

e_m**ob**

EMOBILITYFESTIVAL

23-24-25 OCTOBER 2024

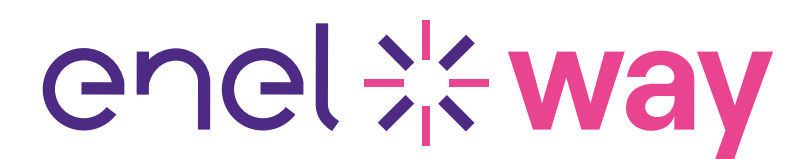
8TH NATIONAL ELECTRIC MOBILITY CONFERENCE

Piazza del Duomo and Palazzo Giureconsulti, Milano

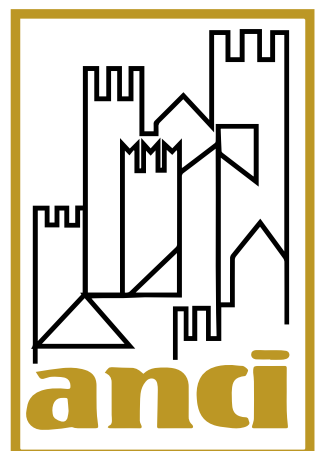
Who



PROMOTING COMMITTEE



SCIENTIFIC COMMITTEE AND PATRONAGE



What is e_mob



It's the permanent table and the Italian community of mobility stakeholders electricity:
businesses, public administrations, bodies research, organizations and nonprofits committed to realize and tell the story of zero-emission mobility.

Since 2016 **e_mob** has been the annual national conference on the present and future of every form of electrical mobility in Italy and represents the main moment of institutional, technical-scientific and cultural debate on these issues in our country.

e_mob is also a festival with exhibitions open to professionals, schools and the general public in where it is possible to see the vehicles "on tap" up close such as buses and electric proximity vehicles, but also try the driving experience of different types of vehicles: micro mobility models, pedal-assisted bikes, scooters, motorbikes and electric cars.

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Showcase



e_mob is the ideal showcase for all stakeholders who are investing in the electric mobility sector.

Companies, sector associations, start-ups and institutions will be able to meet, talk and exchange ideas and projects, in order to develop their network of contacts and promote their brand.



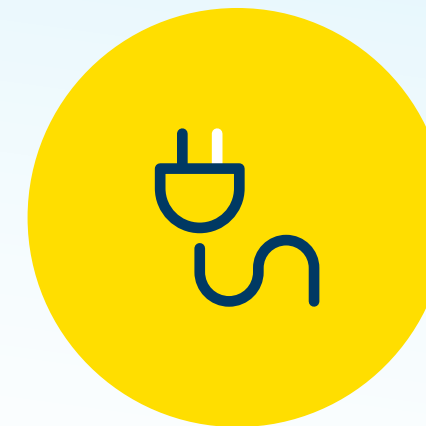
E-BIKE
ELECTRIC MOTORCYCLES



PUBLIC TRANSPORT
ELECTRIC CARS
BICYCLES AND MICRO MOBILITY



FINANCIAL SERVICES
CIRCULAR ECONOMY
SHARING



ENERGY PRODUCTION
CHARGING SYSTEMS
PUBLIC UTILITY SERVICES



ELECTRIC BOATS
COMMERCIAL VEHICLES
AIR MOBILITY

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Denomination



Attending **e_mob**, thus becoming part of its Community, means not only enjoying a **high-profile institutional** showcase during the days of the event, but also being continuously introduced for the entire course of the year in a circuit of relationships and information regarding the decision-making processes and policies relevant to the sector.

We facilitate the relationship with the public administration, helping companies to contribute to the application of current legislation and in the process of decarbonisation of transport.

- › **Meetings** with the most important players in the sector in the heart of
- › **Work days** dedicated to specific transversal targets (institutions, technicians, general public)
- › **Insights** and analysis of market trends and its future developments
- › **Insights** into the concrete impacts of topics included in the e_mob 2023 paper
- › **Participation in projects** that the community e_mob industrial company is able to start construction within 2026
- › **Exhibition showcase** in the prestigious Piazza del Duomo of Milan, with a passage of hundreds of thousands people per day
- › **Increased visibility** and connection of brands to theme of sustainability
- › **Meetings** with new potential partners and customers

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Program

The structure of the **8th National Electric Mobility Conference 2024** is still being defined, but there will certainly be particularly significant moments, such as the presentation, in the presence of high institutional officials, of the proposals emerging from **e_mob 2023**, in-depth thematic meetings and tables, also in light of the Recovery Plan and its impacts on electric and sustainable mobility, with projects that can be built by 2026, in order to be financed by the European Union.



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Experience

e_mob is not a fair, but an awareness and dissemination event.

For this reason on the sidelines of the Conference and which one its natural complement, is expected an area in which companies are invited to concretely show the opportunities and innovations for the world of sustainable mobility, with a layout that is not merely commercial, but which, reflecting the meaning and spirit of the initiative, is homogeneous for everyone the participants in the exhibition, despite the possibility of making the presence of each.



