

Your market for mobility

Global Forum
Bucharest, October 19, 2009
Dr. Jakob H. Rasmussen, Chairman

MAKING LOCAL GOVERNMENTS IN DEVELOPED COUNTRIES JUST 1.5% MORE EFFICIENT WOULD FREE ENOUGH RESOURCES TO SOLVE THE WORLD'S BASIC PROBLEMS

The UN estimates EUR 55bn / year would solve all the world's basic problems such as clean drinking water, sanitation, basic health care, and basic education

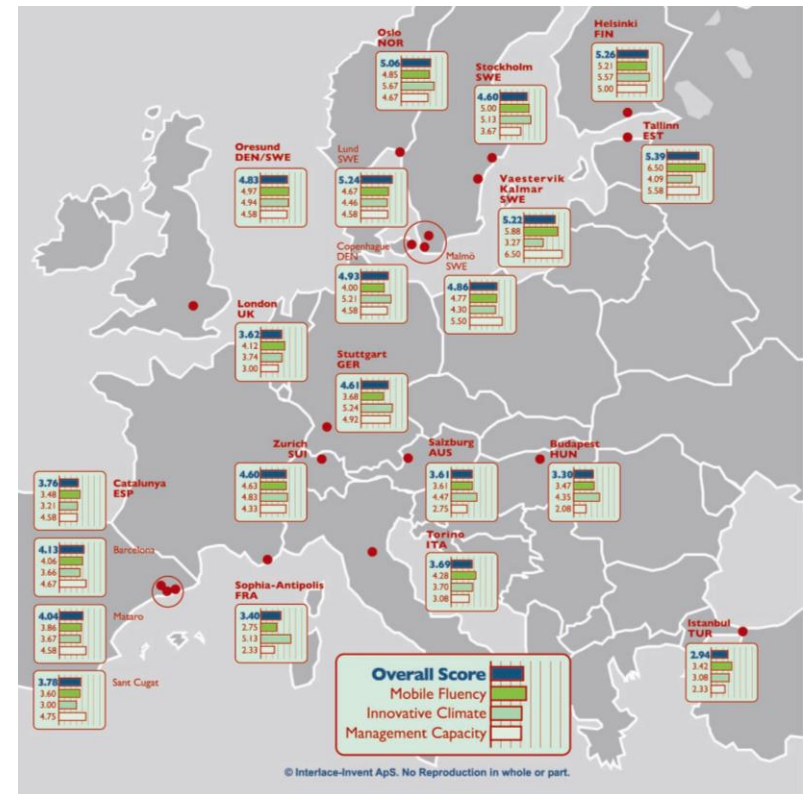
**THERE ARE 567,000 LOCAL
GOVERNMENTS IN THE WORLD**

WHO HELPS THEM TURN THEIR CITIES INTO INNOVATION HUBS?

Europe has an abundance of innovation, but these are often secluded to local 'market islands'



Competency Landscape 2008



Mobile Readiness 2006

Public procurement is in-transparent and in-efficient

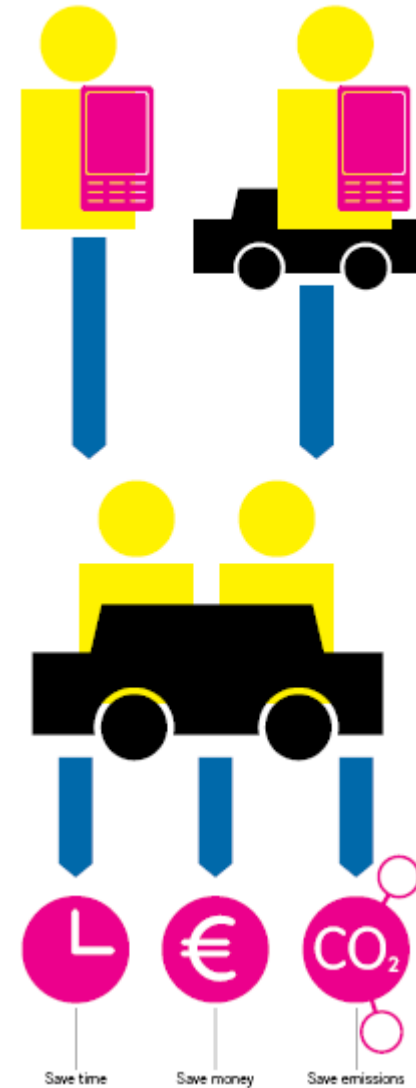
Transparency Ranking of Spanish cities
(Service Procurement Category)¹



Smart Transport



Car sharing



iCarYou expansion



CAN WE TAKE AN INFORMED LOOK AT BUSINESS CASES?

