Agenda

• Project Overview
• Framework Conditions
• Project Activities
Project Overview

Key Information

Project Goal:

*Raising awareness of job opportunities and education paths within electro mobility*

Project Facts:

- Coordination and Support Action (CSA) in FP7
- Duration: 36 months (01/2011-12/2013)
- Total Budget: € 1.406.046 €
- Consortium: Five leading Universities
- Advisory Board: 10 leading automotive actors
- Target Groups: High school students (15-18), University students, Young Professionals
Project Overview

Project Partners

University Core Team Partners
- Chalmers University of Technology (Sweden)
- ARMINES, École des Mines de Paris (France)
- Karlsruhe Institute of Technology (Germany)
- Politecnico di Torino (Italy)
- RWTH Aachen University (Germany)

Industry Advisory Board

THE TALENT CHALLENGE IN ELECTRO MOBILITY

www.e-gomotion.eu
Agenda

- Project Overview
- Framework Conditions
- Project Activities
Framework Conditions
Market Share Projections for EVs

Sources: ika/fka analysis, BCG, Roland Berger, McKinsey, Oliver Wyman, Bosch, Fraunhofer, HyWays, AT Kearney, Frost & Sullivan, Deutsche Bank Research, ERTRAC
Framework Conditions
But ... not only Green & Safe Vehicles
Framework Conditions
What about the end-users and the citizens?

Challenge:

Change and transformation towards a smarter mobility system and smart cities, which are more participative, inclusive and empowering. This concept brings forward the quadruple helix model, where the citizens have a strong say in the innovation process.

E-gomotion goals

• creating a smart community informed about mobility:
  – Main target groups: young people, all citizens.
  – Tool: student challenges and competitions; road show; arrange public demonstration of new mobility concepts

• raising awareness of the future jobs and educational paths in the automotive sector (arranging seminars and orientation days)
Agenda

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Project Activities

Project Structure

- Roadshow visiting European high schools
- Electrification concept competitions for high schools with European final
- Student fairs and career days
- Regional electrification web school
- Web portal as central hub for general information, web school, competition etc.

Identify and analyse the future job profiles and career trends in the electrification industry
Project Activities

Tour

During the e-gomotion Roadshow, high school students can meet their local universities and industries and learn more about electro mobility.

Tour Key Facts

- Visit of high schools all over partner regions in 2012 and 2013
- Presentation of educational paths in electro mobility, university student experiences and professional experiences of industrial partners
- Demonstration of electric or hybrid vehicles
e-gomotion Roadshows (2012-2013) in all partner regions: organized to reach high-school students and raise their awareness of vehicle electrification

### High-school students visit the University

<table>
<thead>
<tr>
<th>Description</th>
<th>Time</th>
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<tbody>
<tr>
<td>Introduction (all) – 45 Min</td>
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<tr>
<td>Break (~15 Min)</td>
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<tr>
<td>Group A</td>
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<tr>
<td>Education offer</td>
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<tr>
<td>Student Experience (30 Min)</td>
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<td>Industry Experience (30 Min.)</td>
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<td>Group B</td>
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<td>Industry Experience (30 Min.)</td>
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<td>Education offer</td>
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<td>Student Experience (30 Min)</td>
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<td>Group C+D</td>
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<tr>
<td>Vehicle Demonstration</td>
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<tr>
<td>Break (~10 Min)</td>
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</tbody>
</table>
Project Activities

Road Show structure

e-gomotion Roadshows (2012-2013) in all partner regions: organized to reach high-school students and raise their awareness of vehicle electrification

Inside the high-schools

- Four events in selected classes (groups of about 20 students)
- Mobility carbon footprint
- Overview of vehicle technologies
- Energy and environmental motivation for new vehicle technologies and new mobility systems
- How to improve your mobility carbon footprint?

Selection of the teams participating in the e-gomotion challenge
Project Activities
Challenge

Regional electrification concept competitions for high schools with European final

Challenge Key Facts

- Student competition for high school pupils
- Regional competitions in France, Germany, and Italy
- European final at EVS27 conference in Barcelona
- Challenge: future scenarios and best solutions to solve the challenges within sustainable mobility.
Project Activities
Challenge Structure

Regional electrification concept competition (2012-2013)

At university
- Three preparatory events:
  - Explanation of competition rules
  - Meeting with public authorities (municipalities, regional authorities)
  - Meeting with experts

Through e-gomotion Webportal
- Phase 1 and 2 of the competition (under tutor and expert supervision)

At university
- Regional finals, with involvement of advisory board and public authorities

At high school
- Event in each school, where the teams discuss with the other students about their experience of e-gomotion challenge
Project Activities

Challenge Structure

Final EU competition (18-20/11/2013): Barcelona

At UPC
- Final competition, with involvement of advisory board and public authorities

At EVS 27/Smart City Expo
- Conference sessions in which the results of the project are presented
Project Activities

Academy

Web school - Online education offer with web-based lectures in specific technical topics of electro mobility as a general information basis

Academy Key Facts

- Information regarding technical challenges and research activities in electro mobility
- Lecturers from academia and industry
- Participation is free of charge
- No accredited degree
- Target groups: high-school teachers, educators (electrification ambassadors)

- Available online from July 2013
**Project Activities**

**Online**

State-of-the-art, interactive information portal offering information regarding electro mobility

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**Web Portal Content**

- General information about e-mobility
- Information about Education Opportunities
- Information about ongoing project events like Roadshow or Challenge
- Provision of e-learning material
- Platform to manage all project activities

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[www.e-gomotion.eu](http://www.e-gomotion.eu)
Project Activities
How are they linked?

