

smartCEM

Smart connected electro mobility

D5.5.2 (Three events in the pilot sites)



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Policy Support Programme (ICT PSP)
Information Society and Media Directorate-General
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Pilot type B

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Abbreviations

Abbreviation	Definition
app	Application (software)
DoW	Description of Work
EV	Electric Vehicle
ICT	Information and Communications Technology
RACC	Reial Automòbil Club de Catalunya
WP	Work Package

1. Objective of this deliverable

This document provides a comprehensive overview of the events that were organised by the smartCEM Work Package Dissemination (WP5) in the pilot sites to present the project's services. It reports on events that took place throughout the project's third year. The events were described in the project's DoW as follows: "Three main events in the pilot sites, with the aim of involving potential niche markets in the available services (small companies; students; second family cars) and increasing the awareness of citizens. This will be an opportunity to involve the companies providing the smartCEM solutions and to present them to a wider audience."

In total 5 events were organised in the pilot sites:

- in Barcelona, on 2 April 2014
- in Elgoibar, on 10 and 20 June 2014
- in San Sebastian, on 16 September 2014
- in Newcastle, on 25 September 2014
- in Reggio Emilia, on 14 October 2014

2. Introduction

smartCEM is a 36 month project aimed at minimising the current EV limitations, by applying advanced mobility services (EV-navigation, EV-efficient driving, EV-trip management, EV-charging station management) to existing multimodal, electro mobility transport modes. The combination of technology and electro mobility aims to increase awareness and standardise the use of electrical modes.

Under smartCEM two European cities and two regions (Barcelona, Gipuzkoa-San Sebastian, Newcastle and Reggio Emilia) have come together to demonstrate the role of ICT solutions for cities and citizens in addressing the shortcomings of electro mobility. Electric power solutions have proven to offer potentially ground-breaking solutions for more energy-efficient and less petrol-dependent vehicles and transport systems. The consortium aims to integrate regional initiatives which have been established all over Europe.

The smartCEM concrete objectives are to:

- Prove that user acceptance of electrical vehicles can be increased by at least 15% thanks to smartCEM services
- Evaluate how much the efficiency of transport can be optimised, taking into account environmental sustainability
- Develop of tools for measuring, monitoring and assessing carbon emissions.
- Identify and address all deployment elements such as business models, legal aspects and privacy
- Optimisation of the energy use in the vehicle and infrastructure
- Support pan-European interoperability by standardisation between operations performed by different services and facilitating the interoperability between different systems and vehicles
- Have complete integration of new services such as EV car-sharing within the public transport system
- Expand the pilot to more cities, operators, or service providers

3. Events in the pilot sites

3.1. Barcelona

Time: 2 April 2014 09:00-13:00 (Conference), 13:00-18:00 (MOTIT Test Rides)

Place: RACC Automobile Club, Avinguda Diagonal 687, Barcelona

On 2 April 2014, the Barcelona pilot site organised a launch event for the smartCEM project. Stakeholders met at project partner RACC’s headquarters to discuss the services implemented by smartCEM: EV-sharing management, EV-navigation and post-trip EV-efficient driving. Those services work with an electric scooter sharing platform, MOTIT. It is foreseen that user acceptance of such scooters will increase thanks to these services. This project is crucial for the city as one out of three vehicles in Barcelona is a motorcycle. Approximately 50 people participated in this event.

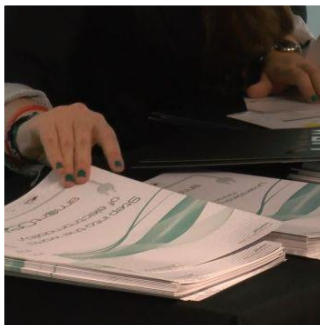
Presentations can be downloaded [here](#).

