

## **WOCOMOCO – 1<sup>er</sup> congrès mondial sur la mobilité partagée** **Le partage de véhicules, une tendance d'avenir**

Le congrès mondial sur la mobilité partagée, qui s'est tenu du 22 au 23 mai à Lucerne, veut impulser la transition vers une mobilité durable et efficace à travers des solutions basées sur la collaboration. Ce concept caractérise toutes les formes de mobilité centrées sur le partage des moyens de transport: prêt ou location de véhicules entre privés (P2P-carsharing), voitures en libre-service (B2C-carsharing), covoiturage, vélos en libre-service ou encore partage de places de parc. Tous les intervenants tombent d'accord sur les avantages et le fort potentiel de la mobilité collaborative: utilisation optimisée des infrastructures de transport et de véhicules qui restent stationnés plus de 80% du temps, économies d'espace, baisse du trafic et impact environnemental réduit. La récente étude du bureau Interface sur Mobility Carsharing constitue par ailleurs un complément intéressant à ce sujet. La technologie est un élément clé de la mise en œuvre de cette philosophie du partage. Mais c'est au niveau social que se situent encore de grands défis, dans une société où la propriété privée et l'individualisme restent très ancrés. Le succès de Mobility Carsharing prouve toutefois que l'idée fait son chemin et démontre la pertinence de poursuivre les réflexions initiées par WOCOMOCO. (Langues: français, anglais et allemand)

Pour plus d'informations:

WOCOMOCO: présentations et informations (allemand, anglais)

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

Mobility Carsharing Suisse

[www.mobility.ch/fr/pub/index.cfm](http://www.mobility.ch/fr/pub/index.cfm)

The bright future of carsharing (anglais)

[www.futureofcarsharing.com](http://www.futureofcarsharing.com)

Enquête nationale sur l'autopartage en France (19 MB)

[http://6t.fr/download/ENA\\_RF\\_130321.pdf](http://6t.fr/download/ENA_RF_130321.pdf)

## **WOCOMOCO – Erster Weltkongress zur kollaborativen Mobilität** **Das Teilen von Verkehrsmitteln als nachhaltiger Zukunftstrend**

Der erste Weltkongress zur kollaborativen Mobilität, der am 22. und 23. Mai in Luzern stattfand, will den gesellschaftlichen Wandel hin zu einer nachhaltigen und effizienten Mobilität durch kollaborative Lösungen vorantreiben. Der Begriff bezeichnet alle Mobilitätsformen, die das Teilen von Verkehrsmitteln ins Zentrum stellen: Verleih von Autos unter Privatleuten (P2P-Carsharing), Mietautos bei Flottenanbietern (B2C-Carsharing), Fahrgemeinschaften, Bikesharing oder Parkplatz-Sharing. Alle Referenten sind sich über die Vorteile und das grosse Potenzial der Ko-Mobilität einig: optimierte Nutzung der Verkehrsinfrastrukturen und von Fahrzeugen, die sonst mehr als 80 % der Zeit herumstehen, Flächengewinn, Senkung des Verkehrsaufkommens und geringere Umweltauswirkungen. Ergänzend dazu sei auf die aktuelle Mobility-Carsharing-Studie von Interface hingewiesen. Ein Schlüsselement zur Umsetzung der Sharing-Philosophie ist die Technologie. Doch in einer Gesellschaft, in der Privateigentum und Individualismus stark verankert sind, liegen die grössten Herausforderungen auf der sozialen Ebene. Der Erfolg von Mobility Carsharing in der Schweiz zeigt, dass sich die Idee durchsetzen kann und verdeutlicht, wie wichtig die Weiterentwicklung der von WOCOMOCO initiierten Denkanstösse ist. (Sprachen: fr, de, en)

Weitere Informationen:

WOCOMOCO: Präsentationen, Informationen, Radio-Interview

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

Mobility Carsharing Schweiz

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

The bright future of carsharing (en)

[www.futureofcarsharing.com](http://www.futureofcarsharing.com)

04.06.2013

## ABOUT WOCOMOCO

wocomoco aims at promoting the societal change towards a more sustainable, efficient mobility. In doing so wocomoco also aims at increasing the political, economic and societal dialog.

To reach these goals the World Collaborative Mobility Congress will be held annually, bringing together various stakeholders that are currently shaping "collaborative mobility". In the background, a centre of competence works at the strategic development of the congress and is constantly involved

with research and projects in the field.

"Collaborative networks provide options for mobility that promise an individual value as much as an economic value."



Dr. Jörg Beckmann,  
Managing Director of the Mobility Academy

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www.wocomoco.ch

THE 1ST WORLD COLLABORATIVE MOBILITY CONGRESS IS  
BROUGHT TO YOU BY:

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shaping comobility

# WORLD COLLABORATIVE MOBILITY CONGRESS PROGRAMME

22 / 23 MAY 2013  
SWISS MUSEUM OF TRANSPORT,  
LUCERNE

Executive Partner

**DAIMLER**

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# PROGRAMME

## WEDNESDAY, 22 MAY 2013

### 12:30 REGISTRATION

### 13:00 WELCOME & INTRODUCTION

Dr. Jörg Beckmann, Managing Director Mobility Academy  
Alain Brügger, Senior Researcher Mobility Academy

