

SHAPING URBAN MOBILITY. TOGETHER.

JOHANNA REINHARDT, eMO BERLIN.

FRANK HANSEN, BMW GROUP.



Polis Conference 2017, Bruxelles | 06.12.2017

neue-mobilität.berlin

new
mobility
Berlin



Berlin'de
yeni
hareketlilik

ديجىلا
نيلرب
لقنت

Новая
Мобильность
Берлина

BMW GROUP CENTER OF COMPETENCE URBAN MOBILITY.

Open Cooperation platforms

cities, municipalities, science, mobility providers, local stakeholders.



Pilot Neighborhoods

improving local framework conditions for multimodal mobility without car ownership, more quality of life, demand- and need-orientation.



MoUs

cooperative scaling of sustainable urban mobility, step-by-step.

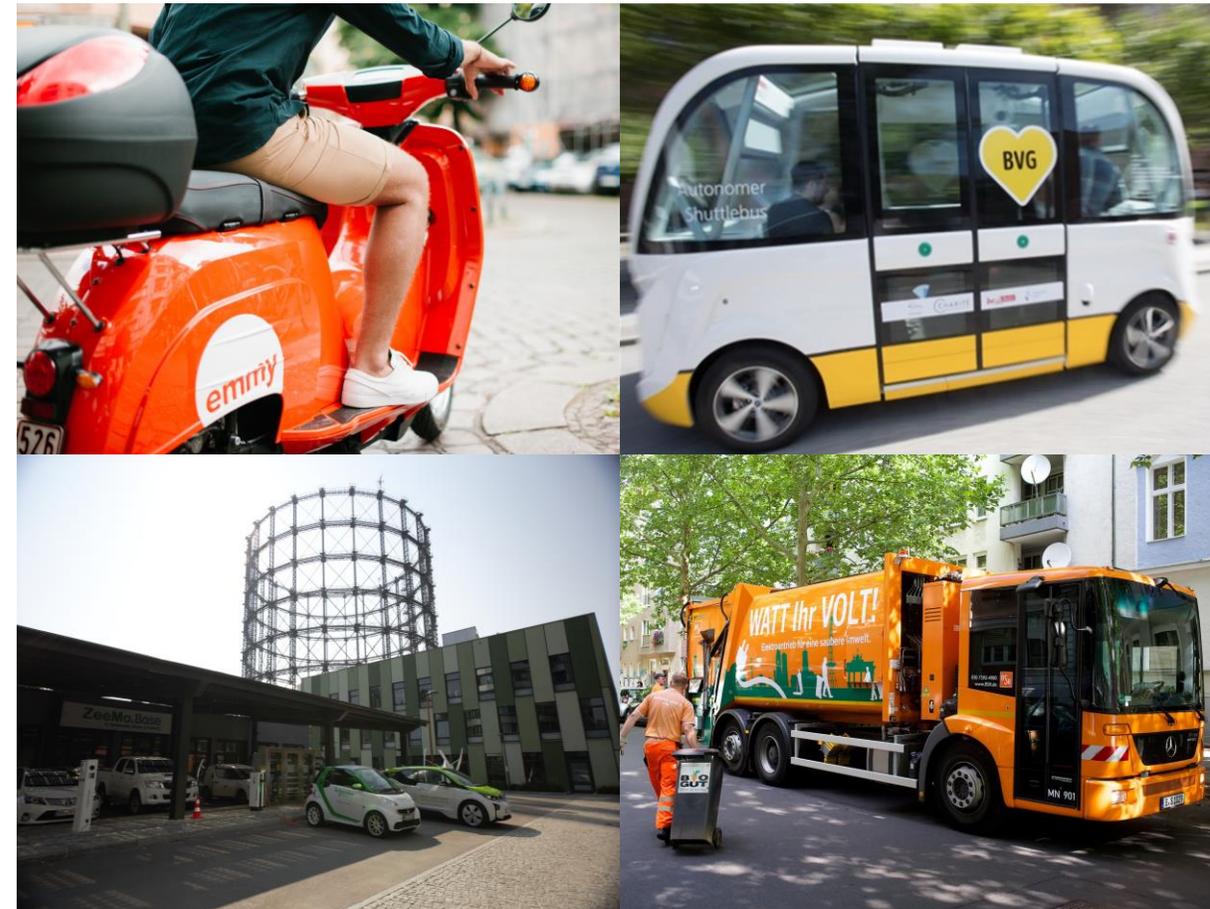


Who we are

- Innovation Agency to push for Innovation in Mobility
- Public-Private-Partnership:
financed by the City of Berlin and a partner-network

What we do

- Identify trends in the area of smart mobility which are valuable for the City of Berlin
- Bring the right people together from industry, research, politics and society
- Push for innovation projects:
 - Mobility as a Service (+ Parking as a Service)
 - On-Demand Mobility/Autonomous driving
 - Mobility and Smart Grids



STATUS QUO OPEN COOPERATION PLATFORM BERLIN.



