

THE TALENT CHALLENGE IN ELECTRO MOBILITY

e-go
motion

Agenda

- Project Overview
- Framework Conditions
- Project Activities

Project Overview

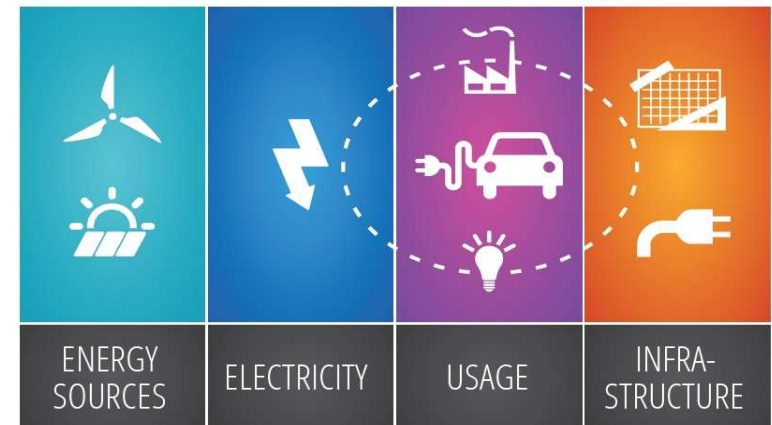
Key Information

▶ 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

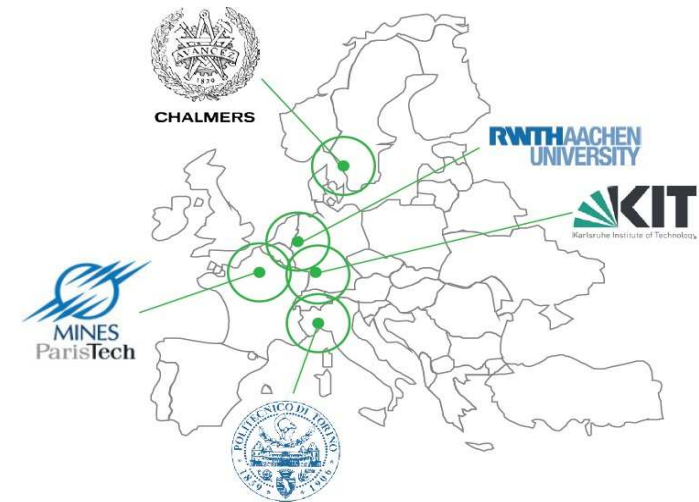


Project Overview

Project Partners

University Core Team Partners

- Chalmers University of Technology
- ARMINES, École des Mines de Paris
- Karlsruhe Institute of Technology
- Politecnico di Torino
- RWTH Aachen University



