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The new discussion platform for the mobility turnaround

Expert panel at polisMOBILITY think tank: from visions for transport to revolutionary mobility

The logo for polis MOBILITY, with "polis" in blue and "MOBILITY" in green, both in a bold, sans-serif font.

Automotive visionary meets mobility transition pioneer +++ Panel discussion including four selected applicants +++ First of two sessions focusing on the subject of the mobility revolution +++

polisMOBILITY 2022
18.05. - 21.05.2022
www.polis-mobility.com

The trade fair may not be set to start until May, but polisMOBILITY is already bringing together well-known figures to discuss the topic of urban mobility ahead of the main event in May. On 17 March, proponent for the mobility transition, Katja Diehl, and Swiss automotive visionary, Frank M. Rinderknecht, hosted a panel discussion on the subject of the mobility revolution.

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The two prominent experts were joined by four other panellists, who had applied through various social media channels to take part in the discussion at the polisMOBILITY think tank on 17 March and had been nominated through a selection process. The chosen participants were Sylvia Lier, a personal mobility expert, Tobias Lochen, CEO of cargo bike sharing service provider, SIGO Lastenfahrrad-Sharing, Viktoria Brandenburg, CEO of DIE INFORMATIONSDSIGNER and Andreas Krüger, a HR consultant for executive recruitment in the transportation & mobility sector.

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polisMOBILITY: more than just an exhibition

An insightful discussion ensued, focusing on many of the issues surrounding the complex theme of mobility - and clearly highlighting the ambitious challenge polisMOBILITY, as a platform for sustainable mobility, has set itself: to examine the many and various aspects of mobility and provide competent, solution-focused answers to questions about transforming the areas and modalities in which public mobility takes place, with a cross-sector approach that goes far beyond purely showcasing products. All of the participants agreed that the idea of viewing the trade fair format as a platform to bring people from different sectors together in discussion, rather than primarily as an exhibition, offers huge potential. Their conclusion was that as a "mini polisMOBILITY", the think tank offered an exciting preview of the upcoming event in May.

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The discussion repeatedly revolved around the question of whether the mobility transition can be brought about by local initiatives and networking - or whether it is dependent on stimuli and control systems set up by policymakers. The experts' experiences on the matter were mixed. On the whole they felt that decision and approval structures were too slow and inert. However, almost all of the participants could give examples of initiatives that only got off the ground and proved successful due to the personal involvement of stakeholders in administrative departments or municipal enterprises. Katja Diehl: "It's important to highlight positive examples and give external encouragement to those involved - often to counter an internal

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Cologne
District Court Cologne, HRB 952

reluctance to change the status quo. polisMOBILITY can play an important part in this as well, providing a stage for best practices”.

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Avoiding silo mentality

According to the participants, the question of who is actually responsible for orchestrating mobility provision that integrates all modes of transport is by no means resolved. The potential spectrum ranges from vehicle manufacturers, who see themselves as mobility providers, and municipal enterprises, right through to the major internet companies. Simple, accessible solutions are often obstructed by the silo mentality of those involved and the lack of willingness to create open interfaces allowing access to data. Plenty of discussion material then, that can be explored further at polisMOBILITY.

Something the participants all agreed on was that the appeal of alternative transport solutions and systems needs to be improved massively to achieve the desired level of acceptance. At the same time, they felt there was a need for policymakers to be willing to make the actual costs of individual transport transparent - and hold users more strictly to account. In this context, reference was made to the discussions currently being held in many cities about residential parking and about possible ways of reducing the cost of fuel, which has recently risen sharply, with the help of large amounts of public funding.

Frank M. Rinderknecht suggested that as automation develops, more efficient utilisation of vehicle capacity could play a significant role in reclaiming more space for people and nature in the urban environment, leading to more vehicles in use and fewer vehicles sat unused in cities at any one time. The Swiss automotive visionary also sets great store by business initiatives and the courage of individual stakeholders: “If there are 50 people involved in a committee, in my experience nothing will come of it. It’s individual game-changers like Anne Hidalgo who effect change.” The mayor of Paris initiated a transport transition in the French capital through a host of measures that, while initially unpopular, have since made the city a role model in Europe.

According to Ingo Riedeberger, Director at Koelnmesse GmbH, “As a precursor to polisMOBILITY, the think tank event has shown that our approach of offering a broad platform for demonstration and discussion surrounding the theme of mobility is meeting a real need. The drivers of the mobility transition want to network more effectively and exchange ideas and experiences. We are confident that polisMOBILITY will create powerful momentum for urban mobility.”

A second round of the polisMOBILITY think tank will take place on 24 March, when meteorologist and climate researcher, Dr. Insa Thiele-Eich, and futurologist, Alexander Mankowsky, will be venturing a glimpse into the future of mobility and exploring the idea of “taking new directions”.

Koelnmesse - industry trade fairs for the mobility segment: Koelnmesse stages INTERMOT and THE TIRE COLOGNE, two major international trade fairs in the mobility segment, hosted at its trade fair grounds in Cologne/Germany. From 2022 Koelnmesse will expand its portfolio with polisMOBILITY, a new hybrid event that

shows how mobility in cities can and must be designed in the future. Alongside tires and wheels, THE TIRE COLOGNE focuses on equipment for motor vehicle servicing and tire fitting centres and presents a comprehensive range of products and services for tire retreading and the recycling and disposal of old tires. INTERMOT is the show for motorised two-wheelers and presents the key innovations in electromobility, accessories, clothing, parts, customizing, touring and workshop equipment. The events serve as central, international business platforms, bringing the industry together with a carefully targeted approach to showcase the latest products, developments and innovations.

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Further information: <https://www.polis-mobility.com/trade-fair/polismobility/industry-sectors>

The next events:

polisMOBILITY - Moving Cities, Cologne 18.05. - 21.05.2022

THE TIRE COLOGNE - The international trade fair for the tire industry, Cologne 24.05. - 26.05.2022

INTERMOT Cologne - International Motorcycle, Scooter and E-Bike-Fair (04.10. trade visitor and media day), Cologne 04.10. - 09.10.2022

Note for editorial offices:

polisMOBILITY photos are available in our image database on the Internet at: www.polis-mobility.com/imagedatabase

Press information is available at: www.polis-mobility.com/pressinformation

If you reprint this document, please send us a sample copy.

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