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#polisMOBILITY

The who's who of the transport transition met at polisMOBILITY 2024

Dialogue platform strengthens the debate between key stakeholders in the transport transition +++ Around 150 exhibitors and partners present innovative products and solutions +++ High-calibre conference programme with around 200 speakers +++ Intense citizens' dialogue at the polisMOBILITY camp in Cologne's city centre

From 22 to 25 May 2024, Cologne was once again transformed into a pivotal gathering for the debate on the transport transition in Germany. A diverse line-up of events were hosted under the banner of polisMOBILITY. They addressed the future of urban mobility with an integrated approach, bringing stakeholders from the private and public sectors together with civil society. The polisMOBILITY expo & conference on 22 and 23 May further consolidated its position as a crucial dialogue platform for the transport transition. Around 150 exhibitors and partners and some 200 experts demonstrated how the city of tomorrow can be designed on a human scale with sustainability front of mind. The polisMOBILITY camp, hosted in Cologne's city centre on 24 and 25 May, provided a lively forum for a citizens' dialogue, information sharing, exchanges of ideas and creativity. Around 14,000 visitors attended polisMOBILITY and its partner events to find out about the topics presented.

The transport transition is set to play a crucial role in tackling global challenges such as the climate crisis and urbanisation. But this shift can be achieved only with a united front - this was something all the participants at polisMOBILITY 2024 agreed on. "The transport transition is a task for all members of society and one that we will have to continue to tackle in future generations," said Oliver Frese, Chief Operating Officer of Koelnmesse GmbH. "For the past three years, we've made a decisive contribution towards a successful transformation with polisMOBILITY. The event serves as a pivotal dialogue platform and has once again succeeded in bringing together pioneering thinkers from business, research, public policy and civil society together for a debate that is incredibly important."

Around 14,000 visitors met in Cologne, demonstrating the public's great interest in the urban mobility of the future. Policymakers at the state and federal levels also underscored the enormous political relevance of polisMOBILITY's themes with their commitment to the event and their participation in its programme. Among them was Dr Volker Wissing, Federal Minister for Digital and Transport, who assumed the role of one of the event's patrons for the first time. With his backing, the minister joined the patronages already secured from the Association of German Cities (Deutscher Städtetag) and the German Association of Towns and Municipalities (Deutscher

The polis MOBILITY logo consists of the word 'polis' in a dark blue, lowercase sans-serif font, with 'MOBILITY' in a light green, uppercase sans-serif font directly below it.

polisMOBILITY
22.05. - 23.05.2024
<https://www.polis-mobility.com/>

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Städte- und Gemeindebund). In addition, Mona Neubaur, Minister for Economic Affairs, Industry, Climate Action and Energy of the State of North Rhine-Westphalia, and Oliver Krischer, Minister for the Environment, Nature Conservation and Transport of the State of North Rhine-Westphalia, attended the dialogue platform and actively engaged in the discussions at the event.

Conference provides powerful inspiration for the transport transition

The polisMOBILITY expo & conference focused on the municipal mobility transition, local public transport & mobility services, and urban drive systems & the energy transition. In stimulating talks, panel discussions and workshops, conference delegates looked beyond the challenges and also discussed tangible solutions. The spectrum of topics addressed ranged from urban and transport planning to shared mobility and urban logistics all the way through to the impact of artificial intelligence. The conference was opened by Friedemann Karig, author and journalist, who captivated the audience with his inspiring keynote “Talking about transformation”. Vanessa Cann, AI entrepreneur and member of the board of the German AI association, outlined how generative AI is changing how we live and work. Dr Meredith Glaser, CEO of the Urban Cycling Institute in the Netherlands, discussed the power of transformation and the enormous opportunities that the transport transition presents.

“With our programme, we’ve really done justice to the topic’s immense complexity and interdisciplinary scope,” said Professor Johannes Busmann, Managing Director of the publishing company Müller + Busmann GmbH & Co. KG, strategic partner of Koelnmesse, who oversaw the curation of the content for the conference programme. “Technological advances in digitalisation, artificial intelligence and energy-saving technologies are bringing mobility equity in the city within our reach. That makes it even more important for us to keep the conversation going and keep working on new solutions.”

Expo presents a living lab for the future of urban mobility

The event’s second main pillar was the expo. Covering everything from hydrogen-powered trucks to innovative charging infrastructure to new forms of shared mobility, the polisMOBILITY expo provided participants with a rare chance to see the next generation of mobility solutions for themselves. A number of companies, cities and local authorities presented their technologies and products in a showcase that featured established industry leaders alongside new market entrants. The exhibitors included names such as DACHSER, APCOA Germany, Fifteen, Kienzler Stadtmobiliar and the Plattform Shared Mobility. Major institutions were also in attendance at this year’s event, with the German Federal Ministry for Digital and Transport (BMDV), the Association for Pedestrian- and Bicycle-friendly Cities, Townships & Districts in North Rhine-Westphalia (AGFS NRW), and the German Federal Association for eMobility (BEM) represented at stands. In addition, an interactive test area enabled visitors to test selected innovations and vehicles first-hand.

