



ROME

12 APRIL 2019





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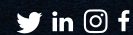


THE FUTURE OF MOBILITY:

WHAT WILL
MOVE US
TOMORROW?

Julius Baer is the Global Partner of Formula E.

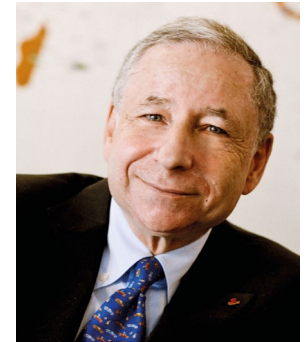
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Julius Bär
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FOREWORD



For our final event of 2019, the FIA Smart Cities Forum is returning to the Eternal City – Rome – to take a closer look at how innovation is paving the way for new mobility.

The city continues to revitalise itself and its mobility offering, with new transport operators and government initiatives being deployed in the previous year. Indeed, Rome has started implementing its Sustainable Urban Mobility Plan in the second half of 2018, and we look forward to hearing about how its enactment will affect the lives of residents over the period to come.

Along with experts from the German Marshall Fund, the International Transport Forum, and Airbus, the Mayors of Rome and Brussels will have a dedicated session, sharing their vision on how to make the mobility transition in cities faster and more inclusive. The goal of deploying more sustainable mobility policies and services is a shared one across local, national and international levels, and the FIA Smart Cities Forum opens a door to all sectors and relevant actors who are involved in shaping mobility for the future.

Finally, the ABB FIA Formula E Championship will again serve as a unique platform to gather our community of speakers and guests, allowing us to not only illustrate the power of electrification, but also its potential away from the track and on the road.

As the saying goes, all roads lead to Rome, and the FIA Smart Cities Forum will show just some of the many ways to a smarter, safer and more sustainable urban mobility future.

I wish you a productive conference.

Jean Todt
FIA President
United Nations Secretary-General's Special Envoy for Road Safety

ROME

LEADING THE NEW MOBILITY TRANSITION

12 APRIL 2019



AGENDA

12 April 2019 // 9.30 - 16.30

BOSS | EMOTION CLUB, Museo delle Arti e Tradizioni Popolari, Rome

09.30 - 09.45

OPENING CEREMONY

Alejandro Agag, Founder and CEO, and newly appointed Chairman, Formula E Holdings

Andrew McKellar, Secretary General for Automobile Mobility and Tourism, FIA

Virginia Raggi, Mayor of Rome

Angelo Sticchi Damiani, President, ACI and Vice-President for Sport, FIA



10.00 - 10.45

KEYNOTES

How are Cities Preparing for the Urban Revolution?

Timothy Papandreu, Founder, Emerging Transport Advisors

New Mobility Services Transforming Cities

David Zipper, Resident Fellow, Urban and Regional Policy, German Marshall Fund

Moderated by Denis Coderre, Former Mayor of Montreal

12.00 - 12.30

PANEL DISCUSSION II

Finding the Right Innovative Solution

André Felker, Member of the Advisory Board, United Smart Cities

Erik Grab, Vice-President Strategic Anticipation, Innovation & Sustainable Development, Michelin Group

Radek Jelinek, President and CEO, Mercedes-Benz Italia

Alberto Lopez, Director, Business Development, DigitalGlobe, Inc.

Moderated by Timothy Papandreu, Founder, Emerging Transport Advisors

14.30 - 16.30

GARAGE TOUR & FORMULA E SHAKEDOWN



11.20 - 11.40

COFFEE BREAK

08.30 - 09.30

REGISTRATION & WELCOME COFFEE

09.45 - 10.00

INSTITUTIONAL VISION

Policies for the Cities of the Future

Philippe Close, Mayor of Brussels

Virginia Raggi, Mayor of Rome

Moderated by Kari Eik, Secretary General of the Organization for International Economic Relations



