



5th Annual Conference

CLEAN BUSES IN EUROPE

May 11-12, 2022

Hotel Sofitel Legend The Grand, Amsterdam, The Netherlands

Hosted by: Global **Mass Transit**

Sponsors:



Coffee Sponsor:



Lanyard Sponsor:



Supporting Partner:



BACKGROUND

Europe is advancing with a sense of urgency to deploy clean buses, especially zero-emission buses, to achieve its goal to become carbon neutral by 2050.

In July 2021, the European Commission (EC) announced the 'Fit for 55' package, which includes transport policy measures, to reduce its emissions and reach climate goals. In the last few years, the EC has continued to focus the deployment of zero-emission buses through the introduction of the revision of the Clean Vehicles Directive, the revision of the Directive on Alternative Fuel Infrastructure, the European Green Deal and the Sustainable and Smart Mobility Strategy. Countries and cities across Europe have also aligned their investment and policy priorities with the goals of the continent. They have drafted clean fuel policies, extended funding, set timelines, developed strategies, and deployed a large number of battery-electric and fuel-cell buses to meet that net-zero goal.

Despite the guidance available and the progress made over the years, public transport authorities and operators continue to face multiple challenges while transitioning towards clean-fuel buses, especially zero-emission buses. There are questions about the most appropriate fuel mix for a city, drafting a strategy for the deployment of clean buses, procuring and financing zero-emission buses, setting up infrastructure, total cost of ownership (TCO) in a rapidly changing technology environment, and specific risks and challenges for public transport operators (PTOs). Further, technological challenges continue to impact the performance of ZEBs. These relate to power consumption, energy storage capacity, range, energy efficiency, high grid emissions, and heating, ventilation and air conditioning.

That said, the industry's efforts to improve technology, spread awareness and provide training coupled with the governments' clear vision to transition to a cleaner fleet is expected to lead to a significant growth in ZEB deployments in Europe. These deployments with a sustained focus on achieving a modal shift towards zero-emission public transport system will not only ensure accomplishment of the climate goals under the European Green Deal but also enable societies to overcome challenges of equity and inclusion.

Global Mass Transit is organising its **fifth annual conference** on "**Clean Buses in Europe**", on **May 11-12, 2022** at **Hotel Sofitel Legend The Grand, Amsterdam, The Netherlands**.

MISSION

The mission of this conference is to discuss the progress and highlight opportunities in the deployment of clean buses, especially zero-emission buses (ZEBs), in the region. It will examine European Commission's latest initiatives, nationwide programmes, city-level commitments, relevant experiences, best practices, issues with large-scale deployments, lessons learnt and the role of rapidly evolving technology in the area of zero-emission buses and related infrastructure. It will also provide information on formulating urban strategy plans, as well as on procuring, financing, operating and maintaining clean and zero-emission buses.

The conference will bring together policymakers, transit agencies, city government officials, OEMs, bus manufacturers, suppliers of bus components, technology providers, energy providers, charging solution suppliers and battery manufacturers, hydrogen-fuelling infrastructure providers, funding agencies, multilateral development banks, consultants, researchers and academicians. It will cover a range of clean buses and solutions. Examples will be provided for large, medium and small transit agencies.

The conference will have 12 targeted sessions, panel discussions and case studies, with participation from a wide range of international experts, who will provide valuable insights and actionable advice. The agenda will cover the plans of cities for deploying clean and zero-emission buses in Europe. It will also highlight the latest technological developments and solutions to improve the customer experience.

The conference will, moreover, help understand the role governments, public transport authorities, transport operators, manufacturers, and consultants can play in deploying clean buses in a city or region. Besides, it will provide insights into the offerings of leading manufacturers and suppliers.

There will also be a dedicated session on the experience of leading cities in the deployment of clean buses. This will provide an opportunity to learn how to deploy clean buses and charging/fuelling infrastructure, mobilise funding, and manage stakeholder expectations.

