



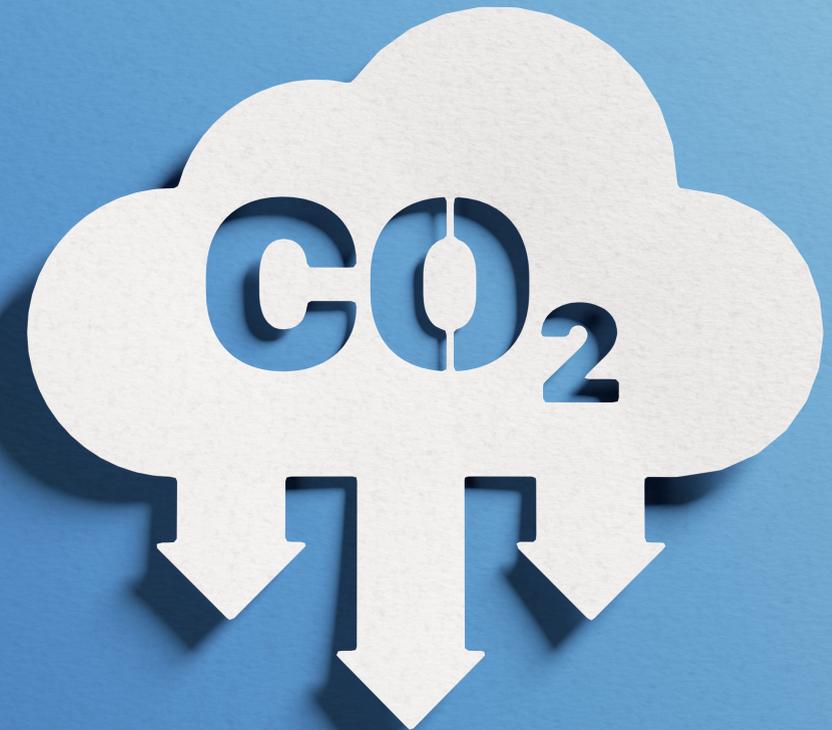
# IB New Mobility

Solving Systemic Mobility Challenges through a collaborative effort by academia, industry and society



# Our Vision

**Promoting systemic and sustainable mobility solutions through open innovation and co-creation to advance the nation towards a climate-neutral transportation future**





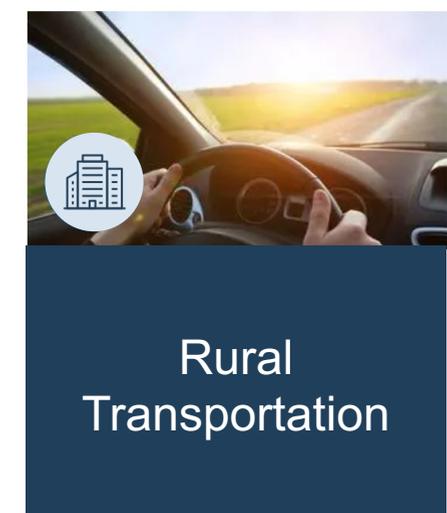
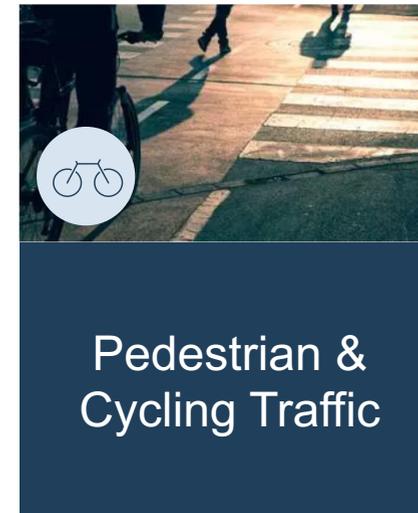
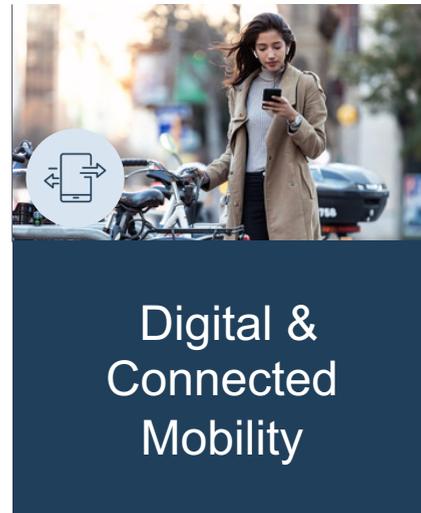
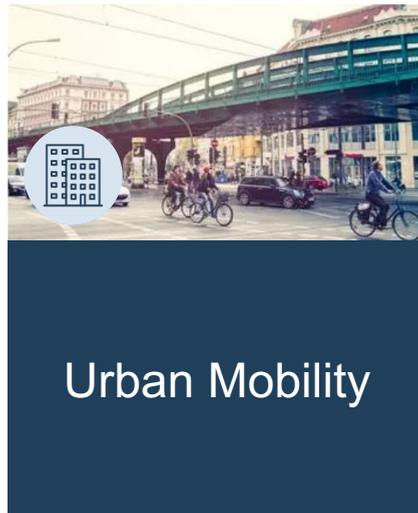
# About

