



HITACHI
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EUROPEAN SOCIAL INNOVATION FORUM 2016

SMART TRANSPORTATION FOR A 21ST CENTURY SOCIETY

BRUSSELS, 30 NOVEMBER 2016



Auto world Museum Brussels

AGENDA

30 November 2016

- 14.00** Welcome by **Kerstin Born-Sirkel**, Director of Corporate and External Relation, CEPS and **Yukiko Araki**, Corporate Officer, Executive GM for CSR and Environmental Strategy Division, Hitachi Ltd.
- 14.10** Opening remark/speech:
Norihiro Suzuki, VP and Executive Officer, CTO, Hitachi, Ltd.
- Keynote speech:
- Mr. Nikolaus von Peter**, a Member of the Cabinet of Commissioner Violeta Bulc
- 14.40** Discussion with keynote speaker
- 14.50** ***Panel 1: Leveraging innovation for outstanding social needs***
- Moderation:** Jorge Nunez Ferrer, Associate Research Fellow, CEPS
- Speakers:**
- **Tomasz Pactwa**, Director of the Projects and Social Affairs Department at The City of Warsaw, leading the Virtual Warsaw project
 - **Elke Bossaert**, Managing Director Mobiel 21
 - **Antonio Casazza**, Vice President Signaling Engineering & Test, Ansaldo STS
 - **Abayomi Otubushin**, Corporate and Governmental Affairs, BMW Group
- 15.30** Discussion
- 16.00** Coffee Break
- 16.30** ***Panel 2: New paradigms and policies for sustainable smart transportation***
- Moderation:** **Andrea Renda**, Senior Research Fellow, CEPS
- Speakers:**
- **Kaj Pyyhtiä**, CXO, MaaS
 - **Herald Ruijters**, DG MOVE Director
 - **Michael Cramer**, MEP
 - **Greg Archer**, T&E director of clean vehicles
- 17.10** Discussion
- 17.40** Wrapping up: Akira Shimizu, VP and Executive Officer, Hitachi, Ltd.
- 18.00** Cocktail for all participants



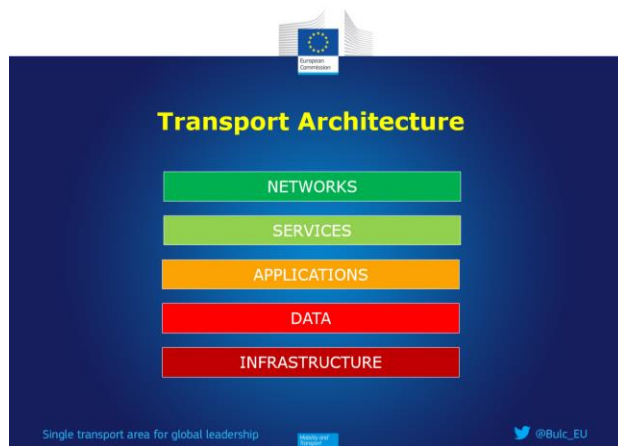
On November 30, 2016, Hitachi and CEPS jointly organized the first [European Social Innovation Forum](#) on the topic on Smart Transportation for a 21st Century Society. The aim of the event was to look at the challenges faced by urban, regional and global transportation in the future and to understand the positive and negative impacts of technologies that are being developed to respond to societal challenges.



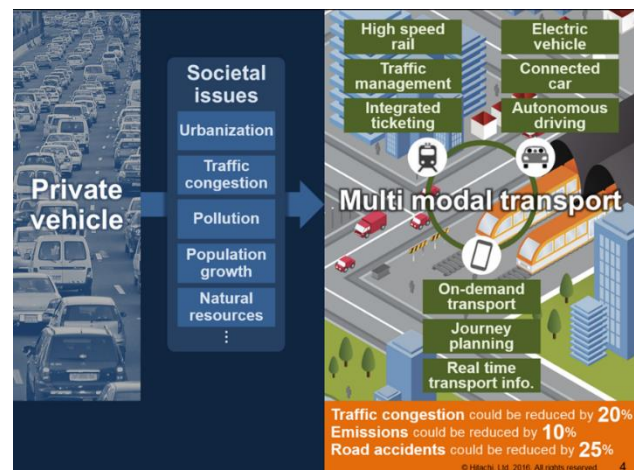
Norihiro Suzuki, CTO of Hitachi Ltd., presenting IoT solutions for Transport

Decarbonisation and Digitalization were at the heart of the debate. **Hitachi**, in line with its Social Innovation Business strategy, promoted the organization of the event in order to obtain a clearer perspective on the European approach towards mobility.