Key topics to be explored

- Role of zero-emission buses in journey to net-zero in Europe
- EU initiatives in promoting clean buses
- Guidance on Clean Vehicles Directive, Sustainable and Smart Mobility Strategy, Revision of the Alternative Fuels Infrastructure Directive, Fit for 55 Package
- Transitioning to zero-emission buses: Strategies, policies, case studies, experience so far and best practices
- Plans of cities in Europe for the deployment of clean buses
- Nationwide programmes for the deployment of clean buses
- Opportunities available for suppliers of clean buses
- Progress in the deployment of zero-emission buses
- Total cost of ownership of zero-emission buses
- Electric bus charging infrastructure: Innovations, new technologies and infrastructure for large-scale fleets
- OEM perspective on hydrogen: Launching new technologies, reducing costs, improving efficiency, and commercializing hydrogen
- Challenges for grid capacity
- Hydrogen refuelling stations and infrastructure
- Economics and business models
- Planning for, scheduling of and monitoring clean buses
- Clean buses for long-distance operations
- Mainstreaming alternative fuels
- Financing zero-emission buses
- Innovative financing mechanisms, private financing
- Public procurements versus joint procurements
- Autonomous and electric bus trials
- Opportunity for digitalisation
- Integration of zero-emission fleet with new mobility (MaaS and AVs)
- Sourcing green energy
- Modal shift to support the European Green Deal, overcome challenges of equity and inclusion

5th Annual Conference

CLEAN BUSES IN EUROPE

May 11-12, 2022 | Hotel Sofitel Legend The Grand, Amsterdam, The Netherlands

Day 1: May 11, 2022

Session 1: Opening Session on Journey to Net-zero in Europe – Role of Zero-emission Buses

- Key policy initiatives and best practices in introducing zero-emission buses
- Plans, opportunities and outlook
- Sourcing green energy, zero tailpipe
- Funding and financing, nationwide initiatives
- Key issues and concerns (fuel supply, lifecycle costs, technological reliability, implementation issues, etc.)
- Recommendations and the way forward

Session 2: Latest Mobility Initiatives of the European Commission

- European Green Deal, Sustainable and Smart Mobility Strategy
- Fit for 55 Package
- Clean Vehicles Directive: Implementation & its role in the promotion of ZEBs
- Horizon Europe
- H2Bus, JIVE, JIVE 2, CHIC, 3Emotion
- Directive for Alternative Fuels Infrastructure

Session 3: Plans, Priorities and Strategies of Transit Operators: Keynote Panel Discussion

- Transitioning to a zero-emission bus fleet
- Key case studies, the experience so far and the lessons learnt
- Drafting a clean bus deployment strategy
- Key challenges and expectations from suppliers
- Future plans, investments and timelines

Session 4: Hydrogen-fueled Buses: Case Studies, Best Practices and Technologies

- Experience so far, lessons learned and best practices
- Key issues and challenges
- OEM perspective: Launching new technologies, reducing costs, improving efficiency, and commercializing hydrogen
- Hydrogen valley projects and impact on mobility
- Road to the 2030: Potential of hydrogen in public transport

Session 5: Electric Bus Deployments: Case Studies, Best Practices and Technologies

- Experience so far, lessons learned and best practices
- Business and financing models
- Operations and maintenance of electric buses
- Large-scale deployments
- OEM perspective

Session 6: Transition to Zero-emission Fleet

- Strategies and best practices
- Experience so far and the lessons learned
- Lifecycle cost analysis, total cost of ownership
- Business models to lower upfront costs
- Funding and financing
- Public procurements versus joint procurements

Day 2: May 12, 2022

Session 7: Electric Bus Charging Infrastructure: Strategies and Technologies

- Case studies, best practices and key initiatives
- Setting up charging infrastructure, financing and procurement strategies
- Battery as a Service, business models
- Electric bus fleet scheduling and models to minimize total operational cost
- Use of smart charging software
- Scaling up infrastructure

Session 8: Hydrogen Refueling Stations and Infrastructure

- Hydrogen refueling station (HRS) requirements for a city, and supply options
- Planning for HRS operations
- Procurement of HRSs
- Standards and regulations
- Scaling-up infrastructure

Session 9: Decarbonising Coaches

- Clean buses for long-distance operations
- Business case and economics
- Case studies and experience so far

Session 10: Mainstreaming Alternative Fuel Buses

- Market development for biogas, bio-diesel, LPG, LNG, gas-to-liquid, HVO (hydrotreated vegetable oil), BTL (biomass to liquid), bioethanol, etc.
- Transport operators' perspective: Key recent deployments, case studies, issues and challenges, financing, and future plans
- Bus manufacturers' perspective

Session 11: Digital Transition

- Autonomous and electric buses
- Opportunity for digitalisation
- Using data and AI for fleet management
- Integration of zero-emission fleet with new mobility (MaaS and AVs)

Session 12: Valedictory Session on Decarbonising Public Transport: Government and Industry Dialogue

- Public private partnerships to decarbonise transit
- Ensuring modal shift to support the European Green Deal as well as to overcome challenges of equity and social inclusion
- Key risks and challenges, solutions and strategies
- Needs and requirements
- Policy recommendations