The New Mobility Innovation Booster is an innovation ecosystem consisting of partner of academia, industry, and politics. Its goal is to **develop systemic mobility solutions in Switzerland to implement mobility aspects of the 2050 Climate Strategy and the Energy Transition more quickly**. By identifying and supporting pilot projects to reduce CO<sub>2</sub> emissions, the IB accelerates **the transition to sustainable mobility**. The IB facilitates the development of innovative products through funding & methods and brings stakeholders together to jointly develop innovative solutions with an **open innovation approach**.

## Benefits

**Elevate your innovation journey! We connect your visionary project with top-tier experts and partners. And thanks to the approved application within the Swiss Innovation Booster program of Innosuisse we're not just offering guidance – we're also ready to invest financially in your success.**

# The 'New Mobility' Innovation Booster will consider various innovation fields related to the mobility transformation



# Innovation Booster Agenda

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Inspire &amp; Community</b>			Innovation Booster Kick-Off 28.02.									
<b>Innovation Cycle I</b>	Challenge Announcement	Briefing Webinar		Park Central	Pitch&Fund I 16.05. 13-17 virtual				Co-Creation Workshop I 03.09. 9-17			
<b>Innovation Cycle II</b>				Challenge Announcement		Briefing Webinar Call II 20.06. 9-9:30 virtual		Pitch&Enrich II 10.09. 9-17		Pitch&Fund II 03.10. 13-17 virtual	Co-Creation Workshop II 21.11. 9-17 Park Central	