10.45 - 11.20

PANEL DISCUSSION I

Finding a Balance Between Conventional and New Mobility

Vassilis Agouridas, UAM Initiative Leader, EIP-SCC, Airbus

Philippe Crist, Advisor, Innovation and Foresight, International Transport Forum

Linda Meleo, Councillor for Transport Policies, City of Rome

Shwetha Surender, Industry Principal - Mobility, Frost & Sullivan

Moderated by Edie Lush, Executive Editor at Hub Culture



11.40 - 12.00

FORMULA E INSIGHTS

Formula E Team Presentation

Serguei Belousov, CEO, Acronis

Gerry Hughes, NIO Formula E Team Principal



12.30 - 13.00

FIA SMART CITIES GLOBAL START-UP CONTEST

Shaping the Mobility of the Future

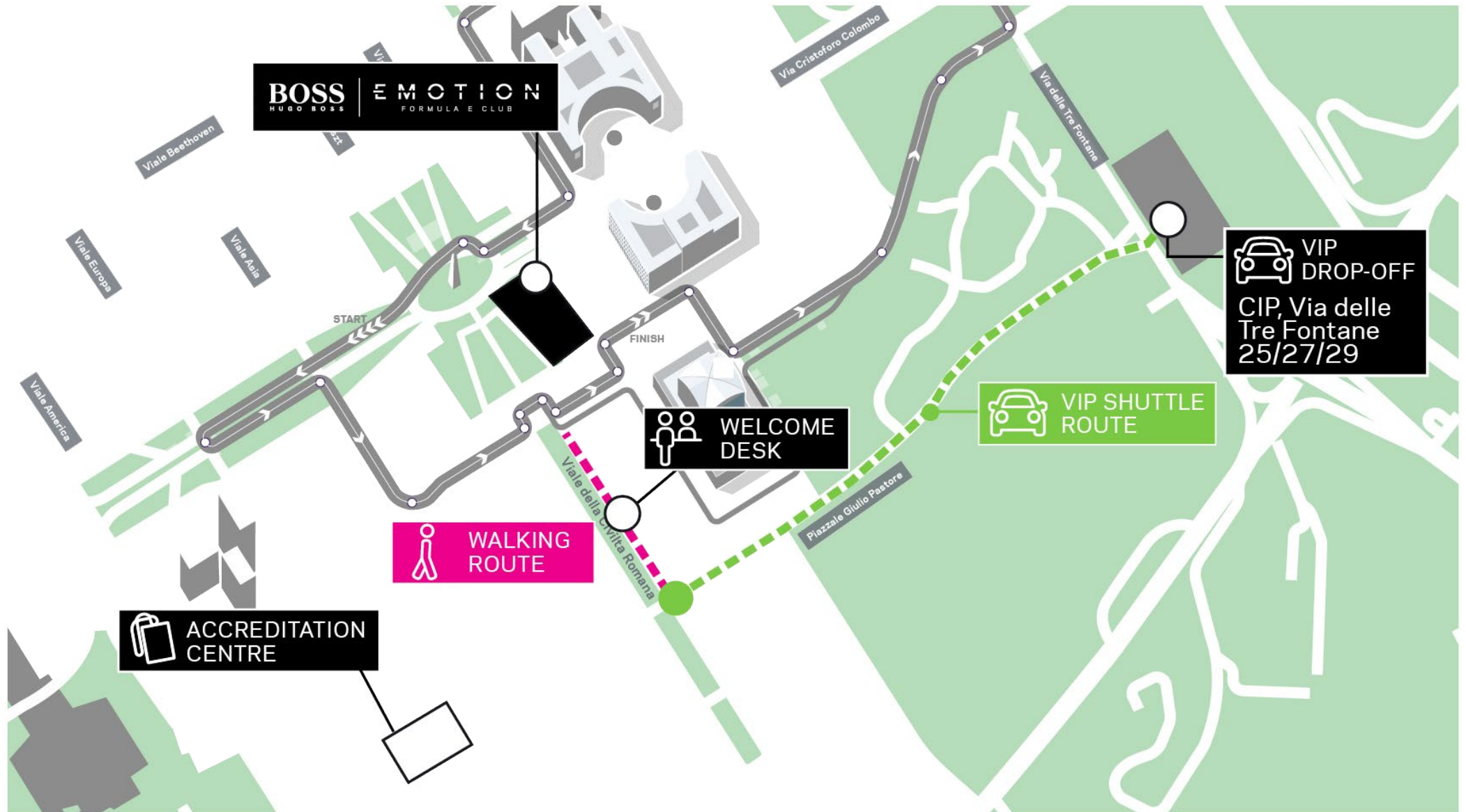
Finalists of the Rome edition presented by MassChallenge



