



# INNOVATOR CATALYST

New Business Models for Sustainable Urban Mobility



Modena 20-27 November 2015

Information pack

## Introduction

*Can innovative business models accelerate the transition to a low carbon mobility?*

The Innovator Catalyst on New Business Models for Sustainable Urban Mobility in Modena is part of the professional training offer developed within the Climate-KIC. It is addressed to professionals working on low-carbon urban mobility projects.

The 8 days of training experience will be supervised by Dutch transition experts and Italian coaches. They will take participants on a 'Sustainable Mobility Tour' based on experiential and in-depth learning experience. Blended learning approach will be used including peer-to-peer learning, online material, on-the-spot visits and assignments.

Join the innovator catalyst in Modena and be more competitive, innovative and expert in implementing business models in the sustainable mobility area.

## Goals

- Gain a systemic view of current mobility challenges.
- Acquire skills and competencies to overcome systemic barriers to sustainable mobility in own projects and beyond.
- Interact with peers and mobility transitions experts from across Europe.
- Build a solid network, become part of an active community of professionals and stimulate (international) crossovers between projects.

The Innovator Catalyst event in Modena should be seen as a start of what we call a 'Sustainable Mobility Tour'. This is to say that the tour does not end in Italy. Participants will return home with a 'Travel Guide' consisting of a rich portfolio of theoretical underpinnings, tools, skills, observations and practical experiences. It will also include a 'to do list' that will help participants continue their projects but in an enhanced way so that they can factually contribute to making a difference.

## Practical Information



### Modena: How to get to the city

The nearest airport is the Airport of Bologna "G. Marconi", which is about 40 Km far from Modena. From the airport there are several ways to reach the city.

#### **By bus (SETA)**

The Aerbus service from SETA leaves every 2 hours takes 1 hour to get from the Airport to Modena.

[http://www.setaweb.it/azienda/altri\\_servizi\\_aerbus.php](http://www.setaweb.it/azienda/altri_servizi_aerbus.php)

One way ticket costs 15€, round trip ticket 25€, ticket can be purchased on board.

#### **By train**

The BLQ city bus connects the airport to the main Railway Station (Bologna Centrale) every 10 minutes (it costs 6€ and the ticket can be purchased on board ).

From Bologna Centrale Railway Station there are train connections to Modena every 30 minutes approx.

Regional trains cost 3,75€.

Fast trains cost 11,50€

Tickets must be purchased at the ticket office.

#### **By Taxi**

At the airport taxi are available to Modena.

One way costs about 70€.



## Course Locations

### 20 - 22 November

ESPOMODENA

[www.espomodena.it](http://www.espomodena.it)

[Via Nicolò Dell'Abate 66](#)

41121 Modena

(An entrance is available also from the train station platform 1)

Espomodena is a hub for multiple initiatives to serve the city, easily accessible by railway station of Modena, and where is possible to find gastronomic products, conference areas, exhibitions and tourism services.



### 23 November

MODENA ENERGY AND SUSTAINABLE DEVELOPMENT AGENCY  
(AESS)

[www.aess-modena.it](http://www.aess-modena.it)

[Via Enrico Caruso 3](#)

41122 Modena

AESS is a no-profit organization founded in 1999 with the support of the EC SAVE II Programme and it is primarily involved in the promotion of renewable energy sources, energy efficiency, reduction of energy consumption and sustainable mobility among Local Authorities, SMEs, private and public organizations, schools and consumers.



### 24 -27 November

SALA EX-ORATORIO

[www.palazzodeimuseimodena.it](http://www.palazzodeimuseimodena.it)

Palazzo dei Musei

[Largo Porta S. Agostino 337](#)

41121 Modena

Sala ex-oratorio is located inside the Palazzo dei Musei, which is the city galleries and museum compound. Palazzo dei Musei hosts the National Gallery Estense, where is possible to visit the Duke of Este family art collection, which consists of paintings and sculptures dating back to the early Renaissance. Located on the ground floor is the Biblioteca Estense, where there are one of the country's most valuable collections of manuscripts, letters and books, including the most decorated Bible in existence, the Bibbia di Borso d'Este.



## Accommodation

### Suggested Hotels

We have negotiated special prices for the Innovator Catalyst participants with the following hotels, please ask for the "INNNOVATOR CATALYS" tariff when you reserve by email:

#### **HOTEL LA STELLA D'ITALIA**

[www.hotellastelladitalia.com](http://www.hotellastelladitalia.com)

[info@hsmodena.com](mailto:info@hsmodena.com)

Via Paolo Ferrari 3

41121 Modena

Tel. +39 059 222584

Single room (breakfast and tax included) 57€ per night

#### **BEST WESTERN HOTEL LIBERTÀ**

[www.hotelliberta.it](http://www.hotelliberta.it)

[info@hotelliberta.it](mailto:info@hotelliberta.it)

Via Blasia 10

41121 Modena

Tel. +39 059 222365

Single room (breakfast and tax included) 81€ per night

#### **BEST WESTERN PREMIER**

[www.milanopalacehotel.it](http://www.milanopalacehotel.it)

[reservations@milanopalacehotel.it](mailto:reservations@milanopalacehotel.it)

