

#VEHICLES7YFN

Think Tank on Autonomous, Connected Vehicles
and Sustainable Mobility

FNC SYMPOSIUM, GENEVA 2020

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AMETIC Barcelona

5th March 2020



THINK TANK

#VEHICLES7YFN

THE PRESENT AND THE FUTURE OF THE MOBILITY IN EUROPE:
AUTONOMOUS, CONNECTED VEHICLES AND SUSTAINABLE MOBILITY



Ameti^{•••}c

WHO ARE WE?

National Trade Organization that represents the electronics and digital technology industry in Spain.

WHAT WE DO FOR MOBILITY

- Commission on Connected and Autonomous Vehicles and Sustainable Mobility
- DIGITALEUROPE WG on Autonomous Driving
- CEOE Big-Scale-Project on Integrated Mobility in the Urban Environment
- #VEHICLES7YFN on the Present and Future of Autonomous, Connected Vehicles and Sustainable Mobility

#VEHICLES7YFN THINK TANK

Strategic reflection meeting in which a group of leading stakeholders gather to:

- **Develop** future plausible scenarios
- **Debate** on the common challenges of sustainable mobility ecosystems
- **Co-design** of future value-creating systems.

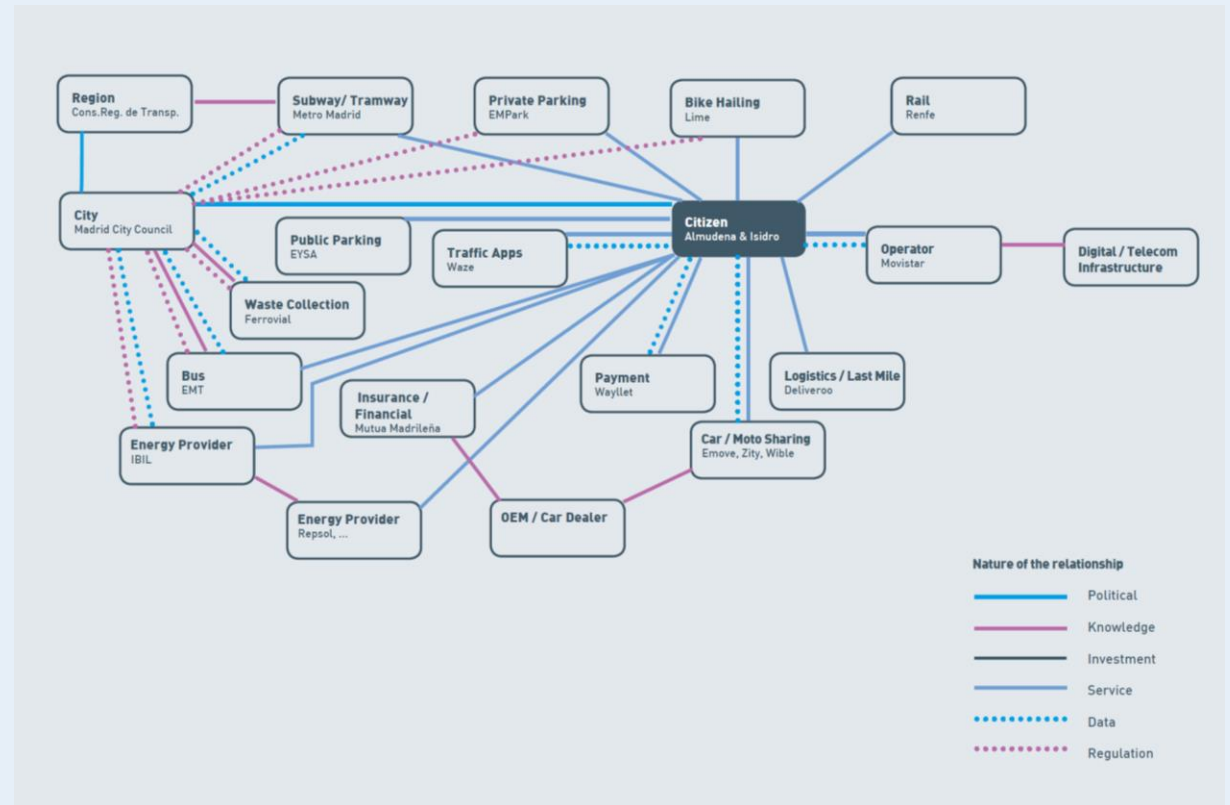
2 years

4 meetings

90+ experts from 73 organizations

WHAT WE HAVE ACHIEVED

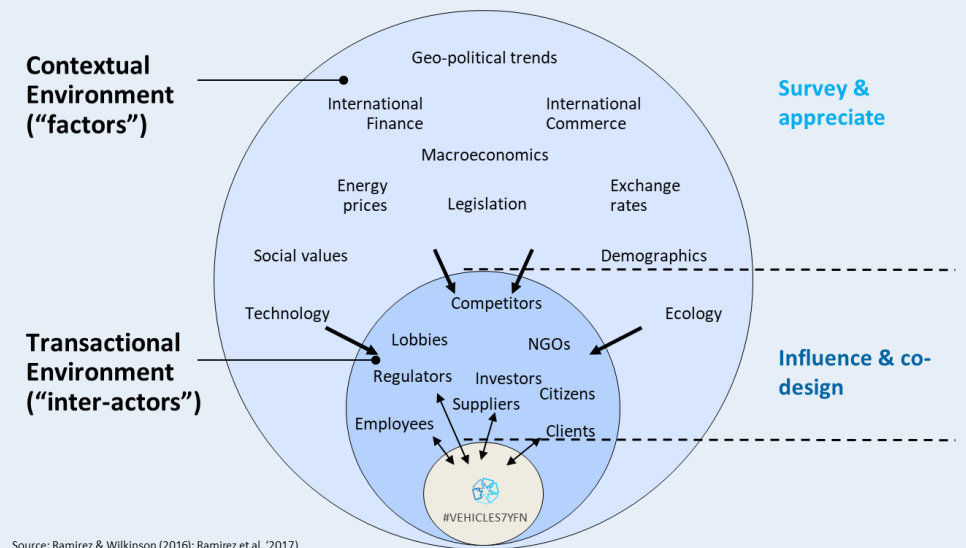
- Future mobility scenarios
- Urban Mobility Maps
- Business Opportunities
- Business Offerings
- ‘State of art’ Posters



Urban Mobility Ecosystem Map (Madrid)

METHODOLOGY

- Methodology: Oxford Scenario Planning Approach
- Significant Topics:
 - Autonomous/Connected Vehicles
 - Urban Infrastructure
 - Standardization: UNE; ITU; ETSI
 - Social Impact/Ethics



Source: Ramirez & Wilkinson (2016); Ramirez et al. (2017)

Scenario Planning Methodology

WHAT'S NEXT?

- Business Offerings Implementation
- Social Impact
- Strategy **➔ COOPERATION** among all actors:
 - Public bodies (EC, Local/Regional/National Governments)
 - Private actors (OEMs, Telecommunications, Energy, Infrastructure)
 - Academia & Research Institutes
 - Citizen Approach

Thank you for your attention!

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