



## EUROPEAN SOCIAL INNOVATION FORUM 2016

### SMART TRANSPORTATION FOR A 21ST CENTURY SOCIETY

30 November 2016

- 14.00** Welcome by **Kerstin Born-Sirkel**, Director of Corporate and External Relations, CEPS and **Yukiko Araki**, Corporate Officer, Executive GM for CSR and Environmental Strategy Division, Hitachi
- 14.10** Opening remarks/speech:  
**Norihiro Suzuki**, VP and Executive Officer, CTO, Hitachi, Ltd.  
Keynote speech:  
**Nikolaus von Peter**, Member of Cabinet of Commissioner Violeta Bulc
- 14.40** Discussion with keynote speaker
- 14.50** **Panel 1: Leveraging innovation for outstanding social needs**  
**Moderation:** Jorge Núñez Ferrer, Senior Research Fellow, CEPS
- Terms such as ‘smart systems’, ‘smart cities’, ‘smart innovation’ and ‘smart transportation’ are buzzwords for new technologies that reduce emissions and contribute to energy transition. But a smart approach to energy transition, cannot be based solely on reducing emissions. Changing the way energy is produced, consumed or saved can - and generally will - affect the way people interact, work, use services and move. Smart transition also means understanding, mitigating and managing societal impacts, harnessing and enhancing positive non-energy and emissions-related externalities. Energy transition offers the opportunity to create a more resilient, cohesive and creative society that caters for the needs of different groups, such as ageing and disabled people. Social considerations, mobility and physical access for citizens to opportunities and services must therefore become an integral part of ‘smart’ strategies and solutions.
- Speakers:**
- **Tomasz Pactwa**, Director of the Projects and Social Affairs Department at The City of Warsaw, leading the Virtual Warsaw project
  - **Elke Bossaert**, Managing Director Mobiel 21
  - **Antonio Casazza**, Vice President Signaling Engineering & Test, Ansaldo STS
  - **Abayomi Otubushin**, Corporate and Governmental Affairs, BMW Group

- 15.30 Discussion
- 16.00 Coffee Break
- 16.30 **Panel 2: New paradigms and policies for sustainable smart transportation**

**Moderation:** **Andrea Renda**, Senior Research Fellow, CEPS

A transition towards fully sustainable mobility will provide a key contribution to the long-term goal of creating a zero-carbon economy. The transport sector currently generates around 25% of all CO2 emissions in the EU. Emissions need to be reduced by 60% by 2050, with a significant part likely to come from road transport. Such a transition is unlikely to occur in a purely incremental way, by simply ensuring a gradual shift towards electric cars and promoting more sustainable means of transport. Most likely, new paradigms of mobility will be introduced, which in turn will lead to a major reshuffling of the way in which cities and regions approach public and private transportation. New models such as mobility as a service can fundamentally reshape our approach to transportation both at the metropolitan and regional level, and at the same time can enormously improve the efficiency of logistics and freight traffic. Topics of discussion will include: i) prospects and challenges of this socio-technical transition; ii) possible additional positive and negative social and economic impacts of future technologies and business models; iii) possible obstacles that might be created by existing policies, and ways of eliminating these obstacles by reforming EU, national or local policy

**Speakers:**

- **Kaj Pyyhtiä**, CXO, MaaS
- **Herald Ruijters**, Director, DG MOVE
- **Michael Cramer**, MEP
- **Greg Archer**, T&E, Director of Clean Vehicles

- 17.10 Discussion
- 17.40 Final remarks:  
**Akira Shimizu**, VP and Executive Officer, Hitachi, Ltd.
- 18.00 Cocktail for all participants

**Venue:** Autoworld Museum - Parc du Cinquantenaire 11, 1000 Brussels