Milano Palace, Corso Vittorio Emanuele II, 68

41121 Modena

Tel. +39 059 223011

Single room (breakfast and tax included) 132€ per night

# Programme

## Thursday 19th November

Arrival in Modena  
15:00-19:00 IC check-in at ESPOMODENA

## Friday 20th November - ESPO

12:00-13:00 Registration and welcome from ASTER Emilia Romagna RIC  
13:00-14:00 Lunch  
14:00-16:00 Introduction to the Programme and to the Travel Guide,  
16:00-16:10 Coffee break  
16:10-18:00 Getting to know each other  
20:00 Welcome Dinner

## Saturday 21st November - ESPO

9.30-11.00 Introduction to Multi Level Perspective  
11:00-11:15 Coffee break  
11:15-13:00 Dealing with barriers  
13:00-14:30 Lunch  
14:30-16:00 Introduction to Strategic Niche Management and assignments  
16:00-16:15 Coffee break  
16:15-18:00 Working on travel guide and evaluation

## Sunday 22nd November - ESPO

9.30-11.30 Actor analysis assignments  
11:30-11:45 Coffee break  
11:45-13:00 Introduction to visioning and backcasting  
13:00-14:00 Lunch  
14:00-15:45 Working on travel guide and evaluation

## Monday 23rd November - AESS

9:00 Transfer to AESS  
9:30-11:30 Introduction to business models and business model mapping and assignment  
11:30-11:45 Coffee break  
11:45-13:00 Preparation of the study visit  
13:00-14:00 Lunch  
14:00-18:00 Study visit

## Tuesday 24th November – Palazzo dei Musei

9:30-11:00	Introduction to regime barriers and business model innovation
11:00-11:20	Coffee break at the museum with short visit at Lapidario Estense
11:20-13:00	Working on travel guides
13:00-14:00	Lunch
14:00-15:30	Expert session
15:30-15:45	Coffee break
15:45-18:00	Informal session on sustainable business models

## Wednesday 25th November – Palazzo dei Musei

9:30-11:00	Introduction institutional settings and business model design and assignment
11:00-11:20	Coffee break at the museum with short visit at Museo Civico
11:20-13:00	Expert session
13:00-14:00	Lunch
14:00-15:30	Assignment on institutional settings and business model design
15:30-15:45	Coffee break
15:45-17:00	City tour

## Thursday 26th November – Palazzo dei Musei

9:30-11:00	Expert session
11:00-11:20	Coffee break at the museum with short visit at Gipsoteca Graziosi
11:20-13:00	Updating Travel guides
13:00-14:00	Lunch
14:00-14:30	Climate-KIC opportunities
14:30-15:30	Individual feedback sessions
15:30-15:45	Coffee break
15:45-18:00	Individual feedback sessions
20:00	Farewell Dinner

## Friday 27th November – Palazzo dei Musei

9:30-11:00	ASTER, Emilia Romagna RIC, presents Climate KIC education and entrepreneurship opportunities
11:00-11:30	Coffee break at the museum with short visit at Biblioteca Estense
11:30-13:00	Final evaluation of the programme
13:00-13:30	Lunch
13:30-14:30	City tour and goodbye

## Coaches

### Anna Wieczorek

Eindhoven University of Technology, School of Innovation Sciences  
VU Amsterdam, Institute for environmental studies

Coach PiP, coordinator Innovator Catalyst Valencia, lecturer/researcher in the field of transition studies with mobility as one of the major empirical domains.



### Boukje Huijben

Eindhoven University of Technology, School of Innovation Sciences

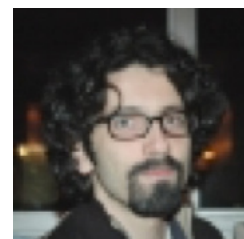
Coach PiP, project manager Eindhoven Energy Institute, researcher/lecturer in the field of transition studies and business models.



### Gianluca Avella

Modena Energy Agency

PIP regional coach, project manager at AESS, he has a deep experience in educational and training activities, project manager of a number of EU projects and consultant providing sustainable services for the public and private sector.



### Lydia Sterrenberg

Climate-KIC

Coordinator and Coach Pioneers into Practice (PiP).





## Experts

### Matteo Pozzi

Advanced tools and methodologies for Logistics Optimization, MSci in Physics, CEO of Optit, with over 15 years of management consulting experience, including business transformation projects in the Utilities, Finance and Retail industries in Italy and the UK.

### Carlo van de Weijer

Dr.ir. Carlo van de Weijer, vice-president Traffic Solutions at TomTom, will lead the TU/e 'Smart Mobility' strategic area from 1 March. This is where the university clusters the strengths of the TU/e research groups that excel in relevant fields for the automotive and logistics sectors.



### Ferenc Kis

Head of Environmental Protection at Budapest Airport, nature conservation expert and environmental management consultant. Ferenc has been working in over 30 countries throughout Africa, Asia and in Eastern Europe. He led nature conservation programmes for the World Wildlife Fund for Nature, coordinated national park management plans for governments, developed and implemented EU funded projects together with private companies.



He has special interest in local renewable energy solutions and green economy development. Recently he is deeply involved in the environmental challenges of the aviation industry and sustainable airport management.



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