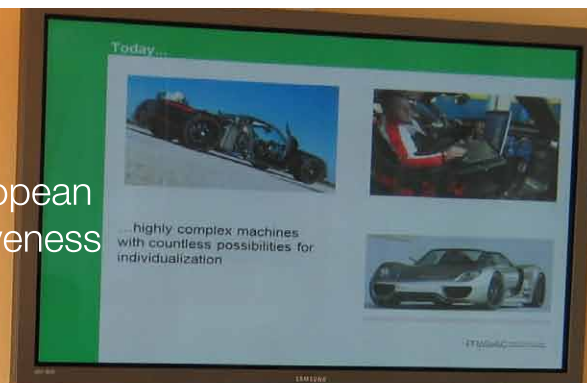




# PROSeSO

Producer Services for European  
Sustainability & Competitiveness



## The Automotive sector and the sustainable development of the territory: Public policies and technical solutions

Between the dates of March 28th and 30th, an extremely informative and well attended event took place in Turin. Following the initial project coordination and steering committee meetings held on the 28th March, the main event – the conference – took place on the 29th of March offering the audience of 85 persons from policy, industry and research a two-fold approach.

The morning session was dedicated to political issues such as the governance of e-mobility in certain regions with a main focus on, but

not restricted to, the region of Piedmont. Speakers included main actors in the hosting region, including the Regional Direction for Innovation, Research and University, Mr Franco Rossigno, the President of Torino Nuova Economia, Mr. Pierfranco Risoli and, amongst others, the Head of Foreign Area of Turin Chamber of Commerce Mr. Giovanni Pischedda who pointed out their views of the situation and the measures to be taken to reinforce the Piedmont region. This initiated a lively discussion amongst the 80 plus conference

participants with statements from workers associations, policy consultants and industry managers.

### Upcoming Events within PROSeSO Project

Vigo – Galicia Seminar and Study Visit: The Innovation Agency of the Government of Galicia (Spain) is organizing a Seminar on Economic Modelling of sustainable transport and public policy: infrastructures for e-mobility” and a Study Visit from 13th to 14th June showcasing the regional Cluster organization model and initiatives regarding e-mobility infrastructures in the region of Galicia and other regions in Europe.

Of high interest was the approach on governance of e-mobility issues presented by Alanus von Radecki from the Fraunhofer IAO in Stuttgart, Germany.

The morning session was concluded by Mrs. Ida Vana, Councilor for Economic and Territorial Development of Provincia di Torino.



The afternoon session focused on state-of-the-art developments in sustainable mobility and technical solutions in the topical area. The member of the scientific direction of Emilia-Romagna Region's Institute for Economic and Social Research, Mr. Francesco Garibaldi, gave an overview on international approaches of e-vehicles followed by company practices from the region which were presented by the CEOs of the promising battery start-up company Lithops, Mr. Carlo Novarese and the CEO of world famous vehicle design company Pininfarina, Mr. Silvio Angori. Keith Bevis from University of Hertfordshire contributed to the highly informative afternoon session by informing the audience about his experience with barriers that evolve from implementing an infrastructure for e-vehicles.



The last day of the event in Turin was dedicated to a study visit to CECOMP – the company that has designed and now fabricated the e-car fleet for the Paris car sharing model – the BlueCar. Project Members and external experts gained a deep insight into aluminum chassis manufacturing for e-vehicles, special preconditions for battery vehicles and – as far as possible for CECOMP – battery specifications. The company visit, led by the CEO of the CECOMP company, was rich on information and was highly apprecia-



## PROSeSC Consortium News

PROSeSC Project partner **University of Hertfordshire** has initiated a survey with a focus on effects on innovations pushed by concepts for sustainable mobility. The target number of expected interviewees (20) has been more exceeded with 27 sets of raw data from important actors in various fields of sustainable mobility being interviewed, leading to more than 600 pages of raw data for the project. This is to be used for various issues such as policy, the elabo-

ration of recommendations, thematic papers and also to make the data available to external researchers via a publication on the project website. The process of data analysis and interpretation and the elaboration of findings has just started.

Following the successful e-sound competition in Stuttgart, **Hethel Engineering Centre (Norfolk County Council)** has initiated a similar competition in the East of England.

