

A world map with several regions highlighted in teal, including parts of South America, Africa, India, China, and Southeast Asia. The map is set against a light gray background.

# Reverse Innovation: Rethinking Urban Transport through Global Learning

on September 18th 2017 in Berlin

Since their industrialization, German cities have developed highly efficient transport systems. For many years, Germany has been an inspiring destination for delegates from emerging cities in Asia, Africa and Latin America interested in sustainable development solutions. Germany is not only the country of origin the automobile and the bicycle, but also of traffic solutions such as the suburban railway systems, transport associations and car sharing. At the same time German cities and companies get inspired by foreign businesses. Uber comes from the United States, electric busses from China and flexible delivery services via app are daily routine in India and Indonesia.

In the context of the European Mobility Week (September 18th to 22nd 2017) and in parallel to the Transport and Climate Change Week (by GIZ on behalf of BMUB) the German Umweltbundesamt (UBA) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) are jointly hosting the event "Reverse Innovation – Rethinking Urban Transport through Global Learning" focusing on urban mobility. The aim is to exchange ideas on how German cities can learn from abroad.

In light of the challenges of digitalisation and decarbonisation of transport and mobility mutual learning is more important for cities than ever before. Cities can rely on a wide range of experiences in the European Union, which has been promoting city networks and bringing together urban mobility actors for many years. But it is also worth looking beyond Europe's borders. The buzzword „Reverse Innovation“ indicates that cooperation with developing and emerging countries is not a one-way street. In the 21st century cities engage and inspire each other globally.

# Agenda

---

13:00 - 14:00 **Registration**

---

14:00 - 14:15 **Introduction and Overview**

Christian Hochfeld, Executive Director Agora Verkehrswende

---

14:15 - 14:45 **Keynotes on (Reverse) Innovations in Urban Mobility**

- Dr. Christoph Beier (Member of GIZ Management Board)
- Maria Krautzberger (President of the German Environment Agency)

Launch of the joint UBA-GIZ brochure „Rethinking urban transport through global learning“

---

14:45 - 16:00 **Innovations in Developing and Emerging Countries**

Presentations of Innovations from abroad (10-15 min. each)

- Samira Negm, Founder Raye7 (Urban carpooling app, Egypt)
- Shengyang Sun, Project Manager, Sustainable Transport in China (Electric buses, China)
- Dr. Kalpana Viswanath, Co-Founder SafetiPin (urban safety data-crowdsourcing platform, India)

Q&A (30 Min)

---

16:00 - 16:30 **Coffee break**

---

16:30 - 17:45 **Panel Discussion: How to reverse innovations?**

Moderator: Christian Hochfeld, Director, Agora Verkehrswende

- Burkhard Horn, Head of department Environment, Transport and Climate Protection, City of Berlin
- Dr. Udo Hartmann, Head Group Environmental Protection & Energy Management, Daimler AG
- Robert Follmer, Head of mobility and regional research, INFAS
- Yang Li, UK Commercial Director, Mobike

---

17:45 - 18:00 **Closing Remarks**

Dr. Christoph Beier (Member of GIZ Management Board) and Martin Schmied (Head of Division I 3 Transport, noise and spatial development, UBA)

---

18:00 - 19:30 **Joint reception with the (international) participants from the Transport and Climate Change Week (18-22.9.2017)**

---



**Participants:**  
ca. 100 people



**Target group:**  
interested professionals (from urban development, mobility as well as foundations, research institutions) and government representatives.



**Place:**  
GIZ's Berlin Representation  
Reichpietschauer 20  
10785 Berlin



**How to get here?**  
The public transport stop is Mendelssohn-Bartholdy-Park at subway (U-Bahn) line 2 or bus line M29, M48 and M 85.