CONFIRMED SPEAKERS SO FAR



CAROLINE BARKER
Deputy Director: Local Passenger
Transport Division
Department for Transport (DfT)
UK



DAVID BARNETT
General Manager Engineering
Translink
UK



BART BIEBUYCK
Executive Director
Clean Hydrogen Partnership
Belgium



GARRY BIRMINGHAM
Programme Director
Decarbonisation Delivery
First Bus
UK



FLORIAN BITTLINGMAIER
Fleet Sales Manager DACH
Chargepoint
Germany



SANDRA BØDKER
Project Manager
North Denmark Region
Denmark



HANNA BJÖRK
Head of Sustainability
Västtrafik AB
Sweden



DENISS BORODITŠ
Chairman of the Board
Tallinn City Transport
Estonia



DIRK JAN BRAKEL
Program Manager Electric (Zero
Emission) Bus Amsterdam
Implementation
GVB, The Netherlands



JEROEN A. BEUKERS
Innovation Expert
Transports Publics Genevois (TPG)
Switzerland



JOST GEWEKE
Business Development Manager
PSI Transcom GmbH
Switzerland



SILVIA KAUPA-GÖTZL
Chief Executive Officer
ÖBB Postbus
Austria



THIERRY GUINARD
Technical Director - Bus &
Energy Transition
Keolis Group
France



MAXIMILIAN HAAG
Sales Manager Electromobility
Carmedialab
Germany



LIVIA HIGGINS
Head of Zero Emission Bus
and Coach Delivery
Department for Transport
UK



KRISTIN HOLTEN
Chief Advisor Circular Economy
Ruter AS
Norway



ARJEN JAARSMAN
Public Transport Expert
Modasti Consulting
The Netherlands



THOMAS JUSTIN
Product Line Manager – Heavy
Duty Fuel Cell Systems
Symbio
France



MAJA BAKRAN MARCICH

Deputy Directorate-General
European Commission
Belgium



ALISA MEYER

Project 'Zero-Emission'
Regionalverkehr Köln GmbH (RVK)
Germany



KAROL MICHALOWICZ

Bus Sales Department Director
Ekoenergetyka-Polska
Poland



STEFAN NEIS

Project Manager Infrastructure
WaterstofNet
The Netherlands



ALMAR NIJSSEN

Global Business Development
Manager E-Bus
ABB E-mobility
The Netherlands



ANDREAS NOKY

Manager Hydrogen Filling Station
Messer
Germany



LAURENS PETERSE

Global Segment Marketing
Manager- Bus & Truck Charging
ABB E-mobility
The Netherlands



DENIS RADIUK

President
AVERE Ukraine



PRABHJEET RAI

Senior Policy Advisor- Zero
Emission Bus & Coach
Department for Transport (DfT)
UK



ÁLVARO RODRÍGUEZ

Director of Operation
EMT Madrid
Spain



EDUARDO SEGURA

Key Account Manager
JEMA Energy
Spain



SARWANT SINGH

President and
Chief Planning Officer
Switch Mobility
UK



HELMUT STADLER

Expert Partner
diconlum GmbH
Germany



PETER STEPHENS

Policy & External Affairs Director
Stagecoach
UK



JOSEP MA ARMENGOL VILLÀ

Technical Director
Transports of Barcelona (TMB)
Spain



FOKKE WIM VELTHUIJSEN

Head of Business &
Country Lead Benelux
Flixbus
The Netherlands



OLIVER WALKER

Project Manager
Sustainable Transport
C40 Cities
UK



KÜRŞAD YAMAÇ

Business Development &
Strategy Coordinator
Karsan
Turkey



DAVID YORKE

Market Development Manager
Ballard Power Systems Europe
UK

A modern green and white bus is parked on a city street. The bus is positioned in the lower half of the frame, facing left. It has a large windshield and a sleek design. The background features a stone building with multiple windows and a doorway. The overall scene is an urban setting.

WHO SHOULD ATTEND?

