**Symposium ´Vision: Urban Innovation´**

**Main Quotes from the Presenters**

**Paula Verhoeven, Director General Department of City Development – City of Rotterdam**

“The brand of Rotterdam shines more brightly than ever. The city was recently named by Lonely Planet as the fifth best city in the world to visit. Ten years ago, Rotterdam was on very different lists!”

“With the new railway station, De Rotterdam building and the new market hall, Rotterdam is the place to be at the moment. The Rotterdam of today is a collaborative effort – the people, the institutes, the entrepreneurs and the Government.”

“We want Rotterdam to be an inspiration to other delta cities going through transformation.”

“We use transport systems that have the minimum effect on people – cycles, trams and EVs are the future.”

“We want to turn Rotterdam into a city with clean air measures – such as a reduction in the exposure of people to carbon and nitrous oxides; investment in cleaner traffic, an expansion of the low emission zone; more EV charging stations (there are 1400 in place at the moment).”

“We are trying to improve the air quality of our own city vehicles too.”

“If drivers want to come to the city by car, we prefer they come with a clean car, preferably an electric vehicle.”

“These initiatives on clean air make the city cleaner and economically stronger.”

“As for the concept of the EV sharing at Timmerhuis, we are really sure that this is an excellent example and we hope that stakeholders in the city find themselves in similar partnerships. That’s what we need to make our city stronger and healthier.”

**Heleen Herberts, CCO Heijmans**

Cities are on the move and they demand new ideas, new proposals, new designs every day – in safety, air pollution, noise pollution and energy neutrality. There are some tangible steps being made in the right direction.”

“As the municipality discourages car use in the city, we could only build parking into one level of Timmerhuis – not enough for all residents.”

“The younger generation favours the use of a car over the possession of a car – sharing is the new owning.”

“So for Timmerhuis we bought two and chose EVs – BMW i3s – because our customers want cars that are clean, ready to use and reliable at all times. We believe that BMW makes the Timmerhuis brand stronger and better.”

“Partnering with BMW improves the concept. They (BMW) challenged us to provide charging for the cars.”

“We are convinced that these cars will contribute to the Timmerhuis community. It’s the first building in The Netherlands with an integrated partnership like this.”

“You can only make a difference while working with partners – in an unusual partnership in this case. It’s about bringing the best ideas together. No guts, no glory!”

**Reinier de Graaf, Architect, partner at OMA and director of its research studio AMO**

“I don’t know what e-mobility is. The more I hear about ‘smart’, the more I feel stupid.”

“If you search on Google for ‘smart’, ‘buildings’ and ‘the future’, you are given no real answers.”

“Any building that is built is a percentage of its original intention. There is a difference between looking modern and being modern.”

**Tony Douglas, Head of Strategy, BMW i Mobility Services**

*He described the successes of the various BMW i Mobility services which are targeting BMW’s youngest consumer group – Park Now, Charge Now (world’s largest network of charging infrastructure and the only network in China), Drive Now (500,000 customers). He said that BMW I Ventures has invested in 12 different e-mobility start-up companies.*

“We are often asked why we are doing all this. It’s about additional business.”

“We are now entering a ‘demand economy’ especially with cars. One does not kill the other – for example 80% of Uber users in the USA own a car of their own.”

(*On asking how many people used their car to reach the symposium and had left it parked somewhere, he said*) “You are paying a lot for an asset that you won’t use much – maybe as little as four per cent of the time.”

“We need to match smart supply with smart demand because if not, we are wasting resources.”

“Urban mobility has to become cool. It’s often not seen as cool or sexy. The Copenhagen success (i3 car sharing) is because Drive Now IS sexy.”

“Space is the most limited resource in a city. Parking takes up a valuable amount of space and cities would much rather have cafes, bus lanes and trees in the streets. Up to 20 per cent of a journey is taken up by looking for a space in which to park. Park Now aims to get those people off the streets.”

“This is about stakeholders having a common cause and purpose.”

“There is four times more money going into smart mobility today than was being invested in social media four years ago. It’s going to be massive business and it’s attracting smart brains into the industry.”

“This is a quote from a journalist about us: ‘BMW has seen, if not the future, then at least a credible version of it.”

**Professor Dr Wolf Ketter, Future Energy Center, Erasmus University**

“Electric vehicles can be the Rosetta Stone for the electricity grid by removing volatility of supply, because of the storage ability of the batteries. This means the car can become a virtual power plant.”

“We need to work in energy collaborations in a highly intelligent fashion to create the smart city of the future, where the smart market becomes the smart, sustainable market.”

“In 2020, 20 billion devices will be connected to the cloud and we are facing a cognitive overload…and it’s getting worse!”

“The smart market is an allocation-based market where a resource is directed to the people who need it the most.”