

GBD's New Mobility Survey 2017: an Expert's Survey - internationally published, commented & presented

- GBD's New Mobility Survey 2017 : with participation options
- GBD's New Mobility Survey 2016 „Who will win the mobility race?“
 - ✓ Published in 9 countries
 - ✓ Quoted by renowned experts, institutes and firms
 - ✓ 200 experts participated
 - ✓ 8 countries
 - ✓ 8 business sectors

GBD'S EUROPEAN NEW MOBILITY SURVEY 2017

SAMPLING SIZE: 1000 + MOBILITY EXPERTS, 8 BUSINESS SECTORS, 8 COUNTRIES

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TOPICS

- Carsharing: which model fits best to which city?
- Intermodal Apps : killing apps of the future?
- Digitalisation : threat or chance for public transports ?
- Sustainable mobility
 - Emission-free engine, efficient route planning and traffic avoidance
 - Bikesharing : success requirements for cities and providers
- Potential impact of New Mobility innovations in megacities, rural areas and intercity traffic

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GBD's New Mobility Survey 2017: Participation, Sharing & Sponsoring Options

SHARING-PARTICIPATION OPTIONS

- **Sponsoring option*:** your logo will appear in our survey and the collective report
Added value:
 - ✓ high reach and high affinity in the target group (see next slide)
 - ✓ sponsors get free and can share free copies of the collective report in their network
 - (regular price for single collective report would be 99€)
- **Sharing-Participation-Option*** in our questionnaire design
Added value:
 - ✓ add a research question that interests you specifically**

* sponsoring option: 500€/ rates for the sharing-participation -option depend on individual demand

** should fit to our survey topics, no brand queries

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Presented at:

- Barcamp#Mobilwandel of Federal Ministry of Environment, GERMANY
- World Collaborative Mobility Congress at Warsaw, POLAND

Published in:

- Belgium, Finland, France, Germany, Israel, Poland, Sweden, United Kingdom;

Quoted by:

- Israel Innovation Institute, Ecomotion, ISRAEL
- Cleantech Open Accelerator, San-Francisco , USA
- Toyota Deutschland, Cologne, GERMANY
- Start Green Capital, Amsterdam, NETHERLAND
- Institute Sustainable Development And International Relations, Science Po, FRANCE
- and then some

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- Cross-functional exchange within the European start-up scene is very important for the sustainable development of visions and ideas, as is the promotion of creative thinking and the attention paid to these. Without start-ups there will be slower development in Europe.
- Alexander Schilff, Senior Consultant - Marketing Project Management, **Toyota Deutschland GmbH Köln**
- We, as VC, believe that new technology will significantly change the mobility sector. Sustainable mobility is a really interesting area to invest in. GBD's survey brought some more transparency to this evolving international market.
- Coenraad de Vries, Managing Partner, **StartGreen Capital, Amsterdam**
- The new GBD European mobility survey makes it abundantly clear that the world of transportation is changing now, not in 2020. The major "established" companies will need to collaborate with innovative startups. Everyone is searching for the next game changer.
- Lior Zeno Zamanski, **EcoMotion** Executive Director, **Israel Innovation Institute**
- This survey provides thoughtful insights into the future trends of mobility at the European level. We were glad to see that most experts consider that start-ups should cooperate with Public Transport Agencies, as it is in line with our own proposal.
- Laura Brimont, Research Fellow New Prosperity, **IDDRI - Science Po, Paris**
- From a US-based accelerator's perspective, we are seeing a strong trend towards open innovation activity in the Silicon Valley and are working closely with corporate partners. The country origin of new technologies or services is often irrelevant.
- Max Gimpel-Henning, Director Western Regions **Cleantech Open Accelerator**, **San Francisco**

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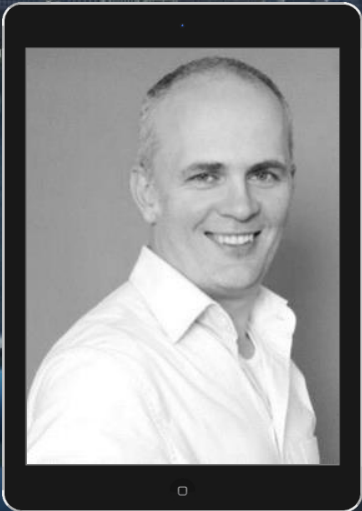


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GBD's New Mobility Survey 2017:

CONTACT

Questions? Don't hesitate to contact us



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