The event is expected to draw participation from CXOs, executives, managers and decision-makers from:

- Public transport authorities / agencies
- Public transport operators
- Ministries and government transport departments
- City governments/municipalities
- Policymaking and regulatory bodies
- Bus OEMs and technology providers
- Infrastructure OEMs
- Suppliers of bus components
- Electric charging solution suppliers and battery manufacturers
- Energy providers
- Providers of Hydrogen Refuelling Stations Infrastructure
- Hydrogen producers and suppliers
- Fuel cell companies
- Hydrogen storage companies
- Autonomous shuttle technology providers
- Autonomous shuttle manufacturers
- Multilateral agencies
- Banks and financial institutions
- Leasing companies
- Academic institutions
- Research and development organisations
- Transport associations
- Consultants
- Environmental services organisations
- Oil & Energy Companies

Key benefits to participants

- Gain insight into the policies, projects and standards for clean buses
- Learn about best practices in financing, procuring and deploying clean buses
- Explore strategies to resolve key legal, technical, operational and financial issues facing the deployment of clean buses
- Gain exposure to new technologies and market development strategies for clean buses
- Understand the lifecycle cost analysis for clean buses to build financially-viable business models
- Network with transport authorities, operators, key vendors, financiers, technology providers and consultants
- Gain valuable experience by participating in interactive discussions

ABOUT THE ORGANISERS

Global Mass Transit is a leading provider of information and analysis on the global mass transit industry. We publish a monthly market intelligence report (**Global Mass Transit Report**), a weekly newsletter (**Global Mass Transit Weekly**) and operate the www.globalmasstransit.net (website).

We publish **multi-client research studies and undertake custom research assignments**. Global Mass Transit tracks developments in over 100 countries across all regions to ensure reliable and actionable research. Some of our leading research reports are Global Transit Ticketing & Fare Collection Report 2021; NFC Mobile Ticketing for Transit 2021-2030; 1,000 Global Rail Projects Database; Investment and CAPEX Plans of Transit Authorities/Agencies Report 2022-2036; Global Light Rail Projects Report 2022-2036; Global Metro Projects Report 2022-2036; Mobility-as-a-Service Initiatives and Opportunities in 100 Cities Report, Asia Pacific Bus Market Outlook Report 2021-2030 and Europe Urban Bus Market Outlook Report 2022-2031.

Global Mass Transit also organises **conferences** on topical and crucial issues with focused sessions and discussions featuring speakers with vast experience and expertise in the **US, Europe, Asia** and the **Middle East**. Some of our past conferences include Transit Ticketing & Fare Collection APAC, Transit Ticketing & Fare Collection MENA, Clean Buses in Europe, Clean Buses in APAC, Transit State of Good Repair in the US, Rail Asset Management Europe, Rail Asset Management APAC and Wireless Communications in Mass Transit. These conferences received a strong response from speakers and delegates alike.

We have been serving over 300 clients since 2009. Our clients include leading organisations across the world such as ABB, Accenture, Access IS, Agence Métropolitaine de Transport (AMT), Apple Pay, Arriva Nederland, Auckland Transport, Aurecon, Autoritat del Transport Metropolità (ATM), Bangkok Payment Solutions Company Limited, Bombardier Transportation, Bosch GmbH, Conduent Business Solutions (France) SAS, Confederation of Passenger Transport, Confidex, Cubic Transportation Systems, DB Engineering & Consulting GmbH, DB Stadtverkehr GmbH, Datamatics Global Services, Deloitte & Touche Enterprise Risk Services, Discover Financial Services, DXC Technology, FEIG Electronic, FIME, Gemalto, a Thales Company, GFI Genfare, Giesecke & Devrient GmbH, Google Pay, GVB Amsterdam, IDOM Engineering and Consulting, Infineon Technologies, INIT GmbH, IVU Traffic Technologies AG, JCB International, Kapsch PublicTransportCom, Keolis, Korea Smart Card Company, KPMG, LG CNS, Masabi, Mastercard, Metro Ligerio Oeste S.A., Metropolitana Milanese SpA, Ministry of Transport of Czech Republic, MRT Jakarta, National Transport Authority of Ireland, New Zealand Transport Agency, NFC Forum, North Norway European Office, NXP Semiconductors, Pricewaterhouse Coopers, Provincie Gelderland, Provincie Noord-Brabant, PSI Transcom, RATP, Public Transport Neuchâtel, SamsungPay, Serco, Siemens, Singapore Land Transport Authority, SNCF, SNC-Lavalin, Sojitz Corporation, Stadtwerke Münster, Sumitomo Mitsui Card Company, Swissrail, Tallinna Linnatranspordi, Thales, Toshiba, Touch 'n Go, Transport for London (TfL), Transports Metropolitans de Barcelona, Transport Passengers Emilia-Romagna (TPER), VDV-Kernapplikations GmbH & Co. KG, Visa, Vix Technology, Wiener Linien, Wizway Mobile Ticketing, Worldline, etc.