### 13:30 KEYNOTE EXECUTIVE PARTNER

Wilfried Steffen, Director Business Innovation Daimler AG - Living in Transit - Consequences for the moving Society

### 14:00 SESSION 1 - P2P CARSHARING (PART 1)

Michael Minis, CEO tamyca GmbH - Peer-to-Peer Carsharing, who makes use of it and why?  
Dr. Hans-Jörg Dohrmann, CEO m-way - Sharoo - my ride for you  
Christian Steger-Vonmetz, Caruso Carsharing - E-Carsharing works; with the proper concept

### 14:45 BREAK

### 15:15 SESSION 1 - P2P CARSHARING (PART 2)

Christian Piepenbrock, CEO Nachbarschaftsauto - Cars, Money and Sex: The full truth about P2P Carsharing  
Markus Gössler, CEO Autonotzer - Generation Autonotzer - The way from a private car for a few to an interconnected car for a lot of people  
Oliver Lünstedt, Managing Director carzapp GmbH - carzapp: Private Carsharing, with Technology it makes sense

### 16:00 PARTNER SPEECHES

Marco Reber, CEO Swisscom Managed Mobility - Trends and prospects in the mobile world  
Rahel Bonny, CEO Mobility Solutions AG - MoS Move Center - Synergies of networked mobility solutions

### 16:45 BREAK

### 17:15 RESEARCH PANEL

Michael Kuhn, Head of Communications & Brand Management Daimler Mobility Services GmbH - Intelligent integration of urban mobility  
Univ.-Prof. Dr.-Ing. Klaus Bogenberger, Chair of Traffic Engineering, Institute of Traffic Engineering, University of the Bundeswehr München - Effects of E-Carsharing systems on mobility and environment in urban areas  
Martyn Briggs, Programme Manager Mobility Frost & Sullivan - Voice of Customer Analysis for Carsharing and New Mobility Business Models  
Dr. Francesco Ciari, ETH Zürich - The potential of carpooling in Switzerland

### 18:15 VIDEO CONFERENCE (USA)

Steve Webb, Director of Corporate Communications Relay Rides - Peer-to-Peer Carsharing: The Revolution in Personal Mobility  
Michael Somoza, CEO GottaPark - Peer-to-Peer Parking - Opportunities and Challenges

### 19:00 DINNER

# PROGRAMME

## THURSDAY, 23 MAY 2013

### 09:00 WELCOME

Dr. Jörg Beckmann, Managing Director Mobility Academy

### 09:15 PECHA KUCHA BREAKFAST

Marc Kudling - The „I“ in Comobility  
Fabian Felix Weber, Head of Sales parkit.ch - Parking management - ideal and reality  
Reiner Langendorf, Convadis AG - Vehicle Technology in Carsharing  
Sven Domroes, CEO fahrgemeinschaft.de - Forming Rideshare Communities - ecologically and socially reasonable  
Beat Brühwiler, CEO CLTmobile AG - Ridesharing: Let's talk money!  
Yan Minagawa / Florian Detig - Mobility marketplace - Data (the oil of the 21st century)  
Julian Hauck, CEO FahrtenFuchs - Share what's there: Tour Bus Pooling  
Frank Anders, Business Developer Match Rider UG - Ridesharing for Daily Commutes  
Joshua Steffen, Co-Founder ATGmobility - SMUVE - eScooter-Sharing  
Olivier Perrotey, Project Director Tooxme - Ridesharing, the Social Mobility

### 10:30 BREAK

### 11:00 SESSION 2 - B2C CARSHARING

Rolf Lübke, CEO Marketing/Distribution/Technology of the DB Rent Ltd. - Carsharing in the network  
Eva Helmeth, Head of Sales & Consulting Mobility International AG - Mobility: Carsharing - Swiss style  
Bill Jones, CEO CiteeCar - Responsibilities of Carsharing Providers  
Andreas Allebrod, Managing Director Drive Carsharing - Multimodal mobility in the ecomobility  
Andreas Leo, Corporate Communications Manager car2go - car2go - just get in and drive off wherever you are

### 12:15 LUNCH

### 13:45 SESSION 3 - RIDESHARING

Stephanie Mayr, VP of Corporate Development, carpooling.com - Get the World to share the ride  
Nicolas Brusson, COO and Co-Founder BlaBlaCar - BlaBlaCar - Making people powered travel reliable and mainstream  
Drummond Gilbert, Founder goCarShare - I shared a car and I liked it  
Benjamin Kirschner, Co-Founder flinc AG - Social Mobility Network

### 14:45 SWISS POLICY PANEL

Representatives of selected Swiss enterprises and cooperatives will discuss the topic „The future of sharing in Switzerland“

### 15:15 FINAL WORDS AND FUTURE PROSPECTS

### 15:30 APÉRO

## GENERAL INFORMATION



### LOCATION

Swiss Museum of Transport, Lidostrasse 5, 6006 Lucerne



### VENUE & ACCESS WITH PUBLIC TRANSPORT

From the station to the stop „Luzern Verkehrshaus“

- 8 minutes by train (S3 or Voralpenexpress)
- 10 minutes by Bus No 6, 8 or 24
- 30 minutes by foot following the lake promenade



### REGISTRATION FEE

300.- CHF (incl. Coffee during breaks, Lunch & Dinner on both days)

Students are eligible for a 50% discount



### REGISTRATION

Please register before 13 May 2013 on our website:

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



### INFORMATION

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