[redacted]

Van: [redacted]
Verzonden: maandag 14 februari 2022 18:04
Aan: [redacted]
Onderwerp: FW: Concept intro Sharon

Met vriendelijke groet,

[redacted]

CTO Innovatieteam

Gemeente Amsterdam

[redacted]

Van: [redacted]
Verzonden: vrijdag 23 oktober 2020 0:54
Aan: [redacted]
CC: [redacted]
Onderwerp: RE: Concept intro Sharon

Hi [redacted],

Thank you for this! And apologies for the slow reply on the agenda for the meeting. I will be in touch during my morning tomorrow to Sharon and [redacted] regarding the agenda for the first two calls (the same agenda will be used for both). I just sent an email to [redacted] regarding scheduling of subsequent workshops. I added you to the email in case it is helpful. I think there is some confusion regarding the number of calls I'll need Sharon for in November and December—I know it is a lot so please let me know if you think this will be an issue.

Thank you!

[redacted]

From: [redacted]
Sent: 22 October 2020 04:59
To: [redacted]
Cc: [redacted]
Subject: Concept intro Sharon

Hai [redacted],

How are you?
We have made a concept intro for Sharon for the coming up meetings next week and the week after.
Is this what you have in mind?

Kind regards,

[redacted]

- Introduction Sharon Dijksma, deputy mayor and role within Global Future Council:
    - I am Deputy mayor of Amsterdam, responsible for transport, traffic and air quality and programs as Clean Air Action plan, Smart mobility programme and a Implementation Plan to reduce the footprint of cars and to tighten the parking policy.
    - Since 2018 Co-chair of the workgroup Future of Mobility. Last year was in interesting period where we as workgroup worked together on different topics e.g. about the role of cities on data sharing, collaboration with different companies and platforms and on logistics
    - Last year I was together with Uber responsible for the City Mobility Charter. Together with the working group we wrote down a a general framework consisting of eight principles that will assist in defining the relationship between cities and businesses to ensure that the goals of each are accomplished in a mutually supportive way.
    - These principles serve as a blueprint for existing collaborations between cities and corporations, as well as future partnerships.
    - I'm proud that we are here now for the second year!

- Importance of WEF and collaboration opportunities
    - We have big challenges ahead of us to keep our cities livable and Covid-19 is not making things easier. Both private and public parties are trying the keep their citizens, employees safe and facilitate where it is possible

    - Especially in this period this working group can really help to collaborate and to share knowledge, secure that the goals of cities and mobility partners are accomplished in a mutually supportive way while the basic mobility needs of users are prioritized above all, and stimulate innovation.

    - Covid-19 is accelerating certain transitions like the digital transformation and working from home, but also exposes our vulnerabilities as cities, like the lack of space and clean air. It emphasis what we already knew and makes our goals even more urgent; the importance of livable cities and the role of mobility.

- Examples from Amsterdam we would like to work on with this group and exchange knowledge
    - Amsterdam Guidelines: We need to work together to keep the city liveable and don't want to be surprised by new players that provide new mobility services in the public space. As cities have to take more control on the data and collaborate with different partners.

      We are therefore establishing Amsterdam guidelines which mobility operators and platforms will have to follow if they want to be active here in the public space. These guidelines help us to create a level playing field and to strengthen our data position.

      This will help us to anticipate on crowds and traffic, and inform travellers about the (real time) options to move from A to B through the city. This contributes to the livable city we are working on.

    - Future mobility management : We are workings towards the future mobility center. We do this via collaborations with different partners.

An example is the Intelligent Use of Public Space within the 1,5 meter society, a pilot we started this summer in a central area in the city. We use several data (real-time and historical) from our central data platform and our crowd monitoring system for pedestrian.

And then we inform residents, businesses and visitors about the business in the area, so they can e.g. make an informed decision about visiting the area or not.

- I would really like to challenge you this year to strengthen the collaboration on these topics. And also use the knowledge in this group to play an important role for the future of mobility.

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