Smart Health

Pedestrian accessibility

Electronic Assistance for Disabled and Elderly Pedestrians & Travellers

Challenge

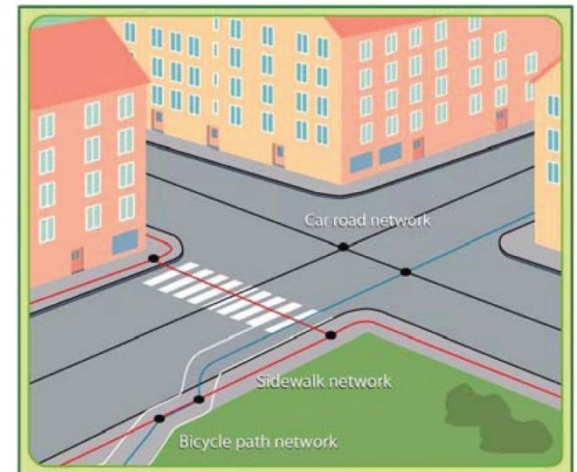
e-Adept provides a mobility enabling solution to increase pedestrian accessibility for elderly people and people with disabilities. The service facilities are offered via a mobile telephone or PDA with integrated telephony capabilities. The positioning unit is based on GPS and inertia navigation equipment. The combination of these technologies allows for navigation in both urban areas and indoors.

Solution

Unlike several existing navigation solutions, e-Adept is based on a digitalized road network for pedestrians and cyclists.

Results

Combined with a precise and reliable positioning system, the e-Adept solution provides a much more detailed route indication for the pedestrian user than would the use of road maps aimed at automobile drivers. The pedestrian route network also makes it possible for the user to be guided along side walks, pathways and pedestrian crossings



e-Adept

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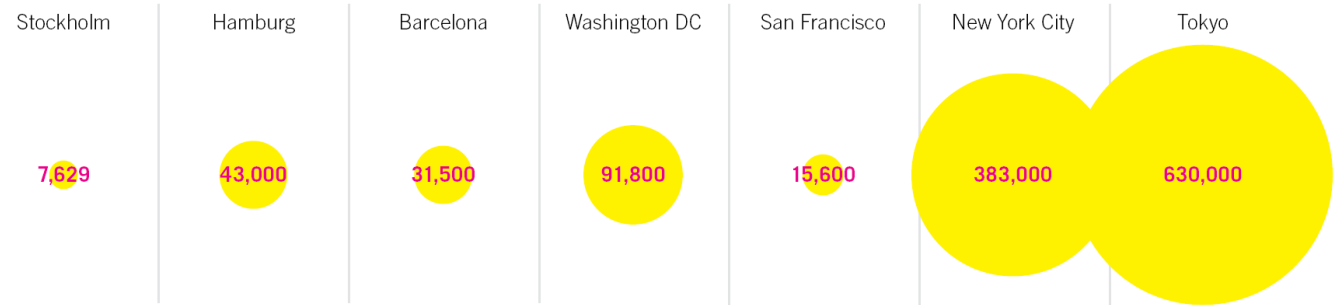




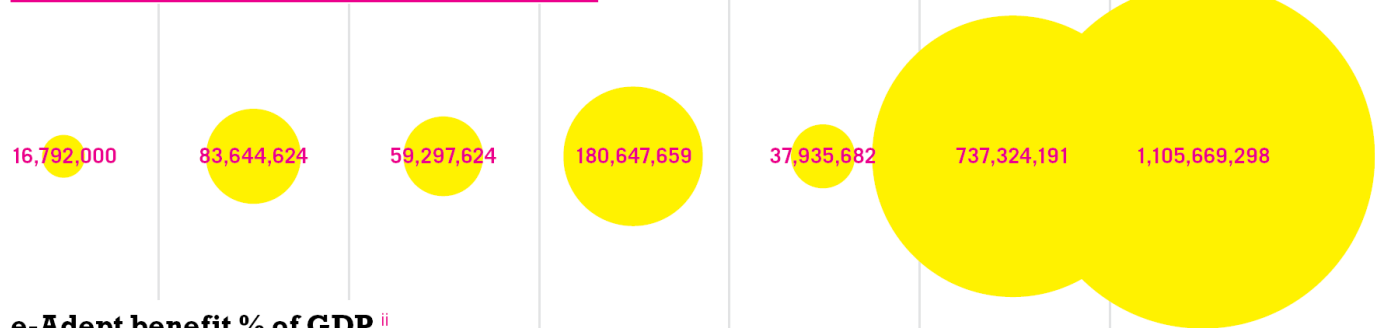
Value for Stockholm

Benefit to local economy	1,236,249
Benefits to visually impaired citizens	7,200,000
Benefits to relatives	2,400,000
Benefits to government	6,325,000
Cost of e-adept system per year	369,000
Total immediate benefits	16,792,249