13.00 - 14.30

LUNCH BREAK

LOCATION



Please note that access to the BOSS | EMOTION CLUB is valid on Friday 12 April only.

INTERVIEW WITH ANGELO STICCHI DAMIANI

**President of the Automobile Club d'Italia (ACI)
Vice-President for Sport, FIA**

Q. How does ACI see the deployment of connected mobility solutions in Rome and, in general, in Italian cities?

A. Mobility is going through a time of great change, especially with respect to the technological innovations underway in the fields of communications and vehicles. These innovations, in turn, are bringing about great changes in individual habits and choices regarding mobility. We all want to always be informed and connected through our smartphones. We at ACI believe that the innovative mobility solutions available through smartphones are perfectly suitable for Rome and for Italy in general. I refer in particular to applications relating to Mobility as a Service (MaaS), enabling the user to choose among different mobility options and buy mobility-related services (parking and travel tickets, car rental, car sharing, etc.).

Q. What are some of the key initiatives that the Club has been promoting in this area?

A. We have started to offer real-time information on the transport system in metropolitan areas under the brand "Luce Verde" ("Green Light"). Thanks to a great work of aggregation of the inputs coming from different sources (local police, road management authorities, transport service providers, etc.), we are able to provide real-time information on the whole mobility system in urban areas: crashes, road blocks, adverse weather conditions, transport timetables and fees, etc. Information is disseminated through all the media currently available: radio, social media, dedicated website, etc. Presently, we are considering whether to develop this service into a real MaaS information system, including multi-modal route planning and ticketing functions. We are also studying the possibility to develop a shared MaaS platform in synergy with FIA Region I and other European Clubs, and, we are in touch with some municipalities, notably with the town of Milan, to start a MaaS pilot. At the same time, we have enhanced our app "ACI Space" to include all the services available to ACI members: GPS-based roadside assistance; real-time information on traffic and travel route conditions; information on car-related procedures; news about the Club and Club services exclusive for members; insurance services; purchasing a new car, etc. Our goal is to evolve towards increasingly tailor-made services for our members.

Q. What is needed in the next five years to facilitate the transition to new forms of mobility in urban areas?

A. I think that, in the next few years, all the actors of the mobility system (decision makers, technical experts, service providers and users) will need to collaborate towards a common goal: to improve the quality of mobility in order to improve the quality of life in urban areas. Without considering the issues of mobility infrastructure and services, which would need a new approach towards efficient mobility planning as well as ordinary and extraordinary maintenance, I believe that the key question is to improve access to mobility data, making it open. This is an issue peculiar to Italy, or rather to Latin countries, where everyone prefers not to share information out of fear of favoring potential competitors. On the contrary, when it comes to MaaS services, sharing all the information available is essential. It is almost the starting point! A qualitative leap is certainly needed in this sector, starting from public bodies. Rather than the existing European Directive on Open Data, we need a shift of mentality, or maybe a generational turnover. ACI is already active in this sector and we are committed to make this come true.



Angelo STICCHI DAMIANI

President of the Automobile Club
d'Italia (ACI)
Vice-President for Sport, FIA

A civil engineer, Angelo Sticchi Damiani, was born in Lecce in 1945.

Professional in the field of road infrastructure, Angelo Sticchi Damiani is a successful road designer at national level.

Rally driver in the 1970s, he has been a leader of the ACI Motor Sport Federation since 1975. From 1984 to 2000 he was International Race Director.