With the startupHUB, polisMOBILITY once again provided start-ups with the perfect platform for showcasing their offerings. The startupHUB was complemented by the startupPITCH: After making it through a curated selection process into the final round, five start-ups were given the chance to present their visionary concepts and

ideas for the mobility of tomorrow on the activeSTAGE. The winners to emerge from the contest were Senf.app, a digital platform for citizen participation, and namowo, a solution for sustainable mobility in housing developments. Alongside this, the newly launched Call for Best Practices enabled cities, local authorities and local authority-owned companies to present their pilot projects for promoting the municipal transport transition. Of the numerous submissions, around 30 were chosen to appear in the poster exhibition in the foyer of the openSTAGE. The teams behind 15 selected best practices were given the opportunity to present their ideas in short talks on the citySTAGE. They included projects by the City of Aachen, the Free and Hanseatic City of Hamburg, the former federal capital Bonn, and the City of Leipzig. The City of Cologne presented the latest developments for sustainable mobility in Cologne at a partner stand with Stadtwerke Köln GmbH and the go. Rheinland special-purpose association.

In a further new addition, the organisers of polisMOBILITY made recruiting young talent part of the event's concept for the first time this year: Across Germany, universities offering relevant courses were invited to attend, and excursions with tailored programmes were laid on for them. Among the higher education institutions represented at the event were Technische Universität Berlin (M.BA. Sustainable Mobility Management) and the RheinMain University of Applied Sciences (Faculty of Architecture and Civil Engineering).

Professional exchanges continued at partner events

For the third time, the Bike Sharing Europe Conference was hosted in Cologne on Wednesday, 22 May. On Thursday, 23 May, the AGFS NRW once again staged the AGFS Congress at polisMOBILITY. The congress was followed by a special highlight: the presentation of the 2024 German Cycling Award, a joint initiative by the BMDV and the AGFS NRW. The prizes went to the projects Smart, Connected and Green - Integrated Cycling Planning in Frankenberg (Infrastructure category), B+R Advice Point: Expert Support and Facilitation (Service & Communication category) and BiciBus Germany (Voluntary Sector category). The mouse from the popular German children's cartoon Die Sendung mit der Maus (The Show with the Mouse) was named the Most Cycling-friendly Personality.

Lively citizens' dialogue in the polisMOBILITY camp

The City of Cologne hosted the polisMOBILITY camp immediately after the polisMOBILITY expo & conference. Already in its third edition, the event brought experts' visions, ideas and inspiration to life on the streets of Cologne. Across a large area of the inner city, urban mobility once again took centre stage on 24 and 25 May 2024: Rudolfplatz was transformed into a colourful fairground for experiencing, understanding and shaping the mobility transition. Visitors were invited to come along and see for themselves - and to add their voice to the discussions.

Ascan Egerer, Deputy for Mobility of the City of Cologne, commented: "The essential ingredients for change are fun, curiosity, and an open and honest exchange of ideas. That's also true for changes that concern mobility in our beautiful city, and that's why we designed the polisMOBILITY camp around the topics in our Sustainable Urban Mobility Plan."

How can we get about better in Cologne? The interactive exhibition took visitors on a journey to the year 2035 and presented the sustainable mobility plan at five stations. Hands-on activities, talks and a diverse programme on the stage with more than 30 speakers and artists made abstract topics accessible. A total of 13 Cologne initiatives and 16 exhibitors showcased their ideas for the future of mobility and human-scale urban neighbourhoods. At the city's pavilion, staff from the Department of Mobility entered into a lively exchange of ideas with interested members of the public from Cologne and the surrounding region. A mobile bar, comfortable seating and live music created an enthralling, fun-filled atmosphere, brimming with enthusiasm.

In 2025, the polisMOBILITY expo & conference will be hosted again on the Koelnmesse trade fair grounds on 11 and 12 June.

You can find more comments on the event on the polisMOBILITY website:

<https://www.polis-mobility.com/trade-fair/review/rueckblick-2024/highlights-tag-2/#voicespolis>

Koelnmesse - industry trade fairs for the mobility segment: Koelnmesse stages INTERMOT, THE TIRE COLOGNE and polisMOBILITY, three major international trade fairs in the mobility segment, hosted at its trade fair grounds in Cologne/Germany. 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 latest format polisMOBILITY shows how urban mobility can and must be designed in the future. 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.

The next events

THE TIRE COLOGNE - The international trade fair for the tire industry, Cologne
04.06. - 06.06.2024

INTERMOT Cologne - International Motorcycle and Scooter Fair, Cologne
05.12. - 08.12.2024

polisMOBILITY - Moving Cities, Cologne
11.06. - 12.06.2025

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