Mr. von Peter, a Member of the Cabinet of Commissioner Violeta Bulc, highlighted the European Commission's priorities and policy approach to the transport sector with at its heart a focus on **five key enablers**, namely the integration of **networks, services, applications, data and infrastructure**.



Presented by the European Commission



Presented by Hitachi

The two panels gathered representatives from Industry, public authorities and NGOs, and the debate was frank and wide ranging.



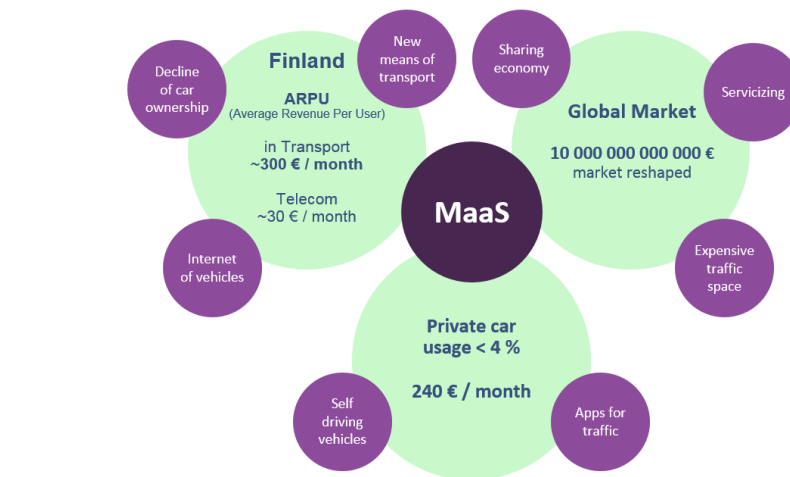
Panel 1: Leveraging innovation for outstanding social needs



Panel 2: New paradigms and policies for sustainable smart transportation

The speakers agreed on the need of developing **new mobility patterns**, integrating more public transport and shared services. Some speakers warned about the risk of identifying **electrification** as the main solution to reduce externalities of mobility: **congestion** cannot be reduced through the 100% deployment of electric vehicles. A broader approach is required, paying attention also to the behavioral aspects of mobility.

On future **Business Models**, great interest was raised by the presentation of Mobility as a Service, which entered into the full deployment phase in Finland in October 2016. The European Commission presented the Communication on **C-ITS (Cooperative, Connected and Automated Mobility)**, some attendees questioned the ambition levels of the communication, which foresees a connected car environment by 2025.



From a societal impact point of view, one of the most interesting concepts discussed was **Transport Poverty**, which poses a very important challenge to solution providers and public institutions: accessibility to mobility should remain the guiding principle of new transport models, regardless of technological complexity.



Issue – How to improve life of Warsaw inhabitants with visual impairments?



Warsaw approach to accessibility

Hitachi's European Social Innovation Forum has the mission to be a platform where the impact of new technologies on European society is addressed, debated and assessed. By engaging with stakeholders such as decision makers, academia, business partners, public society and opinion leaders, Hitachi is proud to contribute to the shaping of public policies and the solving of societal challenges, with an aim to ensure a better quality of life for European citizens.

Since 1998, Hitachi Corporate Office, Europe has organized in different European capitals, the **EU Hitachi Science & Technology Forum**, tradition which the European Social Innovation Forum now follows. Past topics, related to the impact on European Society of new technologies or their application covered ICT, Energy, Transportation, Urbanization, Environment, Water, Healthcare and Life Sciences, amongst others.

What does **Social Innovation** mean for Hitachi? Our Social Innovation Business resolves issues faced by society and customers by combining advanced IT with infrastructure technologies, allowing us to provide total solutions. When you have expertise in both, you can innovate change on a global scale. We're developing solutions and infrastructure to serve the needs of growing urban environments—for the benefit of all. <http://social-innovation.hitachi/eu/about/index.html>