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Where

e_mob takes place in a unique context for beauty, prestige and visibility, between Piazza del Duomo and Via Mercanti, in Milan.



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8th Conference



The national conference will be held, as already happened in the previous two years, at Palazzo Giureconsulti, which overlooks the corner between Via Mercanti and Piazza del Duomo, on the 23rd, 24th and October 25th.

Attendance in person is expected upon registration. The proceedings will also be broadcast live.



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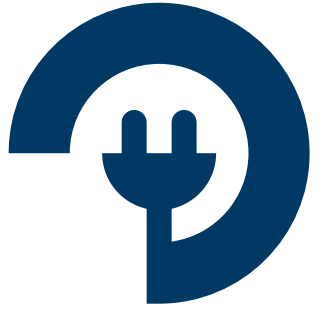
Exhibition

The exhibition part will be held from **23 to 25 October** with stands and experiential activities between Via Mercanti and Piazza del Duomo.



#e_mob2024

e_mob 2024 is about:



› Energy communities

The publication of the implementing decrees is the necessary premise for the launch of "energy communities", which will see electric mobility, as an energy-intensive sector, among the fundamental players for their economic sustainability.

› Urban transport of goods

Road freight transport involves just over 2% of vehicles in circulation, but causes over a quarter of the emissions produced in Europe by road mobility. This is why it's essential to work to create a sustainable public-private freight transport chain. The role of the Ferrovie dello Stato Group, through his companies Mercitalia Intermodal for transport and Sistemi Urbani for infrastructure, will be decisive, but it's the entire supply chain that must be involved and supported.

› Soft and urban mobility

To encourage the use of public transport, sharing, bicycles, microcars and cargo bikes, it's necessary to support and help companies engaged in the sector to make their products known as alternatives to classic private 4-wheeled vehicles in urban areas.

› White certificates

It's necessary to activate the path that leads to the possibility of issuing "white certificates" to companies operating in the freight transport sector, thus making a significant economic contribution to those who invest in the purchase of sustainable vehicles.

› The new regulations on charging facilities

Since 2020, when the Government issued the legislative decree of 16 July 2020, n. 76, on the "Simplification of the rules for the creation of electric vehicle charging points and stations", times have changed and municipalities must adapt to the new technology that allows EVs to be recharged quickly and with great power. This is why it is important to connect municipalities and CPO companies that provide charging services.

› Regional policies on air quality

Stimulate discussion with the Regions on air quality policies and on the actions to be developed in the Regional Air Quality Intervention Plans (PRIA), after Italy suffered from the Court of Justice of European Union which provides, among other things, that the Regions of Piedmont, Lombardy, Veneto and Emilia Romagna update their respective air quality plans, modifying the relevant implementation measures where necessary.

› Mobility and innovative transport

China has issued the first government certification for the transport of passengers to the drone company EHang. Amazon and others are already transporting goods to urban areas. SEA has presented a plan for the opening of 14 heliports in Lombardy. A sector in great turmoil, which deserves to be explored in greater depth.

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Communication 2023



+115

JOURNALISTIC
ARTICLES AND
SERVICES



2⁵⁰⁰

PRESENCE
ACCREDITED
VIA WEB



573

NUMBER OF PEOPLE
REGISTERED IN
PRESENCE ON THE DAY
OF THE CONFERENCE

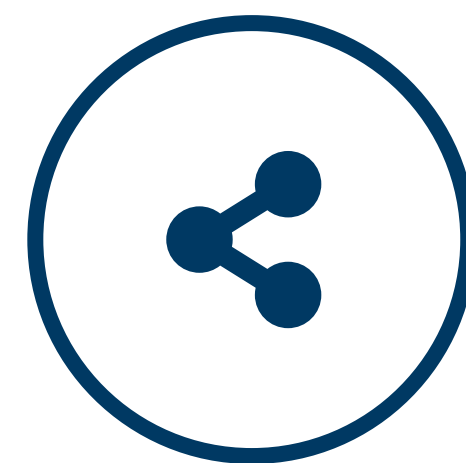


250⁰⁰⁰

PEOPLE WHO TRANSIT
IN PIAZZA DEL DUOMO
AND VIA MERCANTI



OFFLINE
PRESS OFFICE

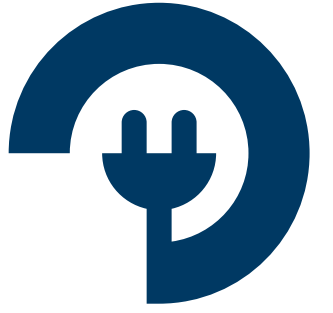


ONLINE
WEBSITE AND SOCIAL NETWORKS



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e_mob Communication plan 2024