His professional experience is linked to the world of motor sport through a number of projects in the field of plant engineering and racing tracks, including an international testing centre for the automotive sector.

A former member of the FIA Circuits Commission, he was also a member of the FIA Senate from 2013 to 2017 and was appointed FIA Vice-President for Sport in December 2017. He is member of the FIA World Motor Sport Council.

As a classic car lover, he has participated in many historical races. He is the founder and President of "ACI Storico", the classic car club of ACI.

In 2010, he was awarded the "Gold Star for sporting merit" of the Italian National Olympic Committee (CONI) where he serves as national advisor.



Automobile Club d'Italia

INTERVIEW WITH TIMOTHY PAPANDREOU

Founder, Emerging Transport Advisors

Q. What is the great SEA (Shared, Electric, Automated) transition and what role does it play in the attainment of an urban mobility revolution?

A. This is the convergence among the great shifts in demographics, preferences and the enabling technology behind it. Our transport system is now shifting from a private ownership, fossil fuel powered, manually driven model to the shared, electric and automated model where you pay and use only what you need, when you need it. This won't happen overnight but all the signals are showing it has already started in various forms across the world. Over the next decade, we will see more shifts across many cities and regions. The potential that it offers is tremendous, from reclaiming parking spaces for other uses in the city, to redesigning streets for people, increasing public spaces, and reducing emissions, noise and fatalities. It won't happen on its own and it requires unprecedented coordination among government, mobility providers and the community to guide its path to the outcome that benefits everyone.

Q. How can cities better prepare and embrace the SEA transition?

A. Cities are the owners of the public right of way (the streets) and the custodians of the public good. It is important that cities embrace themselves as managers of the platform and spend some time now developing cohesive values, goals and expectations of what they want in their mobility systems. This process will help them determine the path towards a transportation system that is safer, greener and more inclusive than the one today.

Q. What are the most challenging obstacles that cities are facing when it comes to transitioning to new and sustainable mobility technologies?

A. One of the key issues is that cities are not comfortable trying new things and making mistakes, which is a natural part of learning. A key example is stepping back from being a restrictive regulator and stepping into a partnership focused more on permissive performance-based guidance. This requires a shift in mindset; creating trust with different partners, testing and experimenting with different models, being clear about what they want, and then developing a roadmap to make it happen. All the traditional tools and methods will need updating as there is a lot that is not known. A more experimental, inclusive and performance-based approach would be a good start.

Q. How could least developed cities, with limited budgets, still achieve a smooth and fast SEA transition?

A. The SEA transition will be uneven depending on what the region has in terms of any or all of the three convergences. The least developed cities are way ahead on the sharing part compared to more developed regions for which it is not an easy shift. They have also embraced mobile technology and leap frogged many traditional regions. They use their resources very efficiently and we, in the more developed world, have a lot to

learn from their culture of sharing resources. Having said that, many are growing very fast and too fast for traditional transport to catch up, so they are experiencing severe traffic strain and increased congestion, pollution and collisions. The key for cities, regardless of where you are in the development index, is being clear about the values you uphold. Start with a baseline of where you are at, set achievable targets based on what you have to work with, implement the low-cost, effective measures first, and include the community every step of the way as they track progress.



Timothy PAPANDREOU

Founder, Emerging Transport Advisors

Timothy Papandreou is a key strategic advisor and trusted thought leader to companies and governments on emerging transportation trends.

He co-founded City Innovate, a smart city platform accelerator that brings government and start-ups together to tactically address challenges. As the strategic partnerships manager at Google X and Waymo, he collaborated with teams to prepare the launch of the world's first fully self-driving ride service, while being fully immersed in the technology.

As Chief Innovation Officer for San Francisco's transportation agency, he led teams to deliver the US Smart City Challenge, Strategic Work Plan, key redevelopment projects, and Vision Zero traffic safety plan.

INTERVIEW WITH DAVID ZIPPER

Resident Fellow, Urban and Regional Policy,
German Marshall Fund

Q. You often help city leaders develop road maps for the deployment of new mobility forms and solutions. What are the key challenges cities face within this process?

