



## **PRoSeSC Final Conference: Stuttgart (Germany).**

### **October 9th 2012 PRoSeSC project Final Conference: Review of National & Regional approaches on e-mobility and Fuel Cells as drivers for sustainable mobility**

The PRoSeSC Project successfully closed with a Conference in Stuttgart to present the main outcomes of the partnership work developed over the three year life of the project.

Mr. Veit Haug, head of the Stuttgart Region Development Corporations Creative Department gave the opening speech highlighting the strongholds of Stuttgart region industrial.

Delegates had the opportunity to learn about the Stuttgart regional

e-mobility scheme in a presentation given by Mr. Franz Loogen, Managing Director of the e-mobil BW GmgH in a talk entitled the "LivingLab BW e-mobil BW". The presentation focused on knowledge of market needs in terms of sustainable e-mobility. Hybrid and Fuel Cell vehicles are shaping up as bridge technology but profitability remains a problem. To address this gap, several show case regions were started in Germany, including Baden-Württemberg. New business models will be tested within these show cases, trying to find

answers to cost effectiveness challenges.

The conference second session focussed on the theme of "Fuel Cells as drivers for sustainable mobility". This began with a presentation given by Dr. Oliver Ehret from NOW GmbH, regarding commercialisation of hydrogen vehicles and infrastructures in Germany. The presentation gave an overview on the network of filling stations, the current fleet of fuel cell vehicles and plans for future rolling out of infrastructures.

Mr. Markus Wiedemann, from SSB AG, complemented this view with the experiences in the Stuttgart public transport system with hybrid bus testing. Mr. Wiedemann highlighted the importance of the non-technical obstacles, mainly those regarding human factor adaptation to the electric drive technology requirements, as managing high voltage or mechanical engineering.



During the third session participants learned about the Good Practice exchanges amongst PRoSeSC Project Partners. Dr. Rolf Reiner, Managing Director of Automotive BW gave a detailed account about the TecNet Platform for Ideas. The platform enables clusters to ease their internationalisation and cooperation efforts in the Stuttgart Region.



Keith Bevis of the University of Hertfordshire presented the PRoSeSC Good Practice Guide,

including 10 transferable support schemes shared amongst the partner regions. The final guide will contain company support and innovation schemes and a set of concrete solutions to integrate sustainable transport vehicles into local traffic environments. The Good Practice Guide will shortly be available on the project website. The Conference was closed with the interventions of Mr. Alanus von Radecki from Fraunhofer Institute and Mr. Steven Peters from Karlsruhe Institute for Technology. The interventions gave insights on the future mobility challenges, exploring solutions for a sustainable mobility.

### Study Visits

Among the activities prepared by Stuttgart Regional Economic Development Corporation for the closing event of the PRoSeSC Project, participants were invited to a guided tour around the engine plant of the Daimler AG in Stuttgart Untertürkheim. During the visit participants were provided with an insight into the company's vision for the future and the opportunity to learn about the challenges that vehicle clusters in Europe are facing in front of the expected transition of the automotive industry towards electromobility.





### PROSESC Consortium News

Meshining Engineering Ltd., a Hungarian-owned engineering office, Associated Regional Partner of PRoSeSC partnership, presented their latest innovations concerning composite materials at a shared Hungarian stand at the eCarTec Munich exhibition, the prestigious international parade organized in October 23-25th 2012.

John Bessant Best Paper Award 2012 was announced during the closing session of the 13th CINet International Conference, held in Rome in September 2012. PRoSeSC Partners from the University of Hertfordshire presented a paper written out of the experience from the PRoSeSC Project.



## Editorial

Dear Readers,

Sustainable Transport and Mobility is an issue widely discussed in various industry branches all over the world. Therefore the PRoSeSC Project Group started working in this issue 3 year ago in a team of public and research institutions with the cooperation of automotive clusters. The project managed to stimulate the dialogue with diverse stakeholders from the industry and policy making, which helped the partner regions to streamline some approaches and gain thought-provoking impulses to contribute to new mobility infrastructures.



The automotive industry is certainly more challenged by the need to pay greater attention to sustainability –but also to light-weight production, the chemical industry, knowledge intensive service providers, IT and communication and the energy industry are also playing a crucial role in the process to get new ideas to market. All these branches have to keep in mind limited resources and environmental regulation amongst societal challenges such as the growing level of urbanisation, an ageing society, the wish of customers for endless individualisation possibilities and the need to open up new markets to cope with fluctuation in demand.

The PRoSeSC Project approached this challenge matrix through an exchange of good practices from the partner regions and at the same time did some research amongst the most relevant players in the field. Results like the 'Good Practice Guide' and highly rated scientific papers on the 'open innovation model in the automotive industry' or 'the role of SMEs in the European automobile sector' show the success of the joint project work. These outcomes can be found on the project website.

For the Stuttgart Region the exchanges of experiences with the partner regions and increased knowledge about whole picture contributed to the initialisation of regional funding schemes and the successful application for national funds such as the German Show Case approach.

Sincerely,

Christoph Gelzer

### Contact details

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