- Sending of 2 the **e_mob newsletter per month** to the address book (35,000 contacts)
- Special “**Electric coffee**” dedicated to the event
- **200 signs** (120x70) outside surface vehicles (particularly on electric buses)
- **200 posters** (100x140) in the city of Milan
- **4000 posters** (70x100) in the territory of Milan city, metropolitan area and the main capitals of province of Lombardy
- **150 shelters** of the Milan Metro (all metro lines)
- **1 spot** on the Up Tv video circuit in the subway for 2 weeks with several daily spots
- **Publication of 1 newsletter** on the website of the members of the promoting committee (A2A, ATM, Innovatec, Ferrovie dello Stato, Enel, Municipality of Milan, Lombardy Region and Chamber of Commerce Milan Monza Brianza Lodi)
- **Publication of news** in the newsletter of the members of the aforementioned promoting committee
- **Finalization of press releases** with interventions from event participants
- **Management** of press and in-depth requests
- **1 commercial on the videobus circuit** for 2 weeks with several daily commercials

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Participation

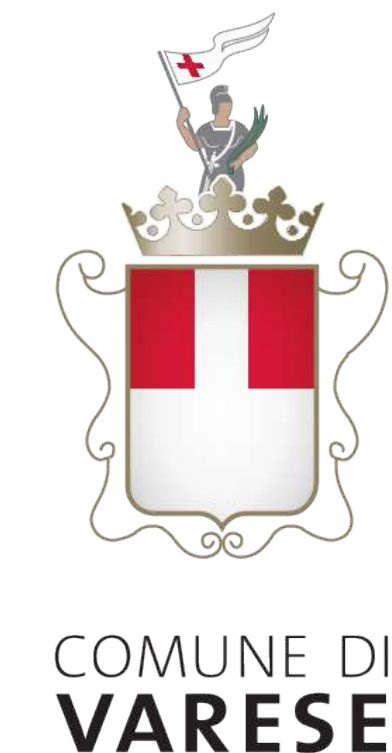
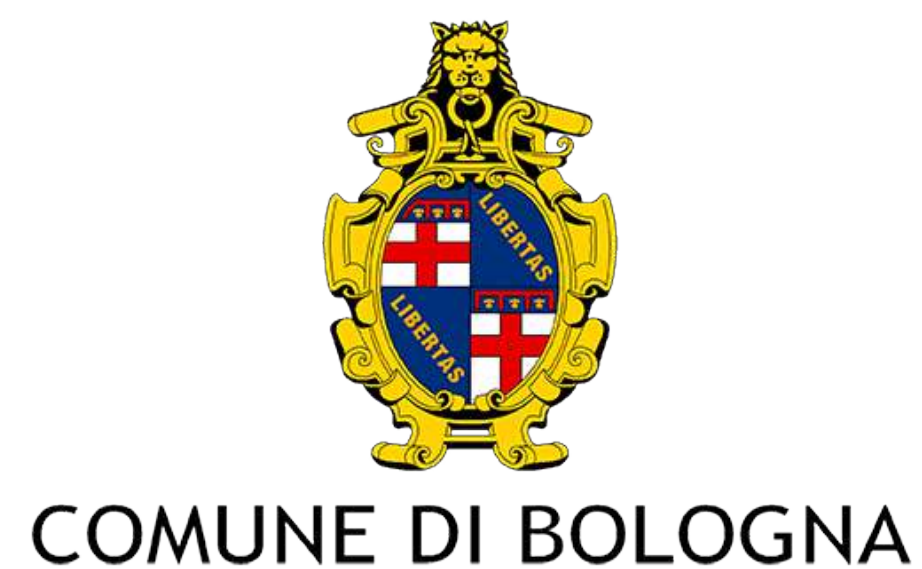
For institutions, entities and companies interested in joining the **e_mob Community**, diversified and personalized membership and sponsorship formulas are possible, with regards to both the inclusion of their contents and interventions within the Conference and their presence in the exhibition areas.

Contact us to evaluate together the best solution.



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Cities promoting the Metropolitan paper



The **Metropolitan Electric Mobility paper**, signed by over 150 Italian municipalities over 20,000 inhabitants, is a guide document created during e_mob 2017 with the aim of involving and educating cities and municipalities towards one more sustainable and cleaner mobility. Many municipalities are convinced of its importance of electric mobility, but often do not know how to concretely activate it.

There are several municipalities convinced of the importance and benefits of electric mobility, but in many situations they do not know how to concretely activate it.

E_bike space



CONSCIOUS TRANSITION



e_bike space

The **e_bike space** aims to accompany people in a conscious transition towards a new way of experiencing urban travel with training, educational and information activities on products and their use.

- SHARED EXHIBITION SPACE
- GAZEBO AND CARPET
- 1 NEWSLETTER ARTICLE
- LOGO EXPOSURE



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EMOBILITYFESTIVAL

Coordination by



Class Onlus - Comitato per l'ambiente e lo sviluppo sostenibile

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Technical organization by



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