY CONGRESS IS  
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# 2nd WORLD COLLABORATIVE MOBILITY CONGRESS PROGRAMME

7 / 8 MAY 2014  
POSTFINANCE ARENA, BERN

Executive Partners



Communication Partner



ONFLOW  
beraten gestalten texten programmieren

# PROGRAMME

## WEDNESDAY, 7 MAY 2014

**08:30 REGISTRATION AND COFFEE**

**09:00 WELCOME & INTRODUCTION**

Dr. Joerg Beckmann, Alain Bruegger, Julia Zosso, mobility academy

**09:15 INTRODUCTION**

Lauren Anderson, CollaborativeConsumption.com

**09:45 SESSION 1: BUSINESS AND POLICY**

Dr. Joerg Beckmann, CEO Mobility Academy and Vice-Director Touring Club Switzerland - A future of urban mobility

Caroline Cerfontaine, UITP Manager for Combined Mobility & Urban Issues - Combined Mobility, public transport in synergy with other sustainable modes: A smart way forward!

Alan Woodland, Executive Director, CarSharing Association - Shared-use vehicle mobility in North America

**11:00 BREAK**

**11:30 WORKSHOP WITH THE PUBLIC: SHARING URBAN SPACES**

Moderation: David Van Kesteren, CEO, Taxistop cambio

**12:30 LUNCH**

**14:00 PANEL DEBATE: SHARING URBAN SPACES** (Moderation: David Van Kesteren, CEO Taxistop cambio)

Olivier Bremer, General Manager DACH and Italy, BlaBlaCar

Sebastian Schlebusch, International Business Development, nextbike

Ronny Kaufmann, Director Public Affairs and Corporate Responsibility, Swiss Post

Michael Glotz-Richter, Senior project manager „sustainable mobility“ at the Senate for Environment, Construction and Transport, Free Hanseatic City of Bremen

Eva Helmeth, Category Manager, Mobility

**15:00 KEYNOTE SPEECH: CAR SHARING TECHNOLOGY FOR OPERATORS**

Andreas Rubinski, CEO, Mobility International

**15:30 BREAK**

**16:00 PECHA KUCHA SESSION 1**

Jannis T. Werner, Legal Counsel, WunderCar - Regulating the Sharing Economy

Roland Zeller, COO, parku - The urban parking game

Drummond Gilbert, Founder, goCarShare

Christian Piepenbrock, CEO, Nachbarschaftsauto

David Van Kesteren, CEO, Taxistop cambio - Taxistop: A peer-to-peer mobility pioneer

Michael L. Usher, Founder of CLYC - If you build it, WHO will come

**16:45 PECHA KUCHA SESSION 2**

Antonin Guy, Head of Business Development, VULOG CarSharing Technologies - How Technologies contribute to innovation in Car Sharing & Mobility Services

Dr. Randolph Woehrl, Park2gether, Daimler Mobility Services

Benedetta Arese Lucini, Regional General Manager, UBER

Eva Luethi, CMO, sharoo - Technical challenges: yesterday, today, tomorrow

Julian Hauck, CEO, FahrtenFuchs - FahrtenFuchs - the marketplace for Inter-City Buses ...or what deregulation without standardisation means for aggregators

**17:30 BREAK**

**18:00 DISCUSSION FOLLOWING THE PECHA KUCHA SESSIONS**

**18:30 KEYNOTE SPEECH BY VIDEO CONFERENCE (Q&A)**

Dr. Susan Shaheen, University of California - Trends & Opportunities for Multi-Modal Integration

**19:00 FOOD, DRINKS AND NETWORKING**

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## THURSDAY, 8 MAY 2014

**08:15 COFFEE**

**08:45 WELCOME**

**09:00 KEYNOTE SPEECH: MISSION: SUSTAINABILITY - SOLUTION: INTELLIGENT MOBILITY**

Rahel Bonny, CEO, Mobility Solutions & Anne Wolf, Head of Corporate Responsibility, Swiss Post

**09:30 INTRODUCTORY SPEECH: SBB**

Manuel Gerres, Head of Start-up Relations, SBB - SBB Start-up Programme - Strategy and Implementation

**09:40 CoMo-BOOSTER powered by SBB**

**10:45 BREAK**

**11:15 KEYNOTE SPEECH: OPPORTUNITIES AND RISKS OF SHARED URBAN MOBILITY**

Dr. rer. oec. Ursula Wyss, Municipal Councillor of the City of Bern and Director of public works, traffic and parks

**11:30 COLLEGE FOR COLLABORATIVE MOBILITY**

**12:30 LUNCH**

**13:45 SESSION 2: ENTREPRENEURIAL AND POLITICAL CHALLENGES IN THE SWISS MARKET**

Sebastian Schlebusch, International Business Development, nextbike - New Trends in Bike Sharing - Evolving Technologies and Business Opportunities

Fabrice Lago, CEO, PubliBike - Non motorized traffic, an additional mobility service

Simone Leicht, Head of Product Management and Marketing, Mobility Solutions - Can carsharing go corporate?

Dr. Hans-Joerg Dohrmann, CEO, m-way - E-Car sharing - The project „eMotion“

Peter Frey, Head of Business Carsharing, Mobility - Mobility Business Carsharing - The answer to political challenges  
Simon Baumann, speaker of carpooling.com - Making traffic more efficient through carpooling

**15:00 BREAK**

**15:30 SESSION 3: PUBLIC POLICY AND COMOBILITY**

Michael Glotz-Richter, Senior project manager „sustainable mobility“ at the Senate for Environment, Construction and Transport, Free Hanseatic City of Bremen - Make room for sharing: livable urban streets

Dr. Dieter Wissler, Community of Blauen - Blauen FahrMit - communal ridesharing network in addition to existing PT services in a small swiss community

**16:30 FINAL DISCUSSION AND END OF THE CONGRESS**

## GENERAL INFORMATION



### LOCATION

PostFinance Arena, Mingerstrasse 12, 3014 Bern (Switzerland)



### VENUE & ACCESS BY PUBLIC TRANSPORT

From Bern Railway Station in 10 minutes by tram (No. 9, direction Wankdorf Bahnhof). The tram stops directly in front of the PostFinance Arena (stop "Guisanplatz")

The journey from Bern Railway Station to the International Airport Zürich-Kloten takes approximately 90 minutes



### REGISTRATION AND REGISTRATION FEE

Please register before 25 April 2014 on our website:

[www.wocomoco.ch](http://www.wocomoco.ch)

CHF 350.- for day 1, CHF 250.- for day 2, CHF 500.- for both days (incl. coffee during breaks, food and beverages on both days)



### LANGUAGE

First day: English only, second day: German with simultaneous translation in English



### INFORMATION

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