With a vibrant creative industries hub in the region, the competition asks how applicants would challenge the perceptions of e-mobility, removing the barriers to embracing e-vehicles and associated technologies through vision, sound, touch and/or emotion.

The competition aims to tap into the broader creative industries and submission might include: A website/design; printed literature, artwork, designs, images; video output (such as sounds for an electric vehicle); storyboard; a marketing strategy; social media campaign detail. With submission showing collaboration between creative and Automotive/Engineering companies gaining more merit, it is expected that the competition will also play a vital role in raising awareness of sustainable mobility in the UK and through the project promotion also in Europe. For more information, visit <http://www.hethelinnovation.com/competition>

**E. ON creates electric charging station networks and e-highway between Budapest and Vienna.** The newest charging stations in

E.ON's charging infrastructure spanning the distance from Budapest to Vienna were opened at a ceremony in **Győr**, so from now on the stations in Győr, Tata and Mosonmagyaróvár can be used broadly. "By creating the necessary infrastructure and offering complex services, we would like to pave the way for electric mobility in Hungary" E.ON Hungária Zrt CEO, Dr Eric Depluet, said. At the ceremony E.ON presented the City of Győr with a bicycle with an auxiliary electric engine, which was accepted by Mayor Zsolt Borkai on behalf of the city.

In the **Stuttgart Region** the competition on **e-car sound** closed with the highlight of presenting the results and awarding the winners during an event specially dedicated to e-mobility (Elektromobiler Jahresauftakt). The award ceremony was chaired by the Prime Minister of Baden-Württemberg, Mr. Winfried Kretschmann who also presented the first prize to the winner. Amongst the 350 participants from regional and national policy and industry the competition gained interest and the project partner in the Stuttgart Region was approached afterwards by one of the world-leading car suppliers with the request to build up on the experiences gained and push forward research and development on the topic.

180 mill€ will be split between **Baden-Württemberg**, Lower-Saxony, Berlin-Brandenburg and Bavaria/Saxony in a **tender on E-Mobility**. In Baden-Württemberg, PRoSeSC partner WRS GmbH leads the consortium together with the state agency e-mobil BW GmbH and thus can initiate in the coming three years a large number of new concepts for

integrating E-Mobility in everyday life. Up to 70 stand-alone projects ranging from educational issues on e-mobility, plus energy habitation concepts with e-cars to e-fleet management concepts for small and medium sized companies are now to be integrated into one bid "Show Window Living Lab BW e-mobil".

The jury was impressed by the variety of concepts in Baden-Württemberg and the planned way of integrating the various smaller projects into one large show case. The winning of the tender enables the strong automotive region to keep up with the challenges of e-mobility and bring in it's innovativeness into future solutions.

## Editorial

Dear Readers,

Following several experiences as an innovation manager consultant and my recent incorporation to Stuttgart Region Economic Development Corporation, since January 2012 I have taken over the role of Dr. Reha Tözün as Project Coordinator of the PRoSeSC Project. From the end of 2010 PRoSeSC Project members have been working on networks to support initiatives and emerging strategies to build a more sustainable transport based on knowledge services. In our last event, several experts from all over Europe discussed on the crucial role of public policies and technical solutions to increase territorial sustainable development and most recent technical solutions to increase transport energy efficiency. According to these experts, in the medium and long term, electric vehicles, hybrids and fuel cells driven ones will play an important role in this efforts, although market share of this technical innovations is still reduced.



Regarding public policies, Turin Event gave several and interesting examples of initiatives to increase vehicles efficiency and fostering the introduction of new vehicle technologies. According to experts transport energy efficiency could be dramatically improved through different strategies, including technological assistances to driving and traffic management.

PRoSeSC Project is working to disseminate these efforts and build cooperation networks on several initiatives in this field around Europe. Our focus in Turin was on sustainable territorial development. Next focus will be on network infrastructures enabling e-mobility showcasing several initiatives and projects in different countries in Europe.

Our hope and efforts are driven to transfer knowledge from industry, academia, technological centres and development authorities into new and improved initiatives to build a sustainable transport system.

Sincerely,  
**Christoph Gelzer**

## Contact details

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