LivingLab BWe mobil
Showcase Region for Electric Mobility Baden-Württemberg

managed by

EVS 27 Barcelona
Franz Loogen
e-mobil BW GmbH
19th November 2013
Electric mobility – a complex system: intermodal & connected

Electricity network
- development
- smart grid

Charging station concepts:
- public
- semi-public
- private

Technology
- conductive/inductive
- alternating current/direct current
different modes of charging

Users and goods
- smart phones
- mobility services

Vehicle interfaces
- ICT in vehicles
- charging technol.

Further vehicles
- car-to-car
- fleet management/back-end
- logistics

Urban living
- smart home
- smart city
- energy storage

Modes of transport
- connecting public transport
- intermodality
- mobility services

Images: Daimler AG, EnBW Energie Baden-Württemberg AG, Fraunhofer IAO, MVV Energie AG, PTV AG, Robert Bosch GmbH, Stuttgarter Straßenbahnen AG
Baden-Württemberg‘s roadmap to sustainable mobility

**Industrial policy**
- competitiveness of the business location
- research & development, production site

**Environmental ambitions**
- reduction of emissions
- enable new mobility based on renewable energies

Goal of all the activities:
*Increasing the market share of electric mobility* on the long run and complete the technological evolution towards electric mobility…

…focusing on
- **industrialisation of electric mobility** – open to all technologies
- **demonstration of electric mobility** – development of integrated mobility systems in modern life
Cluster Electric Mobility South West – road to global market

- industrialisation of electric mobility
- more than 80 partners from industry and science
- cluster region: Karlsruhe – Mannheim – Stuttgart – Ulm
- cluster management: e-mobil BW GmbH

Objectives:
- realizing a high-capacity, low-emission and market-driven mobility
- Baden-Württemberg as leading manufacturer and supplier for electromobile solutions
- strengthening the regional economic power (esp. SMEs)
- linking industry and local research institutions

Vision:
Developing and producing the most attractive solutions for future mobility and turning Germany into a leading provider and key market for electric mobility.
Living Lab BW\textsuperscript{e} mobil – Baden-Wuerttemberg’s showcase project

In April 2012, four German innovative German regions have been selected as national showcases for electric mobility:

- Baden-Wuerttemberg
- Bavaria and Saxony
- Berlin and Brandenburg
- Lower Saxony

Their projects funded by four federal ministries...

- Federal Ministry of Economics and Technology (BMWi)
- Federal Ministry of Transport, Building and Urban Development (BMVBS)
- Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
- Federal Ministry of Education and Research (BMBF)

...as well as the individual states and regions.
Living Lab BW² mobil – Baden-Württemberg’s Showcase Region

Main focus:
- development of viable business models and sustainable mobility solutions
- research on electric mobility in everyday life

Key facts:
- more than 100 partners in 40 projects with a total volume of €110 million
- more than 2,000 electric vehicles and 1,000 charging points until 2015
- coordinated by the State Agency for Electric Mobility e-mobil BW and the Stuttgart Region Economic Development Corporation (Wirtschaftsförderung Region Stuttgart GmbH or ‘WRS’)
The LivingLab BW\textsuperscript{e} mobil projects reflect the complex system of electric mobility and address nine key topics:

- Intermodality
- Fleets and Commercial Transport
- Energy, Infrastructure and ICT
- Vehicle Technology
- Urban and Traffic Planning
- Living and Electric Mobility
- Communication and Participation
- Training and Qualification
- Interdisciplinary Research
Thank you

Franz Loogen, e-mobil BW GmbH
franz.loogen@e-mobilbw.de