**Call #1 is already completed**

# Call for project ideas

## Your benefits

Receive **CHF 25,000** funding to develop your project idea towards a concept

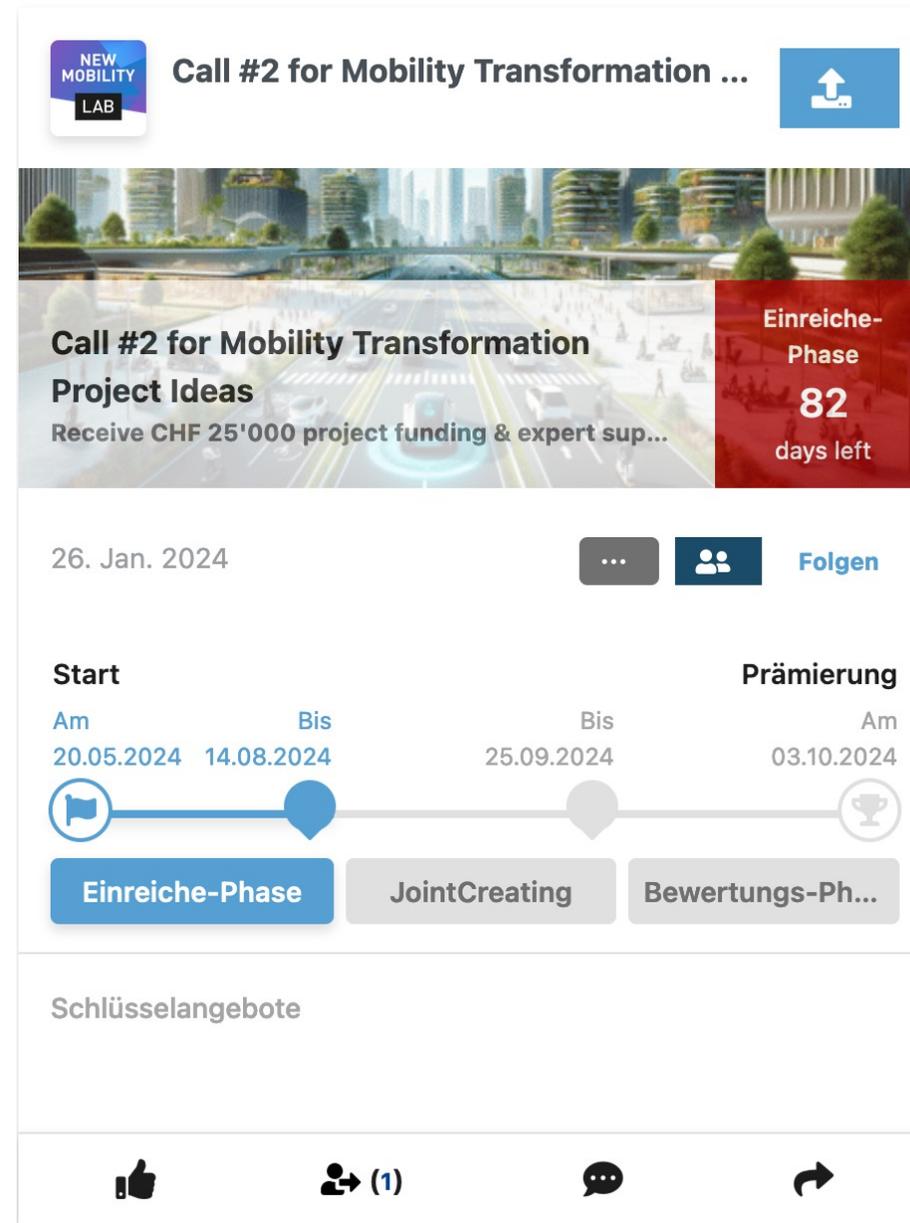
Team-up with experts and develop your concepts on our **co-creation platform**

Get guidance with **Design Thinking** to move from the problem to the solution space

Become a member of our community with **experts from research, industry, politics and society**

Stay up to date with your **Knowledge** and get access to latest scientific findings