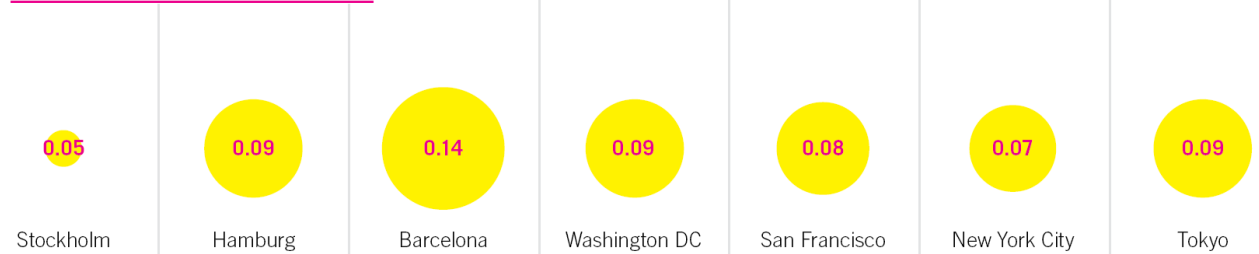
Blind and visually impaired citizens ⁱⁱ



Potential value creation of e-Adept (EUR) ⁱⁱ



e-Adept benefit % of GDP ⁱⁱ



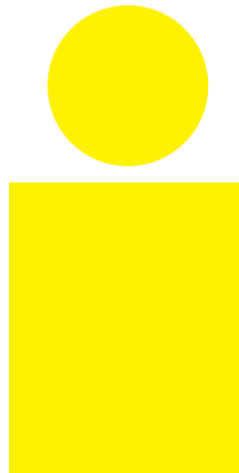
ⁱⁱ Astando, Local and National Statistics Offices, WHO
City Governments, US Census
National Centre for Health Statistics
City of Stockholm

Smart Health

Pedestrian accessibility

Electronic Assistance for Disabled and Elderly Pedestrians & Travellers

**16M NEW JOBS
GLOBALLY**



**EUR 33.45BN
VALUE
CREATED**

side walks, pathways and pedestrian crossings

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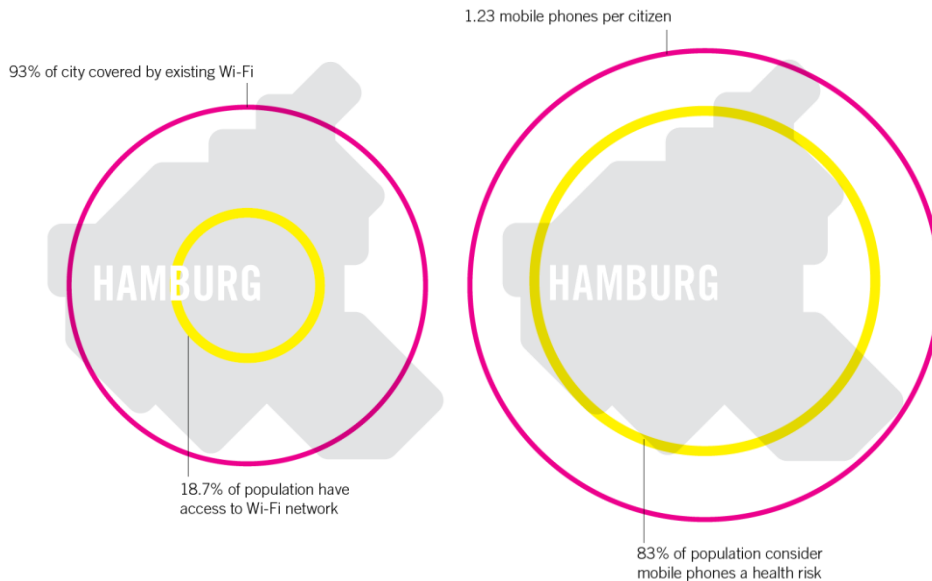
Demand-driven Innovation

Promoting cities as laboratories and lead markets for service innovation.

- » Identify demand in cities for high-technology services
- » Calculate societal & economic upsides to develop business cases and ensure sustainability
- » Open innovation in involving multiple stakeholders, including cities, firms, research
- » Involve citizens in user-driven innovation, in design of services and solutions
- » Position services in global supply chains, to ensure long-term scalability of solutions
- » Targeting immediate and real strategic needs to ensure impact



Fear of a Mobile Planet.