The event recap video can be watched [here](#):



Pictures from the event can be seen [here](#):

smartCEM brochures



The audience



Speakers



MOTIT scooters



MOTIT scooters



The conference room



3.2. Elgoibar

Time: 10 and 20 June 2014

Place: The town of Elgoibar: Culture House for the presentation on 10 June and the square next to the church for the event on 20 June.

In June 2014, the Gipuzkoa-San Sebastian pilot site organised two events in Elgoibar. The first one focused on presenting smartCEM services to EMUGI car-sharing service users and the second one was targeted at the general public. Overall, approximately 20 people participated or showed interest about SmartCEM project and EMUGI car-sharing at these events.

Presentations can be downloaded [here](#).

Pictures from the events can be seen [here](#):

Presentation



Presentation



Presentation



General public event



General public event



General public event



3.3. San Sebastian

Time: 16 September 2014

Place: In front of the city council building in San Sebastian

An electric / hybrid vehicle exhibition took place in San Sebastian on 16 September. The vehicles presented were from the urban and metropolitan area of Donostia-San Sebastian and are all involved in smartCEM. The vehicle exhibition was located in front of the city council building. The event started with a press conference, hosted by partners of SmartCEM in Gipuzkoa: Donostia San Sebastian’s Mobility Advisor; the Mobility and Public Transport Director of the Regional Government - Diputación foral de Gipuzkoa; the manager of Donostia Hospital’s EV fleet; and the public electric bike system representative. During the exhibition, about 100 people showed interest in SmartCEM project and its vehicles.

Pictures from the exhibition can be seen [here](#):

San Sebastian City Council



Exhibition



Exhibition



Press conference



3.4. Newcastle

Time: 25 September 2014, 9:00-14:30

Place: NISSAN Performance Track Workshops, Sunderland

On 25 September 2014, the smartCEM Newcastle pilot site organised a demo event disseminating the project to local and regional stakeholders.

The event, held at the Nissan performance track, brought together around 40 external stakeholders from local government, industry, academia, and individual EV drivers, along with the smartCEM project review team from Brussels and project consortium members.

With local smartCEM partners (Gateshead College, Charge Your Car and Hyperdrive) taking an active role, the successful event comprised presentations and demonstrations of technologies associated with smartCEM's Newcastle pilot site, including real-time on-board data collection and analysis from an EV trip around Tyne and Wear, and a demonstration of the region's extensive charging infrastructure. The day culminated in an EV efficient driving competition for delegates on the performance track. Dirk Kok from University of Sunderland won the challenge proving his ability to drive the most smoothly.

Presentations can be seen [here](#).

The event recap video can be watched [here](#):

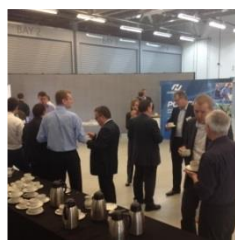


Pictures from the event can be seen [here](#):

Presentations



Networking lunch



EV ready to drive



Efficient driving demo



3.5. Reggio Emilia

Time: 14 October 2014, 10:00-13:00

Place: University of Modena and Reggio Emilia, Aula Magna

On 14 October 2014 smartCEM participated in the event Mobility+ at the University of Modena and Reggio Emilia. Mobility+ was an event about transportation systems, electro mobility and smart cities presenting future technologies.

During the smartCEM session, Leandro Guidotti presented smartCEM activities and, in particular, the role of electro mobility and advanced services (e.g. navigation, vehicle sharing and system for improved efficiency while driving). A vehicle equipped with smartCEM services was parked at the entrance of the University and was available for the presentation.

Mobility+ was live streamed at www.raiscuola.rai.it and www.ilsole24ore.com

Approximately 100-130 people participated in this event.

Presentation can be downloaded [here](#).

Pictures from the event can be seen [here](#):



Annex I: Barcelona event agenda



SmartCEM Barcelona Pilot launch

RACC Automobile Club, Avinguda Diagonal 687, Barcelona

2nd April 2014 09.00–13.00 (Conference), 13.00–18.00 (MOTIT Test Rides)

The SmartCEM project

SmartCEM (Smart Connected Electro Mobility) is a European project supported by the Competitiveness and Innovation Programme (CIP). SmartCEM was launched in January 2012 and runs until early 2015.