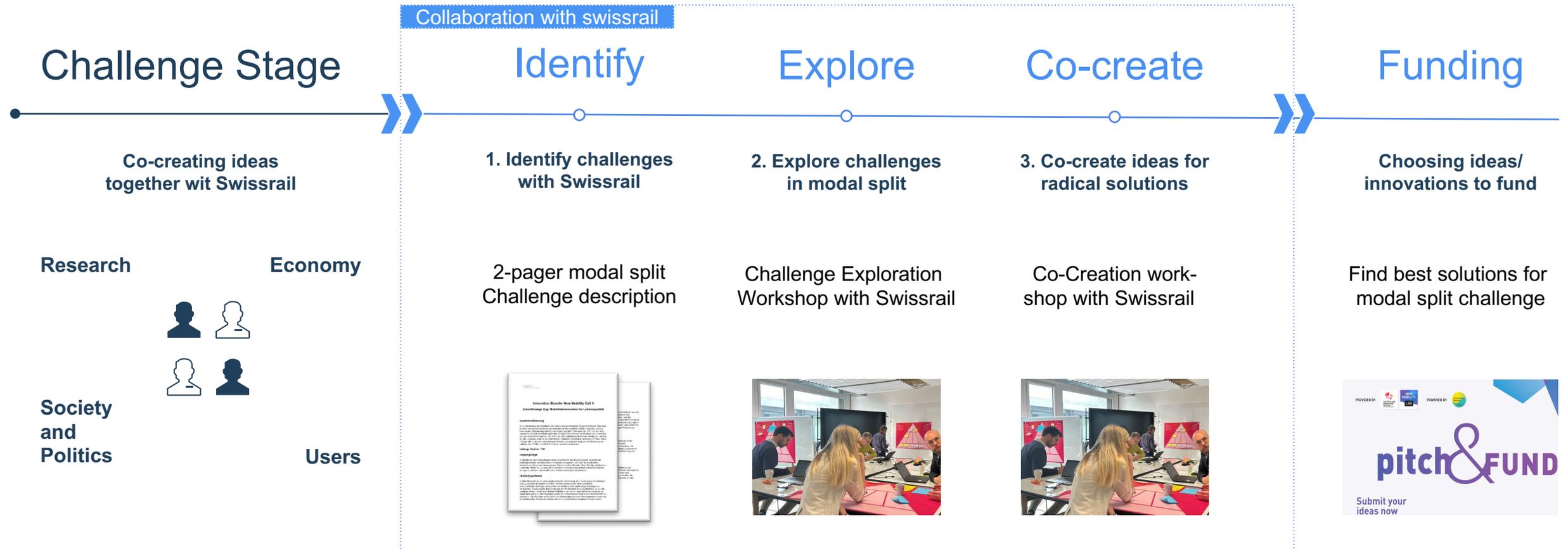
**Broadcast your solution** to market experts, policy makers and the general public



The screenshot shows a digital interface for a call for project ideas. At the top, there is a header with the 'NEW MOBILITY LAB' logo and the title 'Call #2 for Mobility Transformation ...'. Below this is a banner image of a futuristic city street with a red overlay on the right side that reads 'Einreiche-Phase 82 days left'. The main content area features a timeline starting on '26. Jan. 2024' and ending on '03.10.2024'. The timeline is divided into three phases: 'Einreiche-Phase' (from 20.05.2024 to 14.08.2024), 'JointCreating' (from 25.09.2024 to 25.09.2024), and 'Bewertungs-Ph...' (from 03.10.2024 to 03.10.2024). The 'Einreiche-Phase' is currently active. At the bottom, there are icons for liking, sharing (1), commenting, and reposting.

Submit your ideas now!

# Swissrail | Idea Generation Prozess modal split Challenge



# What's in it for you?



## Funding

Receive **25'000 CHF** to develop your project idea



## Co-Creation

Team-up with experts and develop your concepts on our co-creation platform



## Design Thinking

Get guidance to move from the problem to the solution space



## Community

Become a member of our community with experts from research, industry politics and society



## Knowledge

Stay up to date and get access to latest scientific findings



## Communication

Broadcast your solution to community members, policymakers and the general public