A. There are many, but there are two that immediately spring to mind. First is the challenge of dealing with new mobility companies that ask for “forgiveness” after illegally launching their product (like e-scooter companies) instead of “permission” that comes with adhering to a city’s regulatory process. One way cities can manage this tension is to adopt clear regulations that eliminate grey areas — like the legality of sidewalk drones — that could be exploited by tech companies.

The second is the challenge that comes with the mismatch between tech solutions and the most urgent problems that cities face around mobility. It is not if clear cities are clamoring for integrated smart cities platform solutions, though many are available. On the other hand, cities would welcome integrations across transit payment apps and private mobility services, though these are rare.

Q. New technologies have profound impacts on public transit, parking, equity and inclusion in our cities. How do cities deploy transport technologies in an efficient way? How can they measure the impact they carry on the entire urban mobility system?

A. Unlike private mobility providers, public transportation is responsible for pursuing social goals around congestion mitigation, equity, and pollution reduction. Public transportation also allows cities to move the maximum number of people with a minimal geometric (and environmental) footprint. For these reasons, public transportation will remain the backbone of urban mobility networks, no matter which new tech solutions emerge.

Private mobility companies (e-scooters, ride hail, etc) can augment public transportation systems, thereby improving regional mobility networks, but we should hold them to a high regulatory standard to ensure their growth aligns with public goals. In the case of modes like ride hail, there may be a divergence between public and private visions of “success”.

Q. In a shared Economy, who will own cars?

A. Those in rural areas and exurban areas will probably always need their own personal vehicle. In metropolitan areas car ownership may become something of a luxury good or a hobbyist’s toy, with middle-class households concluding that the costs outweigh the benefits, given other mobility solutions available.

Q. What are the key ingredients to activate fruitful public-private partnerships in urban mobility? What should be a regulatory approach to new mobility players and new services?

A. The public has to be clear and specific about its goals (around equity, congestion reduction, safety, or something else) and communicate these to private partners. Because new mobility technologies emerge and disappear so quickly, wise city officials will regulate based on modes’ speed and size, not on the particular form (i.e., e-scooters or dockless bikes).

For its part, the private sector needs to share its data – not just to show compliance with regulations, but also to enable regulators and planners to improve urban mobility networks.



David ZIPPER

Resident Fellow,
Urban and Regional Policy,
German Marshall Fund

David Zipper is a Resident Fellow in the Urban and Regional Policy Program at the German Marshall Fund, where he leads a new initiative on Trans-Atlantic urban mobility.

As a college student, David co-founded Empowered Painters, a business training unemployed residents of North Philadelphia to paint homes in affluent suburbs. From that point forward, he has shaped strategies for cities to catalyze economic growth through innovation and new technologies.

David works with numerous smart cities startups and writes frequently for The Atlantic’s CityLab.

BIOGRAPHIES



Vassilis AGOURIDAS

UAM Initiative Leader,
EIP-SCC, Airbus

Dr Vassilis Agouridas is Senior Manager, Strategic Innovation with Airbus (Helicopters) based in France. He is member of the Strategy, Company Development and Business Ambition Directorate wherein he works on growth strategy and new business ecosystems assignments. In the context of ever-growing urbanisation and widespread diffusion of digital business enablers, he has been developing expertise in nurturing systemic mobility solutions featuring the 3rd dimension. Vassilis is also the Urban Air Mobility (UAM) Initiative Leader, on behalf of Airbus, within the Sustainable Urban Mobility Action Cluster of the EIP-SCC (European Innovation Partnership, Smart Cities and Communities) marketplace, launched in October 2017 by the European Commission. Forty-two cities and regions across Europe have joined the initiative to explore the 3rd dimension in urban and peri-urban mobility through mobility demonstrations.



Philippe CLOSE

Mayor of Brussels

Philippe Close studied law at the 'Université Libre de Bruxelles' (ULB).