Industry Advisory Board



CENTRO
RICERCA
FIAT

DAIMLER



ThyssenKrupp



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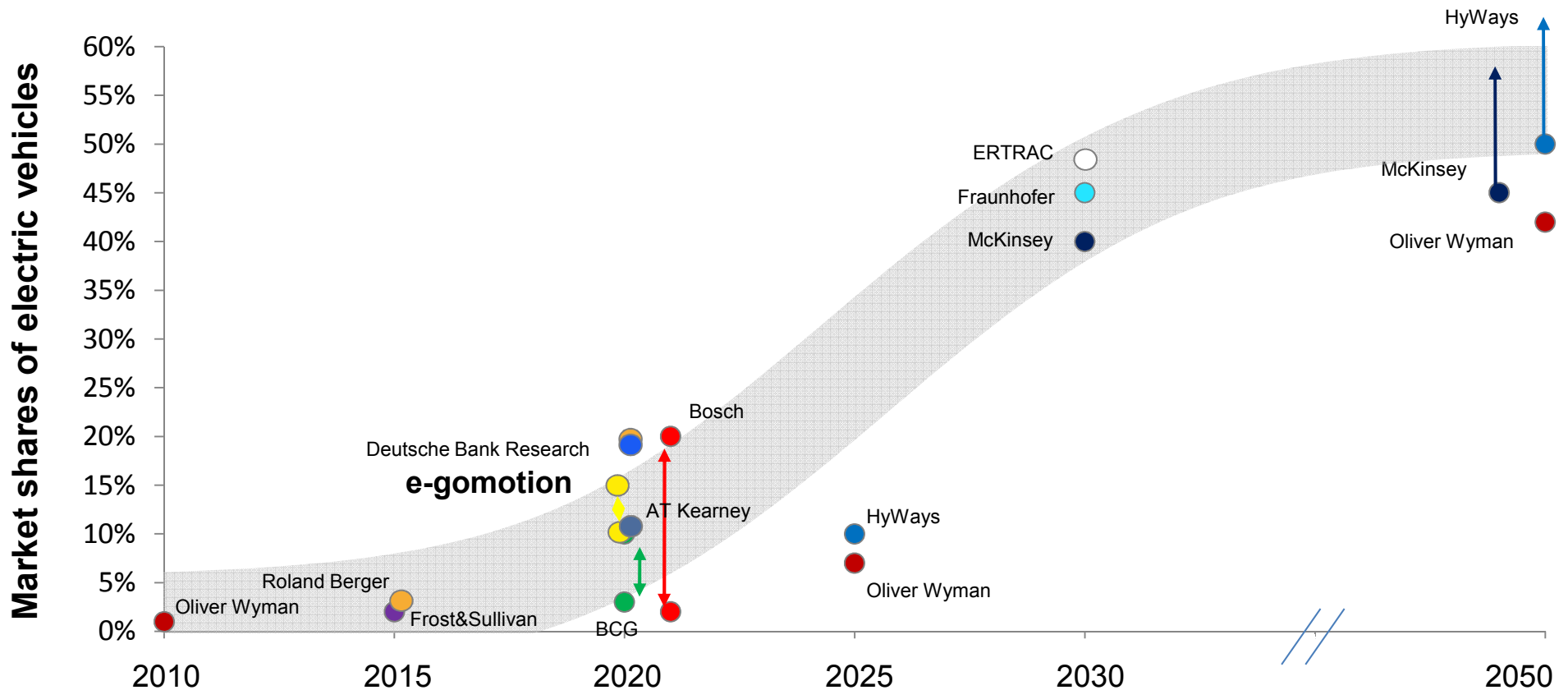
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Framework Conditions

