



SMART CITIES FORUM - ZURICH

9 JUNE 2018



DISCOVER A PIECE OF THE
FUTURE WITH THE
JULIUS BAER ZURICH E-PRIX 2018.

HOW WE INVEST TODAY IS HOW WE LIVE TOMORROW.

future.juliusbaer.com



#Window2TheFuture
#ZurichEPrix
🐦 in 📷 f

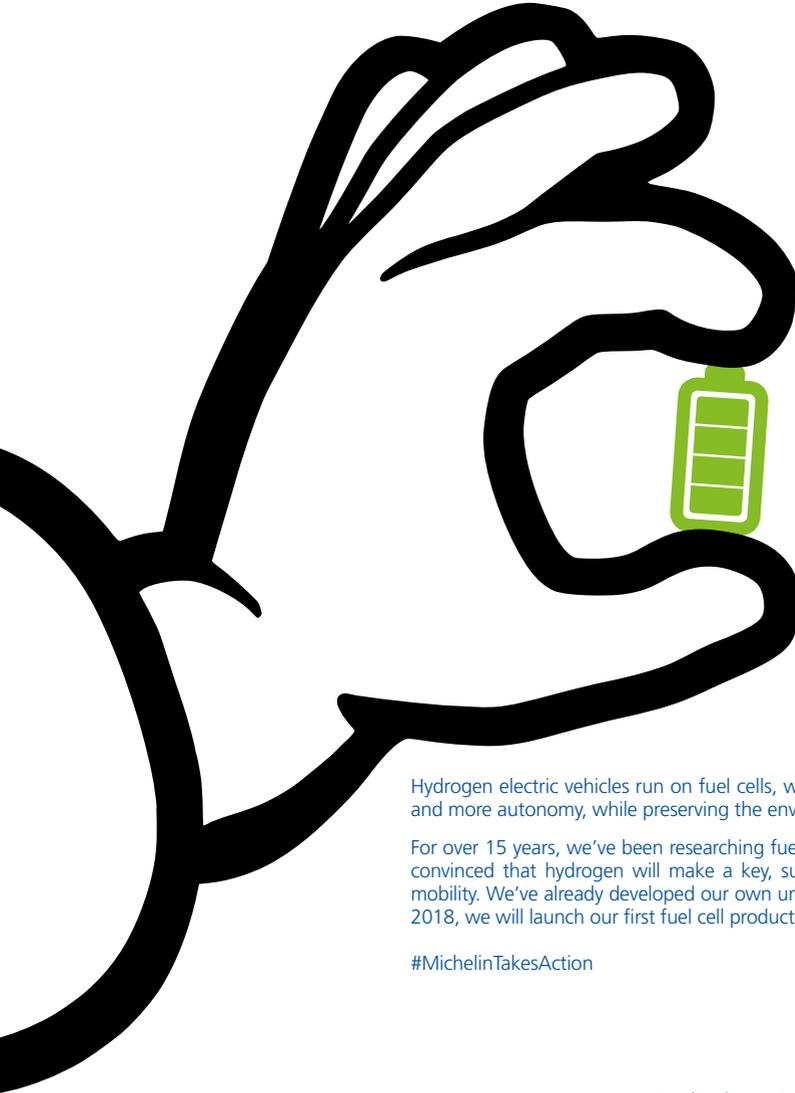


FOUNDING GLOBAL PARTNER
ABB FIA FORMULA E

Julius Bär

YOUR PRIVATE BANK

***HYDROGEN:
TAKING ACTION NOW FOR
BETTER MOBILITY TOMORROW.***



Hydrogen electric vehicles run on fuel cells, which give drivers safety, comfort and more autonomy, while preserving the environment.

For over 15 years, we've been researching fuel cells for electric vehicles. We're convinced that hydrogen will make a key, sustainable contribution to better mobility. We've already developed our own unique, innovative fuel cell. And in 2018, we will launch our first fuel cell production unit!

