

## Seminar Agenda

### Driving adoption of sustainable transport technology: what policy and business strategies are effective?

**Venue:** King Abdullah Petroleum Studies and Research Center  
**Format:** 20-minute presentations followed by Q&A

**Tuesday November 10, 2015**

**8:00am – 8:30am**

**Breakfast**

**SESSION 1**

**8:30am – 10:00am**

**Andreas Schäfer**, Professor of Energy and Transport, University College London Energy Institute, UK  
 “Adoption Characteristics of Disruptive Transportation Technologies”

**Peter Wells**, Professor of Business and Sustainability, Cardiff University, UK  
 “Business model innovation in the automotive industry”

**Masaru Yarime**, Project Associate Professor of Science, Technology, and Innovation Governance, University of Tokyo, Japan.  
 “Implementing Innovation on Smart Cities through Stakeholder Collaboration: An International Comparative Analysis”

**10:00am – 10:20am**

**Break**

**SESSION 2**

**10:20am – 11:50am**

**Jakki Mohr**, Professor of Marketing, University of Montana, U.S.  
 “Models for Successful Technology Development and Commercialization: Overcoming Market and Company Barriers”

**Lew Fulton**, Director STEPS programme, UC Davis Institute for Transportation Studies, U.S.  
 “A multi-country comparison of plug-in vehicle sales and considerations for projecting future market shares”

**Alexander Busse**, Senior Engineer, fka Aachen Strategy and Consulting, Germany  
 “Evaluation of e-mobility across the globe – results of the latest E-Mobility Index 2015”

**11:50am – 12:30pm**

**Working Lunch**

**SESSION 3**

**12:30pm – 2:00pm**

**Alexander Edwards**, President, Strategic Vision. U.S.  
 “How will EVs find Success in the US Market”

**Tiffany Groode**, Senior Director, IHS CERA, U.S.  
 “How changes in fuel economy, powertrain, and sales can lead to a peak in global on road fuel demand”

**Jonn Axsen**, Assistant Professor, Simon Fraser University. Canada  
 “ Plug-in vehicle “Pioneers” versus the “Early Mainstream”: Perceptions and preferences for vehicles, green electricity and controlled charging”