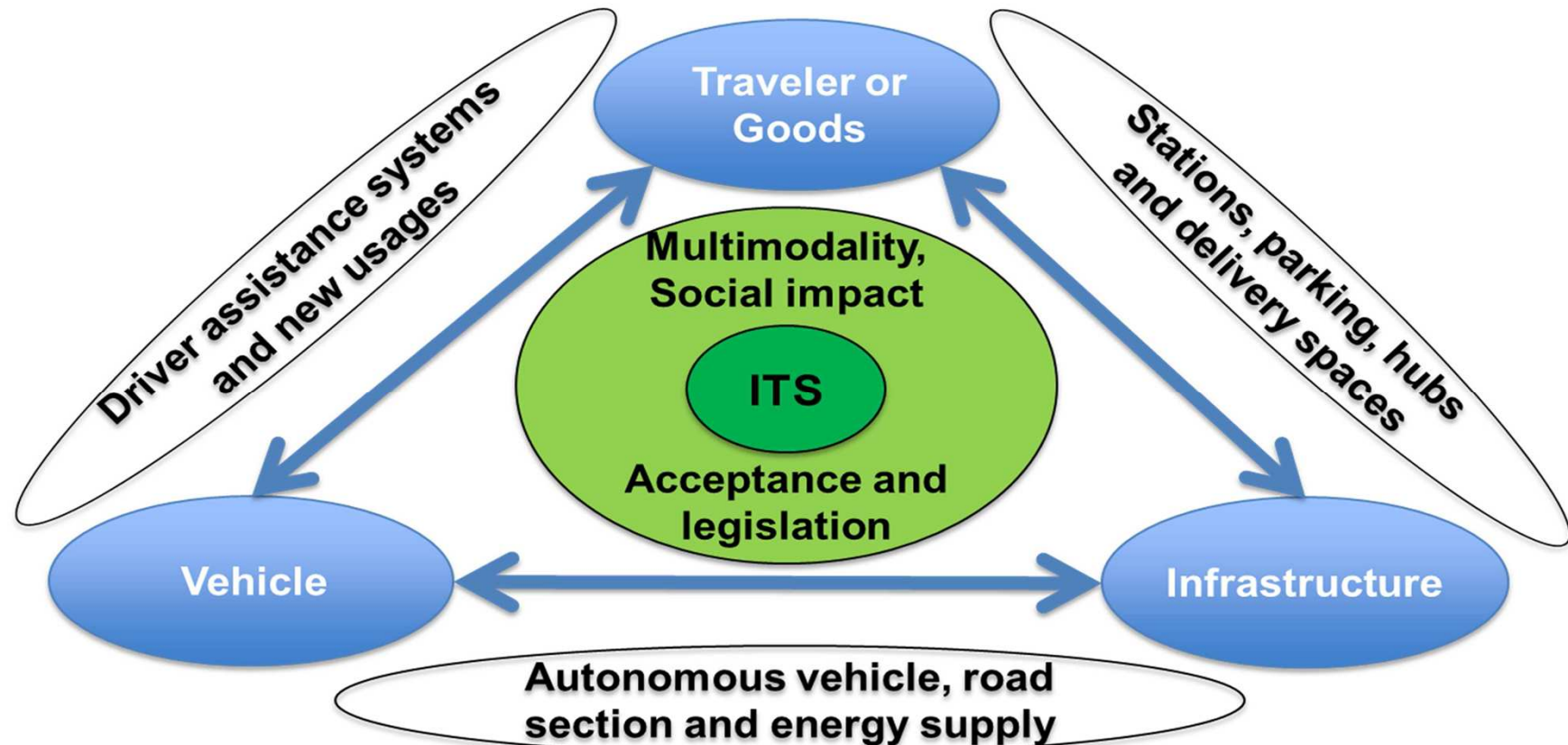
Market Share Projections for EVs



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 bring 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)*

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Project Activities

Project Structure

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SCENARIOS

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



e-go_{motion} TOUR

- **Roadshow** visiting European high schools
- Electrification **conference sessions**
- **Student fairs** and career days



e-go_{motion} CHALLENGE

- Regional electrification **concept competitions** for high schools with European final



e-go_{motion} ACADEMY

- European electrification **web school**



e-go_{motion} ONLINE

- **Web portal** as central hub for general information, web school, competition etc.

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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



