



**World of
eMobility**



Co-funded by the
European Union

TRANSITION ARENA

(co-located event within the World of E-Mobility)

Date: 27 October 2023

Time: 10.00hs – 17.00hs

Location: Expo Greater Amsterdam, Vijfhuizen / NL

Invitation to EIT Urban Mobility's 'Radical Design' Event

Dear Esteemed Attendees,

We are thrilled to extend an exclusive invitation to you for a remarkable event presented by EIT Urban Mobility in collaboration with the Dutch Research Institute for Transitions, Witteven + Bos, Barend Koolhaas Studio, Rebel Group and The Lab of Thought. Join us for an inspiring day of exploration and innovation at the 'Radical Design' Transition Arena.

Our distinguished panel of visionary experts includes:

- Harro Wieringa
- Derk Loorbach
- Martin Guit
- Barend Koolhaas
- Marcel Schreuder
- Marco te Brömmelstroet

The event will be moderated by Geert Kloppenburg, a renowned figure in the field, who will also host a captivating discussion on radical design in public transport.

The Lab of Thought will host a session staging Prof. Dr. Marco te Brömmelstroet (University of Amsterdam), and three authors of their latest publication 'Non Boring Mobility Innovations.'

In this event, EIT Urban Mobility will introduce the Transition Arena into the Sustainable Mobility Transition domain, offering invaluable insights into the radical transformations of cities around the world.

We will delve into a diverse range of topics, including:

- Human-centred design
- Carless city zones
- Low-speed vehicles

- Behavioural change through design
- Mobility Data Spaces
- Public transport innovations
- Decarbonization, electrification, and hydrogen adoption

This event is tailored for urban architects, planners, and mobility professionals like yourself. Instead of breakout sessions, we invite you to enjoy a delightful Vegan Networking Lunch, providing a perfect opportunity to connect with fellow high-profile attendees and share your passion for shaping the future of urban mobility.

As a token of our appreciation for your attendance, each participant will receive a complimentary copy of the book "Non-Boring Mobility Innovations," a valuable resource that will empower you with the network and knowledge needed to initiate significant transitions.

Save the date: Friday, 27 October, at the World of eMobility.

AGENDA

Event Opening	
10:00 hs - 10:15 hs	<ul style="list-style-type: none"> • Opening & Introduction • Moderator: Geert Kloppenburg • Brief overview of the day's agenda
Session 1: EIT Urban Mobility Welcome	
10:15 hs - 11:00 hs	<ul style="list-style-type: none"> • Welcome speech by Willem-Frederik Metzelaar, MD Innovation Hub West – EIT Urban Mobility
Session 2: Transition Arena Workshop	
11:00 hs - 11:45 hs	<ul style="list-style-type: none"> • Speaker: Derk Loorbach (Professor at Erasmus University Rotterdam, Director at DRIFT,) • Topic: Transition Arena Approach • Q&A and Discussion
Session 3: Rotterdam	
11:45 hs - 12:30 hs	<ul style="list-style-type: none"> • Speaker: Martin Guit (Strategic Advisor Mobility, Rebelgroup) • Topic: Transition Arena Rotterdam • Q&A and Discussion
Lunch and Exhibition Visit	
12:30 hs - 13:30 hs	<ul style="list-style-type: none"> • Participants will enjoy a vegan networking lunch and explore the exhibition.
Session 4: Examples of Radical Design	
13:30 hs - 14:15 hs	<ul style="list-style-type: none"> • Speaker: Harro Wieringa (Team Leader Urban Design, Witteveen + Bos) • Topic: Examples of Radical Design • Q&A and Discussion

Session 5: Minimal Vehicles	
14:15 hs - 15:00 hs	<ul style="list-style-type: none"> • Speaker: Barend Koolhaas (Owner, Studio Barend Koolhaas) & Marcel Schreuder (Founder, Springtime) • Topic: Minimal Vehicles • Q&A and Discussion
Coffee Break	
15:00 hs - 15:15 hs	<ul style="list-style-type: none"> • Coffee Break
The Lab of Thought Presentation	
15:15 hs - 17:00 hs	<ul style="list-style-type: none"> • Speaker: Professor Marco te Brömmelstroet and students from The Lab of Thought • Topic: Non-Boring Mobility Innovations • Presentation on their publication and insights • Debate lead by Geert Kloppenburg.
Event Conclusion	
17:00 hs	<ul style="list-style-type: none"> • Wrap-up & networking drinks

Note: The schedule may be subject to minor adjustments during the event. Please refer to the event organisers for any updates.

REGISTRATION FOR THE TRANSITION ARENA

Please register [here](#) to guarantee your seat at the event. If the clickable link does not work, please copy this link: <https://shorturl.at/tDPTX> & copy paste into your web browser.

REGISTRATION FOR THE WORLD OF E-MOBILITY (register to access the Transition Arena)

Exciting news! Join us at World of eMobility 2023, the ultimate electric mobility event!

For all Transition Arena attendees, access is FREE using the code CPYSJEMCY. Here's how to register:

1. Visit www.worldofemobility.com, click on "buy tickets" and follow the instructions.
2. Use the code **CPYSJEMCY** to claim your complimentary tickets.
3. Fill in your details accurately.
4. Receive a confirmation email with event info.
5. Download your access card for entry.

For any issues with registration, please contact joinus@worldofemobility.com.

PARKING TICKETS, DIETARY REQUIREMENTS & OTHER QUERIES

For any further information, dietary requirements or if you are coming by car, please let us know asap at west@eiturbanmobility.eu, so we assure all is properly arranged on time.

We look forward to your presence at this exceptional gathering.

Sincerely yours,

EIT Urban Mobility (West) & World of E-Mobility teams