Road Show
≈ 1000 students reached in 5 EU regions

Spring 2012
Selection of student teams for E-GOMOTION CHALLENGE
30 teams (≈ 200 students)

Autumn 2012
Challenge starts

Spring 2013
New Road Show

May-Sept 2013
Challenge regional finals & challenge experience at high-school

Nov 2013
EU finals MONDAY
4 teams

2014
EU finals

NEW ROAD SHOW
Selection of student teams for the next E-GOMOTION CHALLENGE

LONG-TERM

THE TALENT CHALLENGE IN ELECTRO MOBILITY

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E-gomotion & Long-term Impact

Some key numbers

2012-2013: 1000 students reached in 5 regions

2013: 30 teams (about 200 high school students) in 4 regions. Each team has to define a communication strategy (for instance through social networks) and reach a large number of contacts. Some teams have reached about 2000 contacts (each!) in their social network pages.

A community of young people with strong awareness of smart-mobility is growing: e-gomotion new-born facebook page has already gained more than 1000 likes in a few weeks.

e-gomotion Webforum is ready for:

- supporting next editions of Road Show & e-gomotion challenge
- hosting a new challenge to University students
- hosting the e-gomotion Academy
- stimulating the awareness of our growing community of young people
Project Communication

Some key numbers

PRESS
E-gomotion was mentioned on 90 websites, specialized blogs and local newspapers in Italy, Germany, France, Spain + tv service within the Piedmont Regional TV

SOCIAL MEDIA
Facebook: 1.035 Likes on the official FB e-gomotion page. Constant sharing of news and videos from the world of sustainable and electric mobility

Twitter: 109 Followers

YOUTUBE
More or less 50 videos uploaded on the e-gomotion youtube channel (more or less 6000 visualisations)
Project Communication
Some key numbers

COMMUNICATION COMPETITION
The competition was launched to stimulate students to communicate and disseminate their concepts. On November 17th more than 1,250 people had voted.

CREDITS IN MOTION
The competition was carried out inside the Turin high school Albert Steiner to develop a jingle for the e-gomotion videos. The winning team is here in Barcelona with us and is shooting the e-gomotion news.

WEBSITE
An online platform for all those who want to discover more about sustainable mobility. Academy, information and promotional materials, news, info on education patterns available in Europe, all the projects of the e-gomotion challenge.
E-gomotion & Long-term Impact
What is needed to continue the adventure?

Long term impact can be achieved only with the endorsement/commitment of municipalities, local authorities and industrial advisory board in order to maintain the web platform and support the educators.

DO WE HAVE THIS ENDORSEMENT?
E-gomotion & Long-term Impact

The experts that joined us in Barcelona...

Manel Villalante
Barcelona Regional

Claudio Lubatti
City of Torino

Angel Lopez
City of Barcelona

Anna Donati
City of Napoli

Federico Galliano
GMPT-E

Jan-Welm Biermann
Ika - RWTH Aachen

Veit Echterhoff
ThyssenKrupp Steel Europe AG

Klaus Neb
Michelin / Automotive Engineering Network Südwest

Rody El Chammas
Toyota

Megan Ahearn
EcoUnion

Michael Bücheler
Gymnasium Neureut

Ruben Canovas
Everis

Annette Klinkert
EUSEA/city2science

Regina Poth
City of Aachen

Francesco Petracchini
CNR Italy

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E-gomotion & Long-term Impact
From where do we start?

- Endorsement of stakeholders from triple-helix in several EU cities
- Expertise of 4 leading university in EU
- A community of young people with strong awareness of smart-mobility
- Some of the project ideas developed by the teams are already under implementation
- E-gomotion webtools
E-gomotion & Long-term Impact

What is our idea for e-gomotion beyond 2013?

- Start a new edition of the e-gomotion challenge every year
- Extend the challenge to university BSC/MSC students
- Support public administrations in the development of their strategic plans for sustainable mobility
- Offer training activities to public administrations (arranging dissemination and training events for mobility managers, ...)
E-gomotion & Long-term Impact
What is our idea for e-gomotion beyond 2013?

Public bodies

Industrial stakeholders

CHALLENGES TO BE SOLVED

Young people

The new challenge

E-gomotion
E-gomotion & Long-term Impact

What do we need?

- New e-gomotion partners to enlarge the consortium
- Sponsorships to maintain the web platform and support the educators
- Cultural and financial support from EU

Thank you for your attention
Contact

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