# What project ideas can apply?

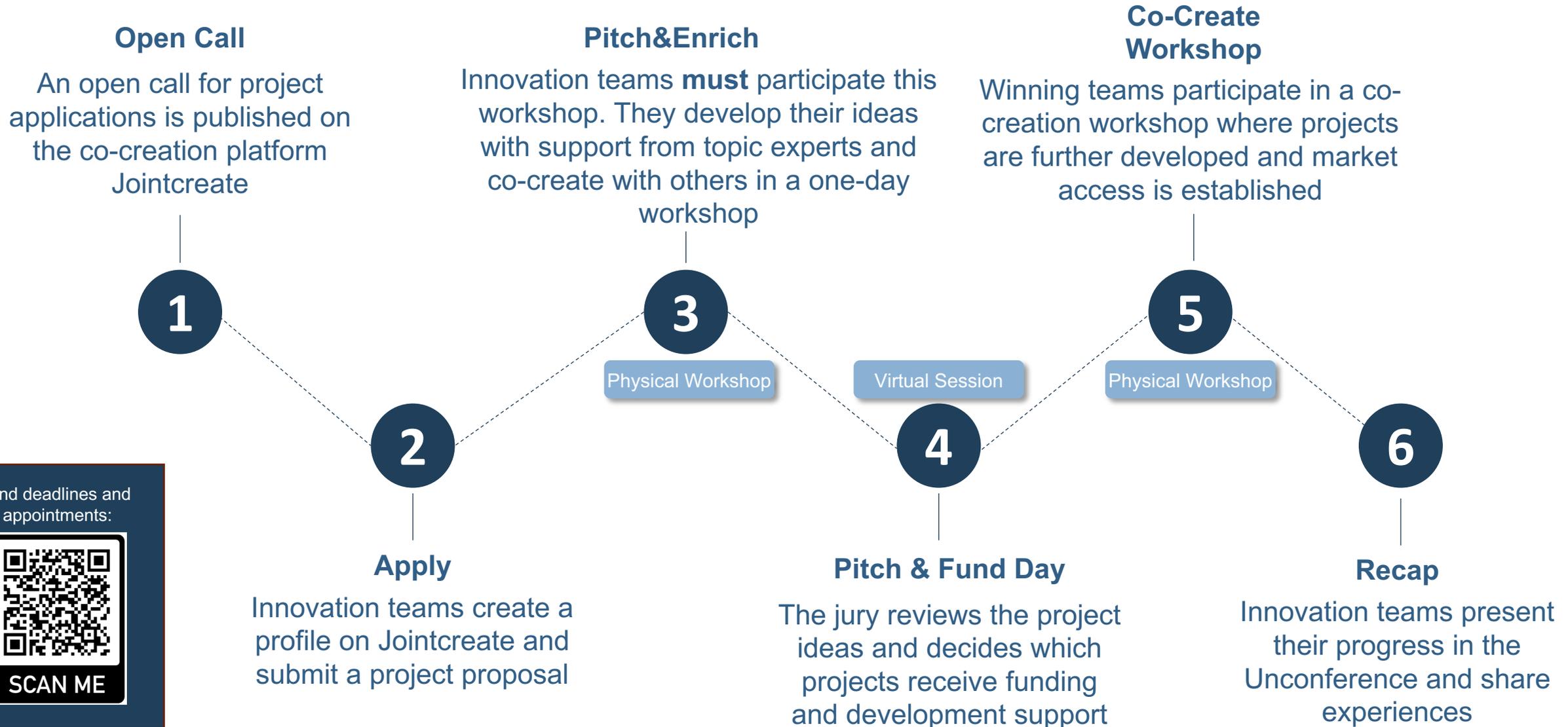
## You are a...

Start-up, SME, or large company, a non-for profit, research team, student, city, canton or basically anybody with...

- ✓ a radical new idea to develop a product, service, process or business model
- ✓ that has a positive impact on the Sustainable Development Goals (3,9,11) and decarbonization and supports the climate targets of the Federal Council's Energy Strategy 2050 with regard to mobility aspects and the switch to environmentally friendly means of transport
- ✓ ideally, involving multiple stakeholders across the value chain
- ✓ potentially self-sustaining in the midterm
- ✓ willingness for co-creation, diversity and gender equality
- ✓ intention of implementing your solution in Switzerland and beyond after the booster program

**Restrictions: No funding of mere research projects, the ideas must result in real products, services, processes or business models; those who take part in a call are not members of the jury and vice versa.**

# How the innovation cycle works



Find deadlines and appointments:



**SCAN ME**



# 7

## Guiding Principles for New Mobility IB

- 1 Sustainability**  
Innovations in mobility should prioritize sustainability and contribute to reducing CO<sub>2</sub> emissions, as well as work towards achieving the UN Sustainable Development Goals
- 2 Bottom-up innovation**  
Foster the novelty of solutions that not only surpass existing solutions but also exhibit novelty in addressing practical mobility challenges, paving the way for transformative advancements in transportation
- 3 Market viability**  
To maximize the probability of success, innovations should target a marketable product or service with a deep understanding of the target market and a carefully crafted strategy for market expansion
- 4 Systemic solutions**  
Address challenges through comprehensive systemic solutions rather than standalone solutions to increase the likelihood of successful transfer and integration
- 5 Interdisciplinary approaches**  
Foster diversity and inclusiveness among stakeholders, including investors, governments, civil society organizations, and academia, to encourage open innovation and collaboration
- 6 Collaboration and open innovation**  
Collaboration and open innovation should be encouraged among stakeholders, including investors, governments, civil society organizations, and academia, to promote sustainable mobility
- 7 Transparency and accountability**  
Transparency and accountability are essential to ensure successful sustainable mobility investments, and investors should provide regular updates on progress and impact while seeking feedback from stakeholders