In 1999, he started working at the study centre of the Socialist Party and became the spokesman for the President of the Socialist party, Elio Di Rupo. A year later he became chief of Staff of the Mayor of Brussels, Freddy Thielemans.

In 2006, Philippe Close became Alderman for Tourism and City Staff, and focused on the development of tourism as an economic engine for the City and the Region of Brussels.

In 2009, he was elected as a member of the Brussels Parliament where he focused on the health sector and institutional issues. In 2013, he became the leader of the Socialist Party group in the Brussels Parliament.

In July 2017, he became Mayor of Brussels and resigned from the Brussels parliament to focus entirely on his work as Mayor. In October 2018, he was reelected as the Mayor of Brussels for another six years.



Philippe CRIST

Advisor, Innovation and Foresight,
International Transport Forum (ITF)

Philippe Crist is an Administrator and Project Manager at the International Transport Forum (ITF) of the Organization for Economic Cooperation and Development (OECD). He coordinates the research of the ITF's Corporate Partnership Board and manages international research projects for the ITF's member countries.

His current work addresses disruptive urban mobility scenarios and examines how active mobility, public transport, and taxi markets must adapt. He is also leading work on Big Data and investigating new strategies to leverage knowledge derived from new and rapidly growing data sources to improve transport decision-making.



André FELKER

Member of the Advisory Board,
United Smart Cities

André has been an entrepreneur since 2003 and is currently co-founding a platform venture focusing on the convergence of digital and electrical transformation. An expertise which he also contributes in his role as a Member of the Advisory Board of United Smart Cities.

Prior to this, André was part of the global management board of Kreisel, e-mobility pioneers in Austria, where he was responsible for brand strategy and business development. From 2011 to 2017, he headed up Serviceplan Group Austria as CEO. As a multi-entrepreneur, André successfully founded various other companies such as the marketing and communication consultancy SIEBEN, which he ran as CEO before selling to Serviceplan Group.

Prior to this, he held various senior management positions at Siemens Austria & CEE, A1Telekom and Ogilvy. André — fluent in German, Hungarian and English — studied business administration in Vienna and holds an MBA degree.



Erik GRAB

Vice-President Strategic Anticipation,
Innovation & Sustainable
Development, Michelin Group

Erik Grab has more than 10 years of market research experience in the automotive industry and more than 10 years of consulting and marketing experience.

Since 2009, he has been taking on different responsibilities in the innovation and strategic anticipation fields for global companies. He began his career at Michelin as Sales Representative and Market Research Officer, before moving agency-side where he held a number of senior roles in other companies.

In his current role, Erik Grab focuses on the challenges and opportunities presented by new technologies and business models, and the increasing demand for new mobility solutions worldwide.



Radek JELINEK

President and CEO,
Mercedes-Benz Italy

Radek Jelinek joined Daimler in 1987. Over this period, he has held various positions in the field of Strategic Product Projects, Controlling and Finance, Strategic Planning, Sales and After Sales, and Dealer Development both in Argentina and Venezuela. From 2010 to 2015 he gained a deep knowledge of the Italian market as CEO at Mercedes-Benz Milano S.p.A. Having successfully turned around the brand's business in Milan, over the last three years he also succeeded at Mercedes-Benz Mexico in bringing Mercedes-Benz brand to the No. 1 spot in the premium market. Since October 2018, he has been the President and CEO of Mercedes-Benz Italy.



Alberto LOPEZ

Director,
Business Development,
DigitalGlobe, Inc.

Alberto joined DigitalGlobe in August 2010 as Business Development Director. Prior to that Alberto was Business and Products Development Director at Blom Group, following the acquisition of Opera Wireless, the mobility company he founded and was CEO. He has held numerous other senior management roles in the location based services and navigation industry since 1996, including Senior Vice President and Managing Director of Mobile Location Services Business Unit at Genasys and Chairman for Open Mobile Alliance Location Interoperability and Testing.