SPONSORSHIP

Option 1 – EUR 5,000

- A 15-minute speaking slot followed by Q&A with the attendees
- Table space at the venue
- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions in social media posts including a post on the speaker from your company
- Mention in opening and closing remarks
- 2 delegate registrations (excluding the speaker)

Option 2 – EUR 10,000

- A 15-minute speaking slot followed by Q&A with the attendees
- Moderating a panel discussion
- Table space at the venue
- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions in social media posts including a post on the speaker from your company

- Mention in opening and closing remarks
- 5 delegate registrations (excluding the speaker)

Coffee sponsor – EUR 4,000

- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions in social media posts
- Mention in opening and closing remarks
- 1 delegate registration

Lanyard sponsor – EUR 6,000

- Named lanyard sponsor
- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions in social media posts
- Mention in opening and closing remarks
- 2 delegate registrations
- Lanyards to be provided by the company

For further information, contact: Surbhi Rakheja

Email: surbhi.rakheja@globalmasstransit.net, Mobile: +44 024 7698 0693

DELEGATE FEE

Delegates	Price before February 24, 2022	Price before March 24, 2022	Price before April 21, 2022	Standard Fee
1 Delegate	EUR 1,050	EUR 1,200	EUR 1,350	EUR 1,500
2 Delegate	EUR 1,680	EUR 1,920	EUR 2,160	EUR 2,400
3 Delegate	EUR 2,310	EUR 2,640	EUR 2,970	EUR 3,300
4 Delegate	EUR 2,940	EUR 3,360	EUR 3,780	EUR 4,200

(The registration includes breakfast, lunch, tea/coffee, and Wi-Fi internet access, on both the days of the conference.)

There is a special low fee for public transport authorities (PTAs) and government authorities.

Delegates	Price before February 24, 2022	Price before March 24, 2022	Price before April 21, 2022	Standard Fee
1 Delegate	EUR 400	EUR 475	EUR 550	EUR 625

REGISTRATION FORM

☐ I would like to register for the conference

☐ Please send me more information

NAME/DESIGNATION _____ COMPANY _____

MAILING ADDRESS _____

PHONE _____ MOBILE _____

FAX _____ EMAIL _____

PAYMENT OPTIONS

1. Credit Card: To make payments by credit card, please visit: <https://bit.ly/3JM7u4N>

All credit card payments will be subject to standard credit card charges

2. Wire Transfer:

Beneficiary: India Infrastructure Publishing Private Limited*
Bank Name: The Hongkong and Shanghai Banking Corporation Ltd
Bank Address: R-47, Greater Kailash – 1, New Delhi - 110048
Bank Account No: 094179587002
Swift Code: HSBCINBB

***Global Mass Transit is a division of India Infrastructure Publishing Private Limited.**

TERMS AND CONDITIONS

Payment Policy

- Full payment must be received prior to the conference in EUR.

Cancellations

- Cancellation requests received in writing 30 days before the date of the conference will be eligible for a full refund, minus a service charge/administration fee of EUR 150. We regret that no refunds will be made for any cancellation requests received less than 30 days prior to the conference.
- Substitutions/name changes are welcome at no extra charge. Please send these in writing at least two days prior to the conference.
- **Information Collected:** We collect the information you provide to us when you complete the registration form. The information includes name, company, and email address. By registering for this conference, you agree to be contacted by us with regard to other similar events or services of ours that may be of interest to you, and by the sponsor(s) of the conference for which you have registered
- **Disclaimer:** Global Mass Transit shall assume no liability whatsoever in case the conference is postponed or cancelled due to a fortuitous event or unforeseen occurrence that renders its organization impractical, illegal or impossible. For purpose of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency. Global Mass Transit's responsibility is limited to the return of registration fees only, and not any travel and accommodation costs.
- Please note that it may become necessary for reasons beyond the control of the organizers to make alterations to the content and timing of the program or speakers.

CONTACT US

For registration and sponsorship opportunities:

Surbhi Rakheja, Global Mass Transit Research
Email: surbhi.rakheja@globalmasstransit.net
Mobile: +44 024 7698 0693

For speaker participation opportunities:

Namrta Bangia, Global Mass Transit
Email: namrta.bangia@globalmasstransit.net
Mobile: +44 20 7097 5717

Niharika Pagore
Email: niharika.pagore@globalmasstransit.net
Phone: +1 650 646 3825

To register, email us at: registration@globalmasstransit.net or visit us at www.globalmasstransit.net