# Pitch Scoring Form for the Jury

## Criteria

		Weighting
<p><b>1</b></p>	<p><b>Relevance of the solution</b> (0: small; 1: medium; 2: large)</p> <p><i>Does the solution support and integrate Sustainable Development Goals (3,9,11), the Energy Strategy 2050 and the federal council's climate targets with regard to mobility aspects? Is there credible evidence to support the feasibility of these savings? How realistic is the impact assessment of the proposed innovation? Does the solution integrate into a holistic energy system? Does the solution support switching to environmentally friendly means of transport?</i></p>	2
<p><b>2</b></p>	<p><b>Novelty of Solution</b> (0: not new; 1: new; 2: breaking new)</p> <p><i>What is the problem to be solved? How is the solution novel and innovative? How is it different from prior solutions? How does it advance the state of art? Does it address the needs of science, private / public sector and society?</i></p>	2
<p><b>3</b></p>	<p><b>Probability of Success</b> (0: small; 1: average; 2: high)</p> <p><i>What are the target markets and growth potential for the proposed solution? Is the planning effective and understandable in achieving the proposed solution? How strong is the implementation support and what are the necessary milestones for success?</i></p>	1
<p><b>4</b></p>	<p><b>Transfer of Results</b> (0: not considered; 1: considered 2: fully considered)</p> <p><i>What is the strategy for disseminating the proposed solution and how does it effectively maximize and accelerate learning and diffusion, especially for social innovation?</i></p>	1
<p><b>5</b></p>	<p><b>Team and Inclusiveness</b> (0: not addressed; 1: addressed; 2: fully addressed)</p> <p><i>Does the team have the competence and ability to execute the project, keeping in mind that they will receive support from experts? How are diversity and inclusiveness of the proposal addressed? (e.g. social background &amp; culture, age, plans on delivering social impacts on women, contribution to other initiatives)</i></p>	1
<p><b>6</b></p>	<p><b>Pitch Performance</b> (0: poor; 1: good; 2: perfect)</p> <p><i>Was the team's pitch clear, concise, convincing, enthusiastic? Good timing?</i></p>	1

# Booster Team

Lab Management

  Dr. Maximilian Richter Lab Lead	  Prof. Dr. Antonios Papaemmanouil Head of Digital Energy	  TBD Lab Manager / Doktorand (Business)	  Dr. Jörg Beckmann Managing Director
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Operational Workgroup

  TBD Lab Manager / Doktorand (Business)	  Alba Arias	  Bettina Zipper Marketing	  Matthias Eifert	  Tamara Wisser	  Dr. Youstra Sidqi Senior Researcher	  Dr. Thao Thi Vu
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Relationship Workgroup