SmartCEM aims to demonstrate the role of ICT solutions to overcome the limitations of electro mobility for cities and citizens. It is developed over four demonstration sites - in Gipuzkoa-San Sebastian, Newcastle, Reggio Emilia and Barcelona.

Scope of the Conference

The SmartCEM Barcelona Launch event is about:

- Increasing the visibility of the so called MOTIT e-scooter sharing service, an innovative service that demonstrates the range of services developed within the SmartCEM platform (www.smartcem-project.eu).
- Travellers being able to try this new service.
- Increasing local stakeholders' awareness and interest in the SmartCEM pilots.

Expected outcome

Local citizens and stakeholders will be invited to:

- Learn what the project has achieved so far.
- Test ride the MOTIT e-scooter service.
- Provide ideas / feedback for further developing the SmartCEM activities.

Who should participate?

Travellers who move around Barcelona, stakeholders from the ICT industry involved in deployments in the mobility sector, mobility service operators and city transport planners.

The number of available places is limited to max 80 participants.

Please follow this [link](#) to **register for the conference / conference & MOTIT test ride**.



www.smartcem-project.eu



Registration & Directions

Contact persons:

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Anna Abella aabellab@bcn.cat
Josep Laborda josep.laborda@racc.es



Final agenda

Wednesday 2nd April
SmartCEM Barcelona Launch Conference

Venue: Sala d'Actes, RACC, Av., Diagonal 687, Barcelona

Time	Activity	Leader
09.00	Welcome & Session 1: e-scooter sharing: service novelty & city perspectives	
(10')	Welcome	Miquel Nadal, RACC
(20')	Electric-scooter sharing – is Barcelona the first city to do this?	Guillem Ricarte, Creafutur
(20')	Presentation of the project SmartCEM	Fernando Zubillaga, MLCluster
(20')	Reasons why Barcelona Municipality supports the SmartCEM / MOTIT initiative	Angel Lopez, BCNMun
(20')	Barcelona SmartCEM pilot	Josep Laborda, RACC
10.30	Coffee break	
11.00	Session 2: Introducing the SmartCEM APPs	
(30')	MOTIT electric scootersharing – a new service integrating innovative features	Gonzalo Alonso, Going Green
(20')	SmartCEM: evaluation of the e-scooter sharing scheme	Álvaro Arrué, Applus Idiada
(15')	Presentation of the project Molecules	Patricia Rodriguez, ETRA / Regina Enrich, Barcelona Digital
(15')	Presentation of the project Electra	Fransesc Cárdenas / Mercè Vidal, Bcn Ecologia
(40')	Roundtable: Challenges of site coordination, Impressions of services' utility and more	Moderator: Josep Laborda with F.Zubillaga, P.Rodriguez, F.Cárdenas, Valentín Porta (GoingGreen)
13.00	Closure Insitutional	Tbc BcnMun
13.30-14.00	1st Opportunity to Test Ride MOTIT service	Going Green
13.30-15.00	Buffet lunch	
16.00-18.00	2nd Opportunity to Test Ride MOTIT service	Going Green



Smart Connected Electromobility


www.smartcem-project.eu


Annex II: Barcelona event announcement on the Barcelona City Council website



The screenshot shows the Barcelona City Council website (Ajuntament de Barcelona) with the 'Habitat Urbà' section active. The main navigation bar includes 'La Ciutat', 'L'Ajuntament', 'Turisme', 'Negocis', 'Tràmits', and 'Més'. The 'Habitat Urbà' header features a cityscape image.