#MichelinTakesAction

[Twitter.com/michelin](https://twitter.com/michelin)



[Facebook.com/MichelinSustainableMobility](https://www.facebook.com/MichelinSustainableMobility)





ABB and Formula E: pioneers united. A new era of technological leadership.

Together, Formula E and ABB are defining the road-map for electric mobility through motor sports. Our partnership for the ABB FIA Formula E Championship is fostering high-performance racing around the world to pioneer the latest energy and digital technologies – one electrifying race at a time. Let's write the future. Together. abb.com/formula-e

ABB FORMULA-E
FIA FORMULA-E CHAMPIONSHIP

FOREWORD

Welcome to the final FIA Smart Cities Forum of the 2017-18 Formula E season. After Santiago de Chile and Rome, Zurich will be the last city to host this international Forum which encourages debate on urban sustainable mobility issues.

In collaboration with 'eDays', the official supporting programme of the Zurich E-Prix, the FIA will lead the discussion on the future of sustainable mobility, bringing the innovation of the Formula E ecosystem together with an engaging line up of international speakers.

The focus of the forum will be on "Smart Data for Shaping the Cities of Tomorrow".

Today's mobility is at a turning point. Multi-modal transportation, collaborative schemes, and clean energy technologies are just some of the trends greatly influencing user demand and mobility patterns. Data is playing an increasingly important role in designing, activating, and monitoring new mobility models and services. Data processing and optimisation are at the heart of the Smart City framework. Not only does smart data allow for the activation of smart technologies, but it also enables the formulation of demand-driven policies and services.

It is my hope that this edition will open a discussion on how to find the right balance between efficient data analysis and its practical application for the improvement of urban transportation systems.



The Forum in Zurich will address:

- Data collection, optimisation and management: experience from Europe and abroad;
- Best practices of evidence-based policy-making in transport;
- Data-sharing: the art of public-private collaboration;
- Smart data for scaling up innovative mobility solutions.

I hope you enjoy this forum in Zurich.

A handwritten signature in black ink, which appears to be 'J. Todt'.

Jean Todt

FIA President

United Nations Secretary-General's Special Envoy for Road Safety

ZURICH

SMART DATA TO SHAPE THE CITIES OF TOMORROW

9 JUNE 2018





AGENDA

9 June 2018 // 9.30 - 15.30

10.00 - 10.30

OPENING CEREMONY

Smart City in Zurich

Filippo Leutenegger, Deputy Mayor,
City of Zurich

Peter Goetschi, President,
Touring Club Suisse

Alejandro Agag, CEO, Formula E Holdings



11.15 - 11.25

FORMULA E DRIVER INTERVIEW

Sustainable future of the championship

Sébastien Buemi, Professional Driver, Renault e.Dams



9.30 - 10.00

REGISTRATION & WELCOME COFFEE

10.30 - 11.15

KEYNOTES

Data flows to optimise public-private cooperation

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

Using data for more efficient policy-making

Karen Vancluysen,
Secretary General, Polis

11.30 - 12.15

PANEL DISCUSSION

Unlocking the digital future of Smart Cities

Norbert Rucker, Head Macro & Commodities
Research, Julius Bär

Philippe Crist, Administrator and Project
Manager, International Transport Forum

ABB

Marc Langenbrinck, CEO,
Mercedes-Benz Switzerland

John Zanni, President, Acronis

AURA Conference Centre, Zurich

12.15 - 12.30

FOCUS DISCUSSION

United Nations leading sustainable innovation

Nathan Borgford-Parnell, Science Affairs Officer at the Climate and Clean Air Coalition, United Nations Environment Programme (UNEP)



13.45 - 14.00

GARAGE VISITS OVERVIEW



12.30 - 13.30

LUNCH BREAK

13.30 - 13.45

FIA SMART CITIES GLOBAL START-UP CONTEST

Finalist pitch: leading entrepreneur in the field of new mobility solutions



14.00 - 15.30

TRACK ACTIVITIES & SHAKEDOWN



INTERVIEW WITH ULRICH SPIESSHOFER

President and Chief Executive Officer, ABB Group

Q. Tell us about the leading role ABB is playing in electric mobility and fast e-vehicle charging, as well as the broader field of electrification products and services.