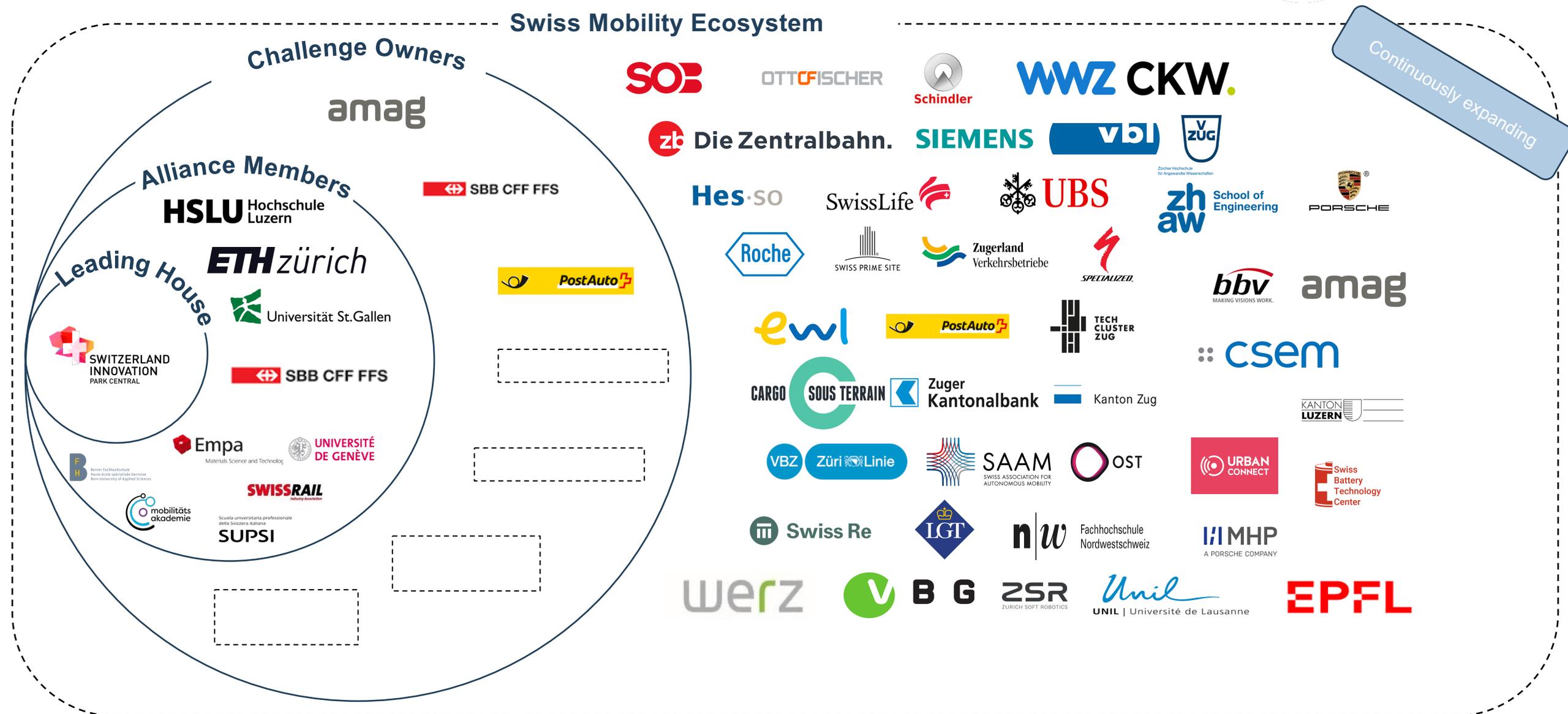
  Prof. Dr. Antonios Papaemmanouil Head of Digital Energy	  Dr. Gloria Romera Managing Director Center for Sustainable Future Mobility	  Dr. Philipp Scharfenberger Vice Director Institute for Mobility	  Francesca Cellina Senior Researcher	  Dr. Andrea Del Duce	  Christian Bach Head of Department Vehicle Drive Systems	  Prof. Dr. Andrea Vezzini Head BFH Centre for Energy Storage	  Prof. Dr. Widar von Arx Head of Competence Center Mobility
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Representatio Workgroup

  Dr. Jörg Beckmann Managing Director	  Prof. Dr. Maïke Scherrer Head of Sustainable Supply Chain Management and Mobility	  Dr. Andrea Schneider Head of User Experience Research	  Prof. Dr. Ulrike Sturm Head of the Institute for Sociocultural Development	  Prof. Sarah Hauser Vice Director HSLU Informatic	  Bernhard Soltermann Co-Managing Director AMAG Energy & Mobility	  Dominique Scheller Head of New Business and Innovation	  Andreas Haas Managing Director	  Prof. Dr. Francesco Corman Chair of Transport Systems
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# New Mobility Ecosystem: LOI Committed Organizations



# Contact



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