2 d'abril: Jornada oberta sobre el projecte SmartCEM i presentació europea del servei MOTIT

smartCEM Dimecres 2 d'abril té lloc la Jornada oberta sobre el projecte SmartCEM i la presentació europea del servei MOTIT de moto-sharing. L'esdeveniment té per objectiu mostrar el rol de les solucions basades en les tecnologies de la informació i comunicació (TIC) per superar les barreres que actualment limiten el desenvolupament de la mobilitat elèctrica a les ciutats europees. La sessió es duu a terme a la sala d'actes del RACC (Diagonal 687, Barcelona) de 9 a 13.00 h (Conferència) i de 13.00-18.00 (Proves MOTIT), i és gratuïta, prèvia inscripció. Places limitades.

[Inscripció \(places limitades\)](#)
[Més informació sobre el projecte](#)

Informa't
Adjudicació de nous habitatges a Can Cortada
Nova promoció d'habitatges en dret de superfície

Vídeo
Els establiments emblemàtics es preservaran

Notícies
Reg intel·ligent als parcs i jardins
 Un nou sistema intel·ligent de telegestió del reg permet aportar només l'aigua que les plantes necessiten i estalviar un 25% del consum.
[Vídeo 'Telegestió del reg'](#)

Les platges es posen maques
 L'última fase de llaurat de les platges de l'àrea metropolitana de Barcelona ha començat aquest dimecres, i durant la setmana acabarà el procés iniciat el passat 12 de març.

The taskbar at the bottom shows the system tray with the date 31/03/2014 and time 12:26.

Annex III: Newcastle event agenda

Newcastle pilot site
Stakeholder Dissemination Event and Demonstrations
Gateshead College Performance Track (Nissan Site)
25th September, 9.00am- 2.30pm

Programme

8.30 am	Registration/ refreshments
9.00 am	Welcome: Professor Phil Blythe, Director of Transport Operations Research Group, University of Newcastle upon Tyne
9.10 am	'A regional perspective of EV in the North East', Neil Ellison
9.20 am	smartCEM: project context/ overview, Simon Edwards, Pilot Site Manager (Newcastle)
9.25 am	Live Green EV Stig Challenge Demonstration Launch: The Green EV Stig will set off from the Performance track site and demonstrate the project's technologies across Newcastle and Gateshead- with live feeds back to the audience. In particular, the demonstration will showcase: 1. Charge Your Car app 2. Post trip driving tool (12.00-13.00pm)
9.50 am	'Electric vehicles: an owner driver's perspective', Joe Mallon
10.00 am	Demonstration: smartCEM Policy Tool, Konstantinos Gkiotsalitis (NEC)
10.35 am	Refreshment break
10.50 am	H&S Briefing (all delegate drivers who signed up to test drive)
10.50 am	Film: 'An electric car called Trev' [all delegates not signed up to test drive]
11.30 am	Demonstration: Blue Dash, Tony Green (Hyperdrive) and Graeme Hill (UNEW)
12.00 pm	Lunch (served in the Exhibition Hall between 12.00pm - 1.30pm)
12.00 pm	The Green EV STIG's Driving Efficiency Challenge competition - Performance Track [12.00pm - 2.15pm: networking - delegates will also have the opportunity to visit the exhibitions and talk to exhibiting partners]
2.30 pm	Event close: Dr Colin Herron, Managing Director, Zero Carbon Futures