A. Transportation is a key focus area of ABB's strategy, and our pioneering technology leadership in sustainable electric mobility (e-mobility) and electric-vehicle (EV) charging is part of our belief in running the world without consuming the earth. ABB's portfolio includes market-leading charging technologies for electric cars, as well as for buses and trucks, plus solutions for the electrification of ships, railways and cable ways.

With more than 6,500 direct-current EV fast-charging stations installed in 60 countries. ABB is one of the largest providers of rapid charging technology worldwide. And with our groundbreaking Terra HP EV charger, we have made it possible to equip electric vehicles with enough power in eight minutes to travel up to 200 kilometers. Today, we are proud to expand this commitment through our partnership with Formula E, the world's first fully electric international FIA motor sport series.

In electrification technologies more broadly, ABB's offerings are industry-leading. ABB provides a full range of technologies across the electrical value chain from the power substation to the point of consumption. Here, microgrids, high-voltage DC (HVDC) and digital transformers are just a few of the other cutting-edge technologies we offer as we work to deliver electricity safely, reliably and efficiently from any power plant to any plug.

Q. How does interconnectedness contribute to shaping the Smart City environment?

A. As today's cities increasingly become smarter, connected technologies will continue to play a key role in delivering pioneering technology for everything from power, water and heat, to the automation of the buildings and factories we work in and the homes we live in. ABB products and solutions – including our ABB Ability™ connected digital platform – lie at the heart of this critical infrastructure.

The need for Smart City technologies and for sustainable development is being driven by rapid population growth. Today, nearly 10 percent of the global population lives in megacities – urban areas with populations of 10 million or more. City inhabitants already consume 75 percent of the planet's natural resources and contribute to urban activities responsible for 80 percent of all greenhouse gas emissions. Cities expecting such dramatic population and resource challenges will require new and intelligent infrastructure solutions to meet the needs of their citizens and businesses.

Quite simply, we all have an enormous opportunity before us to help great cities run "smart with critical connected technology solutions that are capable of monitoring, optimizing and controlling key urban-infrastructure systems in more intelligent and efficient ways. ABB's participation in Smart Cities platforms in China, Singapore, Japan, Italy, Spain, Denmark, Sweden, Benelux, Germany and other countries has given us the opportunity to shape our vision and refine our expertise in the use of advance smart grid technologies to enable more effective use of resources.

Q. The Industrial Internet of Things (Industrial IoT) and the smart use of data is also key to the success of Smart Cities. Tell us about that.

A. The Industrial Internet of Things (Industrial IoT) has launched an era of digital transformation, that is having an incredible impact on the social, environmental and economic aspects of society. IoT bridges the gaps

between things, services and people. It connects everything together and enables real-time data to be used to analyze the performance of all sorts of systems that keep Smart Cities running.

The digital transformation that is being enabled by today's rich portfolio of digital solutions from ABB and others provides an efficient way for Smart Cities to maximize the performance of their resources. This is delivering enormous environmental and economic benefits and driving tremendous gains in energy efficiency and speed of decision-making.

At ABB, we believe that a digital economy integrated with digital utilities and industries will help create Smart Cities and sustainable nations across the globe. With more than four decades at the forefront of industrial digitalization and an installed base of more than 70,000 control systems connecting 70 million devices, we are proud to be shaping the Fourth Industrial Revolution.



Ulrich SPIESSHOFER
President and
Chief Executive Officer, ABB Group

Ulrich Spiesshofer has been President and Chief Executive Officer of the ABB Group, Switzerland, since September 2013. From 2010-Sept. 2013, he was head of ABB's Discrete Automation and Motion division, home of the company's leading robotics business. He joined ABB in 2005 as Executive Committee member for Corporate Development, responsible for strategy, M&A, supply chain management and operational excellence.