Bezirksamt Charlottenburg-Wilmersdorf



Zentrum Technik und Gesellschaft

**BMW
GROUP**



Institut für Land- und Seeverkehr (ILS)



insel-projekt.berlin

LDB Mica Research



Berliner Agentur für Elektromobilität



Karlsruher Institut für Technologie

Institut für
Verkehrswesen

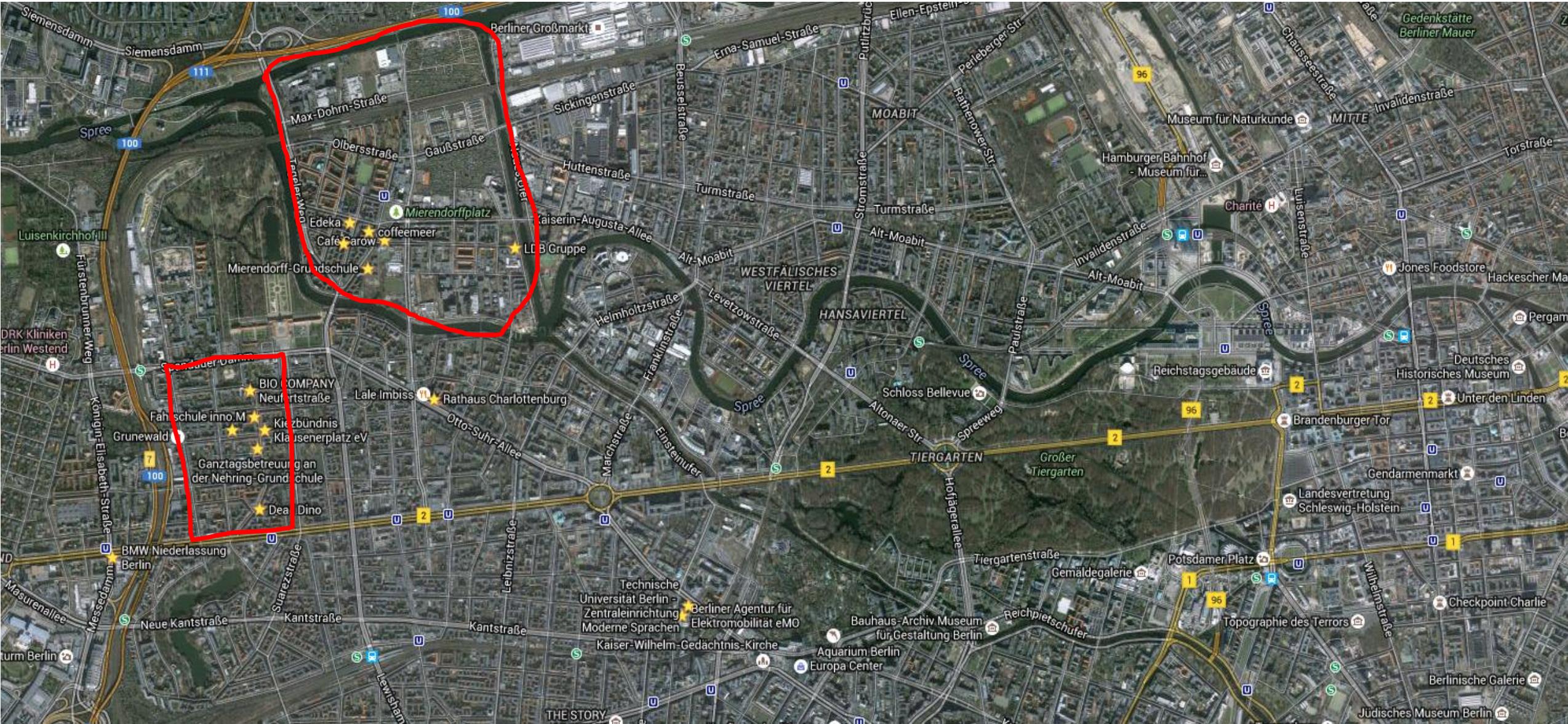
STATUS QUO: SCARCITY OF PUBLIC SPACE INTENSIFIES.
INCREASING AND AGEING CAR STOCKS.