Annex IV: Newcastle event list of participants

First Name	Surname	Job Title	Company
Alex	Prescott	Operations Director	Charge Your Car
Alisha	Peart	Senior Project Specialist	Gateshead College
Andrew	Fenwick-Green	Membership and Marketing Secretary	Electric Vehicle Drivers Association - UK
Brendan	Prior	Key Account Manager	Tadea - UK
Colin	Herron	MD	Zero Carbon Futures
Dirk	Kok	Researcher	AMAP - University of Sunderland
Fernando	Zubillaga		smartCEM
Graeme	Hill	Research Associate	Newcastle University
Guido	Di Pasquale	Project Manager	PluService Srl
Joe	Mallon	Electric Vehicle Supporter	Electric Vehicle Supporter
Konstantinos	Gkiotsalitis	Research Associate	NEC Europe Ltd.
Mark	Wilson	Head of Transport Policy	North East Combined Authority
Martin	Forster	Technician - Transportation Strategy	Sunderland City Council
Marzena	Skubij	Jr. Project Manager	FIA Region I
Neil	Ellison	Independent Consultant	Independent Consultant
Phil	Blythe	Professor of Intelligent Transport Systems and Dir	Newcastle University
Rachelle	Forsyth-Ward	Specialist Transport Planner	North East Combined Authority
Richard	Kotter	Senior Lecturer and MSc Programme Leader	Northumbria University
Richard	McKenzie	Senior Programmes Officer	Northumberland County Council
Simon	Edwards	Senior Researcher	Newcastle University
Stefanos	Gouvras		smartCEM Project Reviewer
Stephen	Irish	Managing Director	Hyperdrive Innovation
Stephen	Psallidas	Business Development Officer	NEXUS
Steve	Spink	Asset Development Team Leader	Highways Agency
Tankut	Acarman		smartCEM Project Reviewer
Terry	Appleyard	Benfield Corporate	BDM
Tony	Green	Senior Electronics Engineer	Hyperdrive Innovation Ltd
Wim	Broeders		smartCEM Project Reviewer

Additional support staff

First Name	Surname	Role	Company
Tom	Reed	Exhibition stand	Charge Your Car
Lianne	Marston	Exhibition stand	Gateshead College
Jo	Morrissey	Co-driver	Gateshead College
Rachel	Van Zyl	Exhibition stand	Gateshead College
Kevin	White	Co-driver	Gateshead College
Barbara	Wilson	Exhibition stand	Gateshead College
Peter	Carey	Test track health & safety briefings	Gateshead College

Annex V: Reggio Emilia event agenda



KNOWLEDGE
MODI E MONDI NUOVI

MOBILITA' +

SALUTI	<i>PRORETTORE UNIMORE, RICCARDO FERRETTI</i>
PRESENTA	<i>NUVOLAVERDE, PRESIDENTE ENZO ARGANTE</i>
KNOWLEDGESHOW	<i>SIAMO JEDI, IL CAMBIAMENTO IN 20 FLASH</i>
MENTORE	<i>L'AUTO CHE VERRA', FLAVIO BONOMI</i>
FOCUS ICOOR	<i>MOBILITA' AUMENTATA, MAURO DELL'AMICO PROGETTO SMARTCEM, LEANDRO GUIDOTTI</i>
CASE HISTORY	<i>BARBARA CRISTOFANI, LANDI RENZO</i>
IDEE E IMPRESA	<i>SCUOLE SUL PALCO PASSERELLA DEI PROGETTI E DELLE REALIZZAZIONI DEGLI STUDENTI E DOCENTI DI REGGIO EMILIA</i>
MOBILITA' E CITTA'	<i>DIRIGENTE SERVIZIO POLITICHE PER LA MOBILITA' COMUNE DI REGGIO EMILIA, ALESSANDRO MEGGIATO</i>
ACCADEMIA+	<i>LANCIO ACCADEMIA CULTURA+</i>
PREMIO ARETE'	<i>COMUNICAZIONE RESPONSABILE</i>
EXPO	<i>VIAGGIO NELL'ESPOSIZIONE UNIVERSALE</i>

14 OTTOBRE 2014
ORE 10.30 - 13.00
AULA MAGNA
UNIVERSITA' DI REGGIO EMILIA
(PRESSO L'EX CASERMA ZUCCHI)


DIRETTA STREAMING SU
WWW.RAISCUOLA.RAI.IT E SU
WWW.ILSOLE24ORE.COM
WWW.KNOWLEDGE.NUVOLAVERDE.ORG
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UNIVERSITÀ DEGLI STUDI
DI MODENA E REGGIO EMILIA



ICOOR



COMUNE DI
REGGIO NELL'EMILIA



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IN COLLABORAZIONE CON
Rai Edu GRUPPO 24 ORE



Annex VI: Reggio Emilia event press clippings

14 ottobre 2014
Pagina 23

La Nuova Prima Pagina (ed. Modena)

Ateneo

CONVEGNO Oggi alle 10.30 all' aula magna Mandori.