Before ABB, he was senior partner and global head of operations practice at Roland Berger AG (Switzerland) from 2002, and prior to that he held various management positions with A.T. Kearney Ltd. and its affiliates.

Spiesshofer obtained his PhD in economics from the University of Stuttgart, Germany, and holds a master's degree in business administration and engineering from the same university. He was born in 1964 and is a German and Swiss citizen.

INTERVIEW WITH DAVID ZIPPER

Resident Fellow, Urban and Regional Policy Program, German Marshall Fund

Q. How should policy-makers respond to the rapid rise of new private mobility services?

A. They can't put their head in the sand and pretend they don't exist. In the United States, where I live, almost every major transit system is suffering declines in bus ridership, with studies suggesting new mobility services — especially ridehailing — are largely responsible. Uber is now positioning itself as a platform for various modes like bike-share — which could bring it even more directly into competition with transit.

Transportation leaders should accept that private companies are becoming part of a city's mobility network, and they aren't going anywhere. That means transit agencies must evolve to be platforms, coordinating travel on both public and private services. Joint ticketing and integrated trip planning will be critical, as will data sharing about trips. Public officials would be wise to organise small pilots for new technologies and monitor outcomes before adopting broader policies, as Washington, D.C., has done with dockless bike-share.

Q. Data can be a powerful tool for the deployment of new technologies, efficient policy-making, and awareness raising. Who should be in control of this tool?

A. Some of the new private mobility services will not want to share their data with the public sector. That will be a point of contention, but there is no way for policymakers to fulfill their mobility goals if they don't know how people are travelling. They simply have to have the data. There are a number of initiatives like SharedStreets that are aiming to cajole companies to voluntarily share rider data, but if those don't work, new regulation may become necessary. In order to avoid confusion, it would be best if there is one standard nationally (or even internationally) across cities for providing data to allow for comparisons and analyses.

Q. How should cities approach data-sharing regulations? Can open data policies help build more resilient urban environments?

A. Data policies must have teeth. Uber provided New York City with trip data only because the city demanded that they do so in order to operate in the city. Without that stick, no data would have been provided. But because New York had it, they were able to determine that total vehicle miles travel were rising as a result of ridehailing. That's a really important finding.

Q. Is the future of cities digital and connected? If so, who are the players that take part in this process?

A. In a word, yes. Smart phones are already ubiquitous; credit and bank cards have become small computers. Not only will future cars be autonomous — which requires that they constantly be connected in multiple ways to their surroundings — they will also have capacity to shop and entertain.

All of this connectivity is going to force a rethink about the roles of transit agencies and both national and local governments. From allocating pieces of the wireless spectrum, to investigating autonomous crashes (and determining liability), to allocating precious curbspace to a growing array of competing mobility services, the public role is going to evolve very quickly.



David ZIPPER

Resident Fellow, Urban and
Regional Policy Program,
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 cofounded 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 catalyse economic growth through innovation and new technologies.

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



INTERVIEW WITH KAREN VANCLUYSEN

Secretary General, Polis

Q. What role does urban mobility play in making cities grow in a more innovative and sustainable manner?

A. Urban mobility has a key role to play in creating prosperous yet sustainable cities. Many of the severe societal challenges that cities are facing today link into the transport sector, e.g. air and noise pollution, congestion, and road safety. At the same time, transport is a key enabler for economic growth, access to services, and social inclusion. If we want our cities to be pleasant and healthy places to live, move and work in, we have no choice but to make our urban mobility more sustainable, and give priority to sustainable modes of transport while reducing private car use. Innovation is key in making this happen. We need to make sure however, that innovation, technological or otherwise, serves local sustainable mobility policy goals and is not introduced in isolation or as an end in itself.