VISION: LESS CARS, HIGH AVAILABILITY OF MULTIMODAL MOBILITY SUPPLY. MORE SPACE FOR A BETTER QUALITY OF LIFE.



THE FIRST PILOT NEIGHBORHOODS. BERLIN, START 06/2016.



SURVEY OF MOBILITY NEEDS IN THE NEIGHBOURHOODS.



Machen Sie mit bei unserer Umfrage zum Mobilitätsverhalten auf der Mierendorff-INSEL und im Klausenerplatz-Kiez.

Wir möchten von Ihnen wissen, wie Sie sich in Berlin und in Ihrem Kiez bewegen.

Ihr Nutzen:

Das Projekt "Neue Mobilität Berlin" kann sich bei der Entwicklung innovativer **Beförderungs- und Transportangebote** besser auf Ihren realen Bedarf vor Ort einstellen.

Für mehr innerstädtische Lebensqualität durch bessere Mobilität - in jeder Situation und in jedem Alter!

Wenn Sie an der persönlichen Befragung teilnehmen, erhalten Sie als Dankeschön von uns einen **Einkaufsgutschein im Wert von 15,- Euro.**

Bitte melden Sie sich an über unsere Website: www.neue-mobilitaet.berlin oder per Telefon: 030-1234567



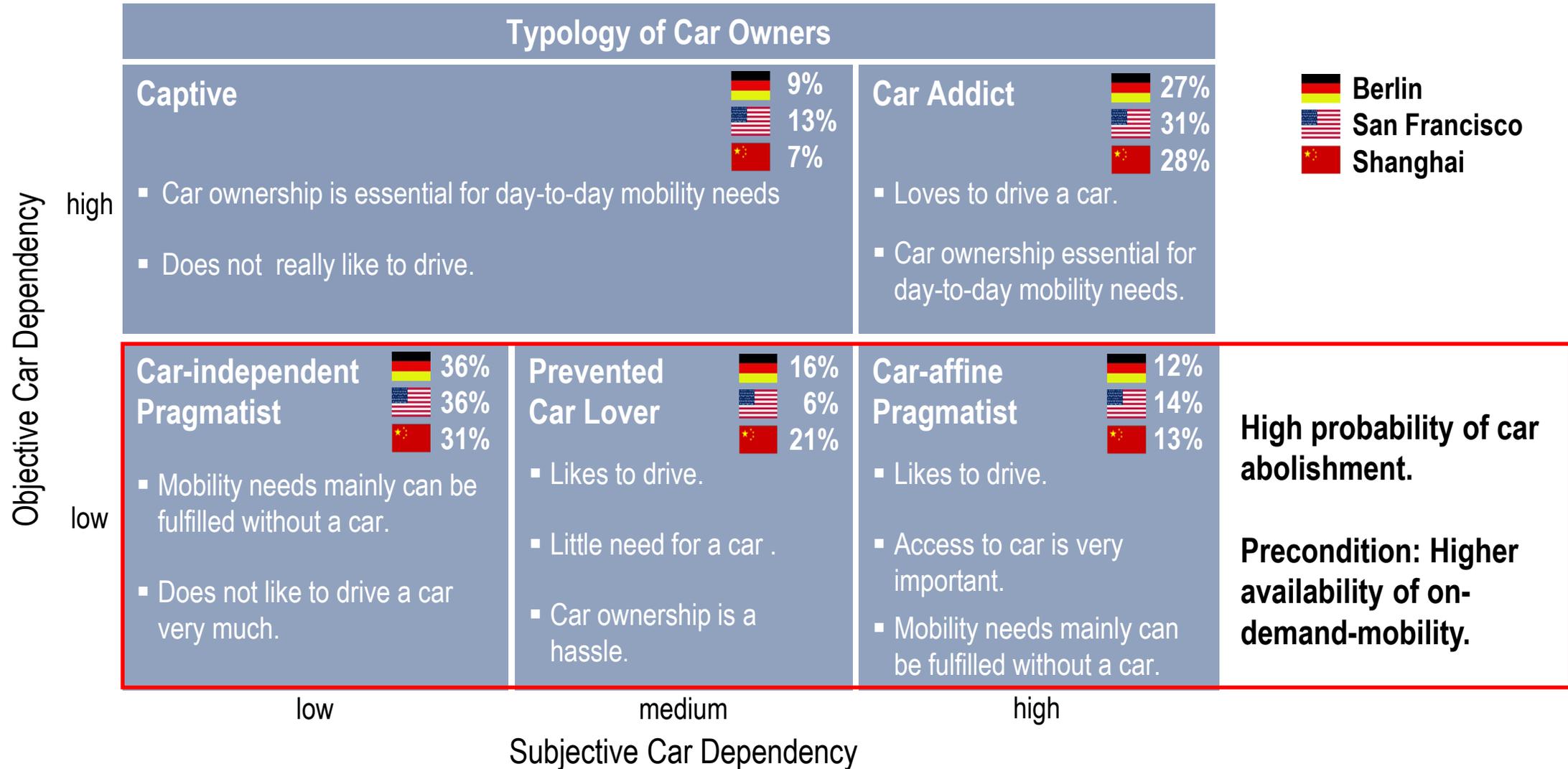
sowie mit unseren Kontaktkarten an den neue-mobilität.berlin-Einwurfboxen in Geschäften & Gaststätten!