Project Activities

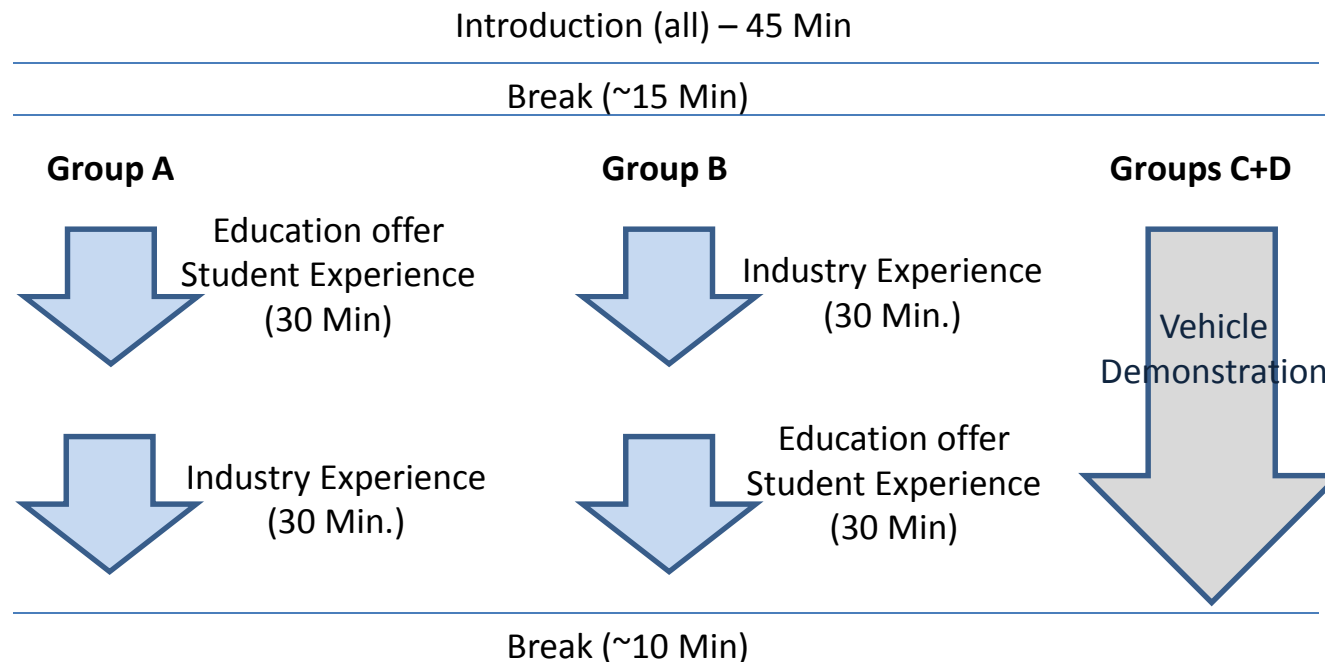
Road show structure



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



High-school students visit the University



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

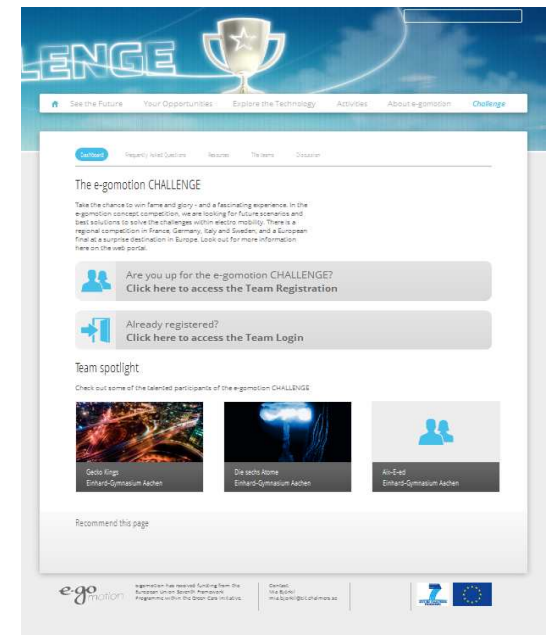


Regional electrification concept competitions for high schools with European final



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 (2012-2103)



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)



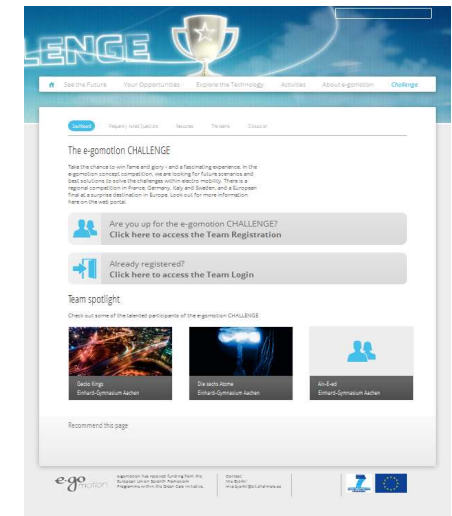
At university

- 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

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

www.e-gomotion.eu



Project Activities

How are they linked?