Q. As mentioned in the Polis paper on Smart Cities: “Smart City solutions are by definition multi-component systems”. How can open data improve integration, intelligence and procurement in cities?

A. Smart City solutions include various building blocks: governance, infrastructure, services, data, and vehicles. This diversity offers opportunities, such as open services based on open data for citizens and businesses like city mapper apps.

Procuring systems are complex, as they include hardware and software. Current procurement approaches are often focused on purchasing components and are not appropriate to enable connectivity – an important part of Smart City solutions. Smart Cities make use of smart procurement to get value for public money in the acquisition of systems to support the Smart City. Polis members implement procurement principles to avoid vendor lock-in and enable open development of ITS systems. Investments are not only about new systems, but also about developing existing systems in a smarter way.

Q. As users are becoming more and more connected, data collection and analysis play an incremental role in enhancing mobility solutions. How can data help cities in developing their policies?

A. The traveller is becoming more and more connected indeed. Vehicles are connected, public transport users check in and out with smart cards, cyclists and pedestrians use apps to monitor their movement, and traffic flows and parked cars are monitored. This creates great opportunities for cities to move towards more informed and evidence-based decision making, which requires more openness and data sharing between all parties concerned.

A local authority typically has several different transport functions, ranging from contracting transport services and managing traffic to providing travel information. Originally the preserve of the public sector,



these tasks are seeing an expanding role for the private sector and other third parties. For instance, the new mobility services market has witnessed a substantial growth in third party players. The open data movement has led to a stronger role for smartphone app developers and digital companies in providing traveller information services. Local authorities are no longer the primary data holders – service companies, the telecoms industry, and vehicle manufacturers often have a better picture of the state of the transport network than the transport authorities themselves.



Karen VANCLUYSEN

Secretary General, Polis

Karen Vancluysen was appointed Secretary General of Polis in September 2014, after having been the network's Research Director for eight years. Polis is the leading European network of cities and regions working together on innovative transport solutions.

Prior to joining Polis in 2004, Karen was Network Manager at ACCESS-EUROCITIES for a New Mobility Culture and Project Manager at Langzaam Verkeer, a Belgian centre for mobility management. Since 1998, she has been involved in European urban transport networking and policy activities.

BIOGRAPHIES



Philippe CRIST

Administrator and Project Manager, International Transport Forum (ITF)

Philippe Crist is an Administrator and Project Manager at the ITF at 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.



Marc LANGENBRINCK

CEO, Mercedes-Benz Switzerland

Marc Langenbrinck is the CEO of Mercedes-Benz Switzerland and responsible for the brands of Mercedes-Benz Cars since October 2017.

Marc joined Mercedes-Benz AG in Stuttgart 1995. After various positions at Daimler AG he was appointed Director Global Fleet of Mercedes-Benz Cars in 2007. From 2009 on, he was Director of the Smart brand, and from 2011, Managing Director Mercedes-Benz Cars in France. Between 2014 and 2017, he led the entire Mercedes-Benz France organisation.

Marc has a university degree in strategy and marketing as well as a diploma in business administration.



John ZANNI

President, Acronis

John Zanni is responsible for overseeing marketing, business development, external relationships, strategic partnerships, and product management activities at Acronis, a global leader in hybrid cloud data protection and storage.

Prior to joining Acronis, John was a CMO at Parallels. In this role, he was involved in business development activities, and built a successful partner ecosystem for the Parallels service automation platform.

John has an extensive international experience working in multicultural and multidisciplinary teams, and participates in speaking engagements in various industry events around the world.

WHAT'S YOUR POWER?

Whatever your power is, believe in it.

[enel.com](https://www.enel.com)



JCDecaux



INNOVATE

Constantly evolving, for everyone

Connected services, smart communication,
sustainable mobility, Smart Data

JCDecaux is helping to create the city of tomorrow



FIA.COM/FIA-SMART-CITIES