Mobilità sostenibile, ecco il nuovo prototipo di auto elettrica

Un futuro sostenibile fatto di rispetto dell'ambiente e sviluppo di energia intelligente passa attraverso la diffusione di una nuova cultura negli stili di vita, nel lavoro, nella relazione tra le persone e il modo migliore è iniziare dalle giovani generazioni. Su questi temi oggi alle 10.30 presso l' **Aula Magna Mandori del Palazzo universitario Dossetti a Reggio Emilia** si terrà un incontro con le scuole medie superiori della città e i più autorevoli protagonisti della mobilità del futuro. L' iniziativa, promossa dall' **Università degli studi di Modena e Reggio Emilia** in collaborazione con il Comune di **Reggio Emilia**, il consorzio interuniversitario **ICOOR** e l' associazione **Nuvola verde**, sarà occasione per presentare i più recenti risultati delle ricerche sulla mobilità sostenibile.

Nell' occasione sarà presentata un' auto elettrica su cui è installato un dispositivo sviluppato nel corso del progetto europeo **smartCEM (smart Connected ElectroMobility)** cui partecipa il **Dipartimento di Scienze e Metodi dell' Ingegneria** e il consorzio **ICOOR**. Il progetto **smartCEM** ha l' obiettivo di sviluppare servizi **ICT** per facilitare il car-sharing elettrico, migliorare il trasporto di persone e merci all' interno delle città ottimizzando le performance dei veicoli elettrici. Il progetto si basa su 4 città che fanno da test: **Barcellona (Spagna)**, **San-Sebastian (Spagna)**, **Newcastle (UK)** e **Reggio Emilia**. Il test locale è svolto in collaborazione con la società di trasporto locale **TIL** e prevede che 10 veicoli elettrici siano "equipaggiati" con il dispositivo di aiuto alla guida sviluppato dal progetto.

PIEMONTE | SICUREZZA | DOMENICA 14 OTTOBRE 2014 | ECONOMIA | 23

Annil: calano gli infortuni, crescono le malattie Premiato Euro Bergamini di Carpi che per 50 anni si è dedicato all'associazione



ANNIL, la società modenese di calzature, è stata premiata per aver contribuito a ridurre gli infortuni e le malattie professionali. L'azienda ha infatti investito in un sistema di sicurezza che ha permesso di ridurre del 30 per cento gli infortuni e del 20 per cento le malattie professionali. Il premio è stato consegnato a Euro Bergamini, che ha lavorato per 50 anni all'associazione.

IL 2013 è stato un anno di crescita per il settore delle calzature. Le vendite sono aumentate del 5 per cento rispetto al 2012. Questo è dovuto principalmente all'aumento delle vendite in Cina e in India. Le calzature sono state vendute per un valore di 1,475 miliardi di euro. Il settore ha registrato un fatturato di 1,475 miliardi di euro, con un utile netto di 100 milioni di euro.

Mobilità sostenibile, ecco il nuovo prototipo di auto elettrica



Il nuovo prototipo di auto elettrica è stato sviluppato nel corso del progetto europeo **smartCEM**. L'auto è dotata di un sistema di guida intelligente che ottimizza il consumo di energia e riduce i tempi di percorrenza. Il prototipo è stato testato in diverse città e ha dimostrato di essere in grado di percorrere fino a 100 chilometri con una carica completa.