neue-mobilität.berlin



MOBILITY NEEDS OF URBAN CAR OWNERS. PROBABLY MORE THAN HALF OF PRIVATE CAR STOCK COULD BE SUBSTITUTED.

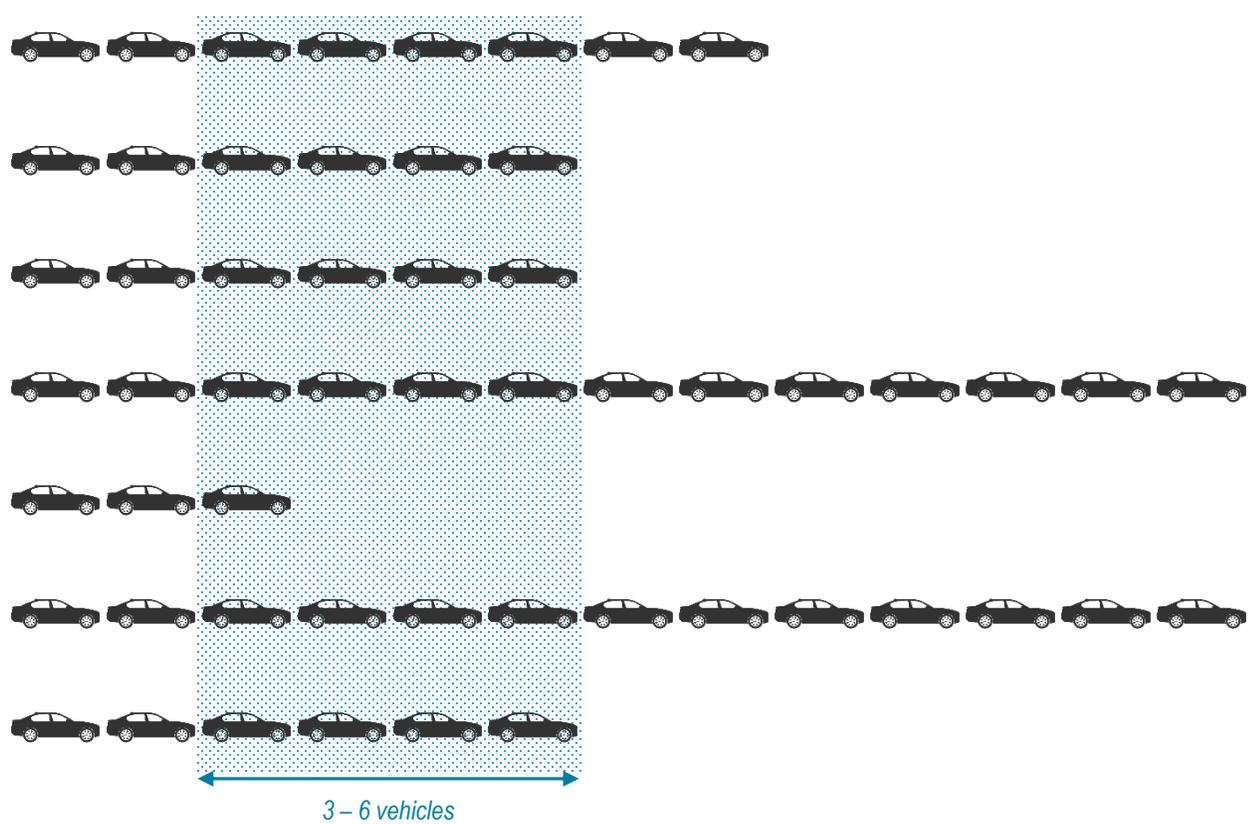


FREE-FLOATING-CARSHARING IS AN ALTERNATIVE FOR CAR-OWNERSHIP. ONE FREE-FLOATING CARSHARING VEHICLE REPLACES AT LEAST THREE PRIVATE OWNED VEHICLES.

STUDY



NUMBER OF PRIVATELY OWNED VEHICLES ABOLISHED DUE TO EACH SINGLE CAR SHARING VEHICLE



CO2 REDUCTIONS

Car sharing customers in Vienna travel 44mio kilometers less than private car owners
– thus 7.000 tons of CO2 are saved

Source: Carsharing Vienna – Evaluation conducted by the city of Vienna

VEHICLES NOT BOUGHT