Alberto graduated from the Executive Programs for "Artificial Intelligence: Implications for Business Strategy" by Massachusetts Institute of Technology - Sloan School of Management (U.S.A.) and for "Growing Companies" at the Stanford University Graduate School of Business (U.S.A.). He has an MBA from the IESE Business School, and graduated in Economics from U.N.E.D. in Madrid and Stockholm Universities.



Linda MELEO

Councillor for Transport Policies,
City of Rome

Linda Meleo is currently the Councillor for Transport Policies of Rome. She holds a PhD in Law and Economics (LUISS Guido Carli University, Rome), an LL.M in Competition Law and Economics (Erasmus Universiteit, Rotterdam), a Master in Economic Analysis of Law (Paul Cézanne-Aix Marseille III University, Aix-en-Provence)

She has senior experience in regulatory and antitrust issues especially in transport and mobility.



Virginia RAGGI

Mayor of Rome

Virginia Raggi was born in Rome and grew up in San Giovanni Appio Latino neighbourhood, where aqueducts and ruins of Roman walls are still visible. She studied law, focusing on civil and judicial law and out-of-court settlements, with a particular focus on intellectual property.

She has published several articles and case notes in academic journals, and in 2007, she was appointed Honorary Fellow at the University of Rome. She joined the 5 Star Movement in 2011. In 2013, she was elected as City Councillor. For her entire term, she was part of the Commission for Culture, Employment and Youth Policies, as well as the Commission for Social Policies and Health.

For Virginia, "politics" is about developing a better idea of society, of civilisation, and, as a consequence, a better administration. It is not a generic and vague idea about what is "good" for voters, and even less about occupying a seat of power. Politics is not a job, nor a mission: it is the desire to bring back legality, normality and sustainable progress



Shwetha SURENDER

Industry Principal - Mobility,
Frost & Sullivan

Shwetha heads the New Mobility division in the Automotive and Transportation practice at Frost & Sullivan, a Global Research and Consulting company providing detailed market research and consulting advice on shared and autonomous mobility. Shwetha is currently managing strategic mobility assignments, helping clients to identify growth potential through leveraging technology and new business models. She works with senior leadership at OEMs, tier 1 suppliers and other key stakeholders to identify and quantify the growth potential of new mobility business models, and assess how to implement and realise these commercial opportunities. Shwetha is a recognised thought leader on urban mobility, smart mobility and the future of transport. She has participated in multiple mobility analyst briefings, and conferences, and written and contributed to articles on mobility.





SMART CITIES FOR ALL

WOMEN LEADERS TALK

Smart cities are cities that work for everyone. And while technology plays an important part in the creation of a “smart city”, inclusivity is at the core of what a smart city is all about. Ensuring women’s voices, talents, perspectives and ideas are represented is therefore crucial in achieving this.

Join us for a discussion that will gather female leaders who play an active role in changing cities for the better by promoting more sustainable, safe and accessible mobility solutions.

The conversation will focus on key factors of the rapidly evolving smart cities environment, including:

- How best to connect with citizens using the latest technologies;
- How to provide accessible mobility services for all;
- How to deploy new infrastructure solutions to bridge the gap between the digital and physical world;
- How to promote women’s leadership in the shared economy;
- How to effectively plan for the future, anticipating political climate and rapid pace of technological development.

Inclusive cities are crucial not only to the realisation of the global sustainability targets, but also in promoting a thriving and prosperous economy. Women from different sectors in the field of mobility and transportation will share their vision about future opportunities and challenges in smart and sustainable cities for all.

Invited Speakers:

Mary CRASS, Head of Institutional Relations and Summit, International Transport Forum (ITF)

Kari EIK, Secretary General for OiER/United Smart Cities Program

Luciana IORIO, Chair of the Global Forum for Road Safety, WPT

Susie WOLFF, VENTURI Formula E Team Principal

Moderated by the FIA

Join us at the Mercedes-Benz EQ House in the E-Village on Friday 12 April at 17:00.
The talk is supported by the FIA Smart Cities initiative and “She’s Mercedes”.





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FOR A BETTER URBAN FUTURE



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