13 ottobre 2014

Sassuolo2000

Ateneo

Domani a **Reggio Emilia** incontro tra le scuole medie superiori della città e i più autorevoli protagonisti della mobilità del futuro

Un futuro sostenibile fatto di rispetto dell'ambiente e sviluppo di energia intelligente passa attraverso la diffusione di una nuova cultura negli stili di vita, nel lavoro, nella relazione tra le persone e il modo migliore è iniziare dalle giovani generazioni. Su questi temi martedì 14 ottobre 2014 alle ore 10.30 presso l' **Aula Magna "P. Mandori" del Palazzo universitario "G. Dossetti"**, (viale Allegri 9) a **Reggio Emilia** si terrà un incontro con le scuole medie superiori della città e i più autorevoli protagonisti della mobilità del futuro. L' iniziativa, promossa dall' **Università degli studi di Modena e Reggio Emilia** in collaborazione con il **Comune di Reggio Emilia**, il **consorzio interuniversitario ICOOR** e l' **associazione Nuvolaverde**, sarà occasione per presentare i più recenti risultati delle ricerche sulla mobilità sostenibile. Nell' occasione sarà presentata un' auto elettrica su cui è installato un dispositivo sviluppato nel corso del progetto europeo smartCEM (smart Connected ElectroMobility) cui partecipa il Dipartimento di Scienze e Metodi dell' Ingegneria e il consorzio ICOOR. Il progetto smartCEM ha l' obiettivo di sviluppare servizi ICT per facilitare il car-sharing elettrico, migliorare il trasporto di persone e merci all' interno delle città ottimizzando le performance dei veicoli elettrici. Il progetto si basa su 4 città che fanno da test: Barcellona (Spagna), **San-Sebastian** (Spagna), Newcastle (UK) e **Reggio Emilia**. Il test locale è svolto in collaborazione con la società di trasporto locale TIL e prevede che 10 veicoli elettrici siano "equipaggiati" con il dispositivo di aiuto alla guida sviluppato dal progetto. "Da anni il gruppo di Ottimizzazione e Ricerca Operativa si occupa di mobilità sostenibile e ottimizzazione dei trasporti - dichiara il prof. **Mauro Dell' Amico**, del Dipartimento di Scienze e Metodi dell' Ingegneria - il nostro gruppo di ricerca è particolarmente presente a livello internazionale, con pubblicazioni su riviste prestigiose e una costante attività nell' ambito di progetti europei quali ad esempio ID4EV (Intelligent Dynamics for fully electric vehicles) e molti altri. Con l' iniziativa di oggi ci proponiamo di portare a **Reggio Emilia** alcune delle migliori esperienze di uso di strumenti ICT per la mobilità e proporre un percorso formativo per studenti delle scuole secondarie per diventare realmente padroni di questi strumenti, usarli per aumentare la realtà e sviluppare nuove idee imprenditoriali e nuove professioni". Il programma della giornata prevede gli interventi del prof. **Riccardo Ferretti**, Pro **Rettore** della sede di

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13 ottobre 2014

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Ateneo

Reggio Emilia, dell' arch. Alessandro Meggiato, dirigente del servizio mobilità del Comune di Reggio Emilia, del prof. Mauro Dell' Amico del Dipartimento di Scienze e Metodi dell' Ingegneria, della dott.ssa Barbara Cristofani, responsabile della Corporate Academy della Landi Renzo, uno degli attori più importanti sul territorio in tema di mobilità sostenibile, di Flavio Bonomi, esperto di ICT e "Cisco Fellow", del dott. Enzo Argante, presidente dell' associazione Nuvolaverde che illustrerà un ambizioso programma di formazione sulla realtà aumentata, mentre gli oltre 150 studenti presenti all' iniziativa presenteranno progetti realizzati nelle loro classi. L' evento potrà essere seguito in diretta streaming su: www.raiscuola.rai.it www.ilsole24ore.com www.knowledge.nuvolaverde.org www.reteconomy.it!-- Start WP.