39,8% of car sharing users did not buy a vehicle due to car sharing

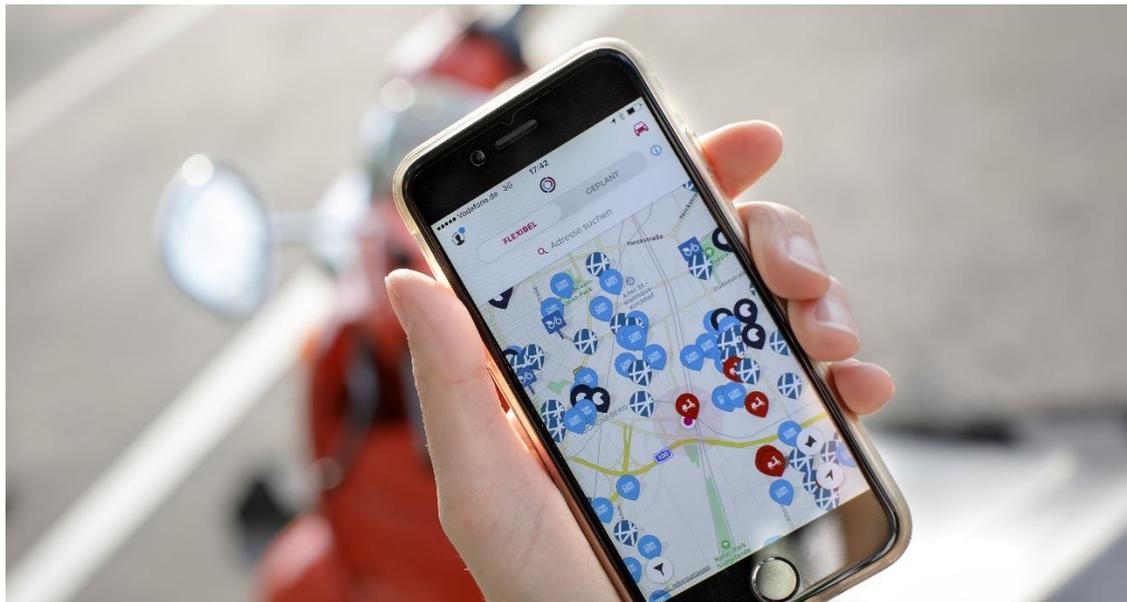
Source: EVA-CS: Evaluation CarSharing Study by the city of Munich

PARKING SPACE

2.000 parking spaces in Munich have been freed up due to car sharing

Source: EVA-CS: Evaluation CarSharing Study by the city of Munich

BETTER AVAILABILITY OF MULTIMODAL MOBILITY WITHOUT CAR OWNERSHIP.



TRYING OUT NEW MOBILITY – MOBILITY DAYS FOR RESIDENTS.



GAINING SPACE FOR MORE QUALITY OF LIFE.





Visit us on
www.neue-mobilitaet.berlin
www.firstmover.hamburg

Follow us on
www.facebook.com/NeueMobilitaetBerlin/

Watch the Berlin Movie on
www.youtube.com/watch?v=FCJrFpnnK3g