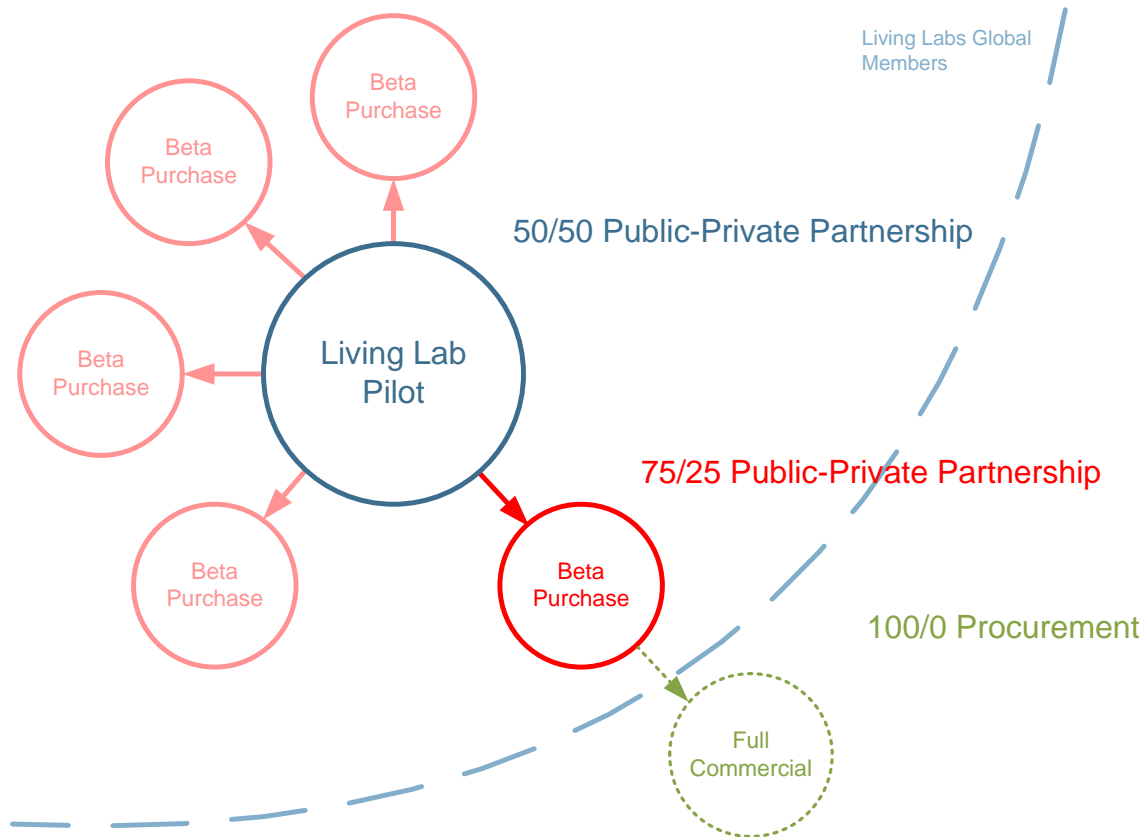


**19% have access to
93% coverage which
85% fear.**

182,015	WIFI hotspots in Hamburg
10	Citizens per hotspot
700	Aggregate coverage of hotspots in km2
93	% of city area could be covered by existing WIFI hotspots
19	% of households with access to WIFI
960,000	Number of Wifi hotspots needed according to existing model to reach 100% population.
85	% of citizens of Hamburg which see mobile radiation as a major health risk

DOES IT SCALE?

Reaching Critical Mass through Partnerships



YOUR EUR 256,789, 611,907 OPPORTUNITY

HOW MOBILITY SERVICES
SHOULD CHANGE OUR CITIES
A HANDBOOK

Aida Esteban Millat
Sascha Haselmayer
Jakob H Rasmussen

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Innovation is about markets



Mapping mobility: show your potential.

mWatch Surveys on Mobile Readiness continually expose emerging markets, leading communities and projects that drive global innovation and mobility services.

Matchmaking: your alliances and markets.

We organise users to build your markets; help you build partnerships with companies, public leaders and researchers; and find entrepreneurial talent for your ventures.

The World has 6,711,881,616 innovators. Why wait for markets, when you can create them?

We find local problems that are global opportunities. Together, we deliver the solutions.

Join us in building the world's leading marketplace for mobility.

Make it happen: Highlight projects.

Jointly, we define new service concepts, support the implementation of mobility services, and find project funding through investment, industry contracts, EU programmes and public tenders.

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