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



Jan-Welm Biermann
Ika - RWTH Aachen



Michael Bücheler
Gymnasium Neureut



Claudio Lubatti
City of Torino



Veit Echterhoff
ThyssenKrupp Steel
Europe AG



Ruben Canovas
Everis



Angel Lopez
City of Barcelona



Klaus Neb
Michelin / Automotive
Engineering Network Südwest



Annette Klinkert
EUSEA/city2science



Anna Donati
City of Napoli



Rody El Chammas Toyota



Regina Poth
City of Aachen



Federico Galliano
GMPT-E



Megan Ahearn
EcoUnion



Francesco Petracchini
CNR Italy

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

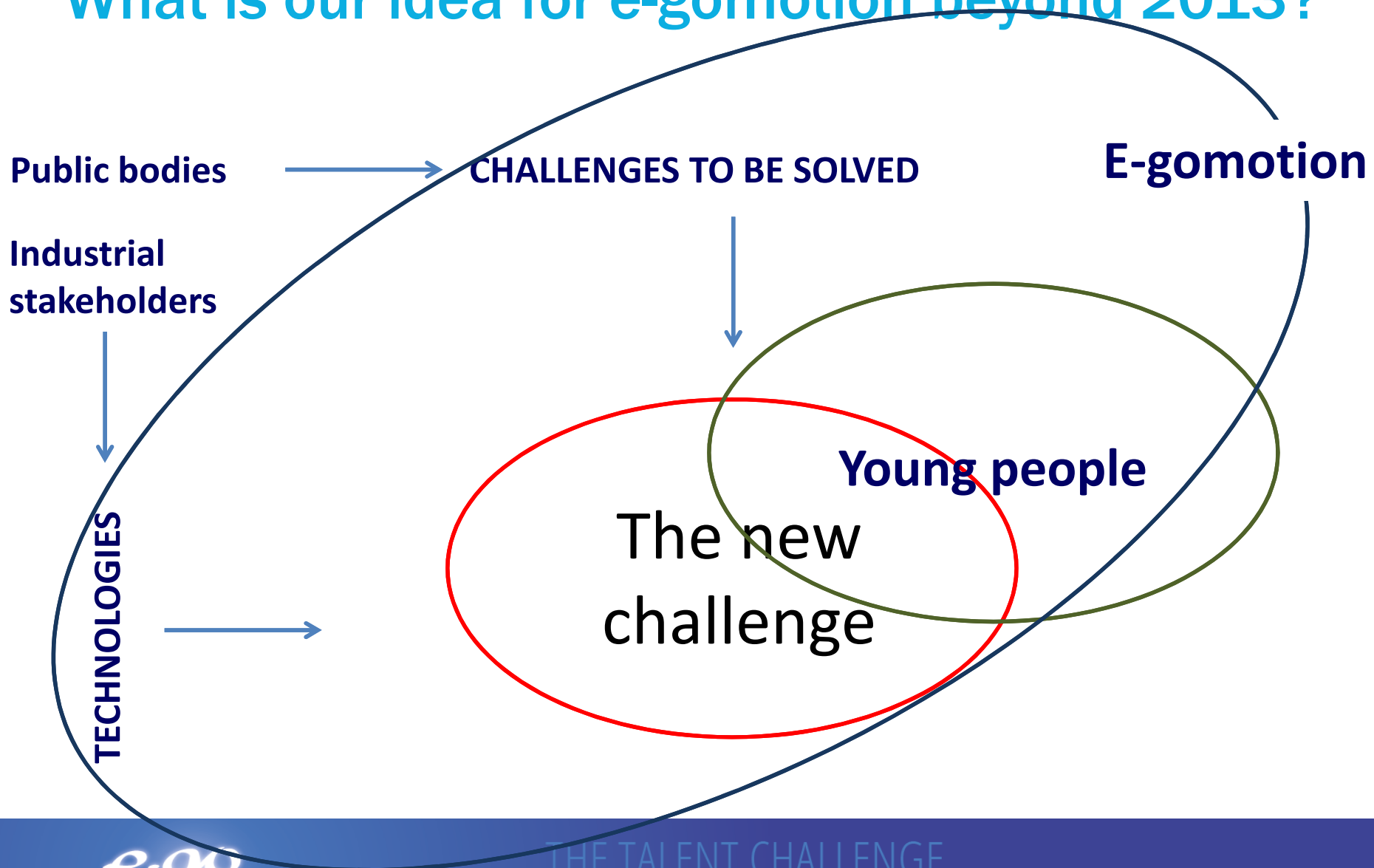
E-gomotion & Long-term Impact

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?



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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