Technology, Markets, and Users: Training the Future Mobility Experts

Massimo Moraglio - moraglio@tu-berlin.de
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Advancing Sustainable Road Transport Through Future-Oriented Education & Training Programs

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1. New social attitudes are changing mobility, as much as tech innovation.

2. The 2050´s mobility should address, at the same time, social and gender inclusion as well as decarbonization.

3. Current mindset in transport management and policy (both public and private) is out-of-synchro

1. We need a new mindset, radical visions and a new narrative in managing transport

2. Thus, we need to train a new generation of managers, acquainted and in-tune with decarbonization as key factor, not efficiency

3. Academia is central in the training of new experts, yet the current pace of change is too slow.
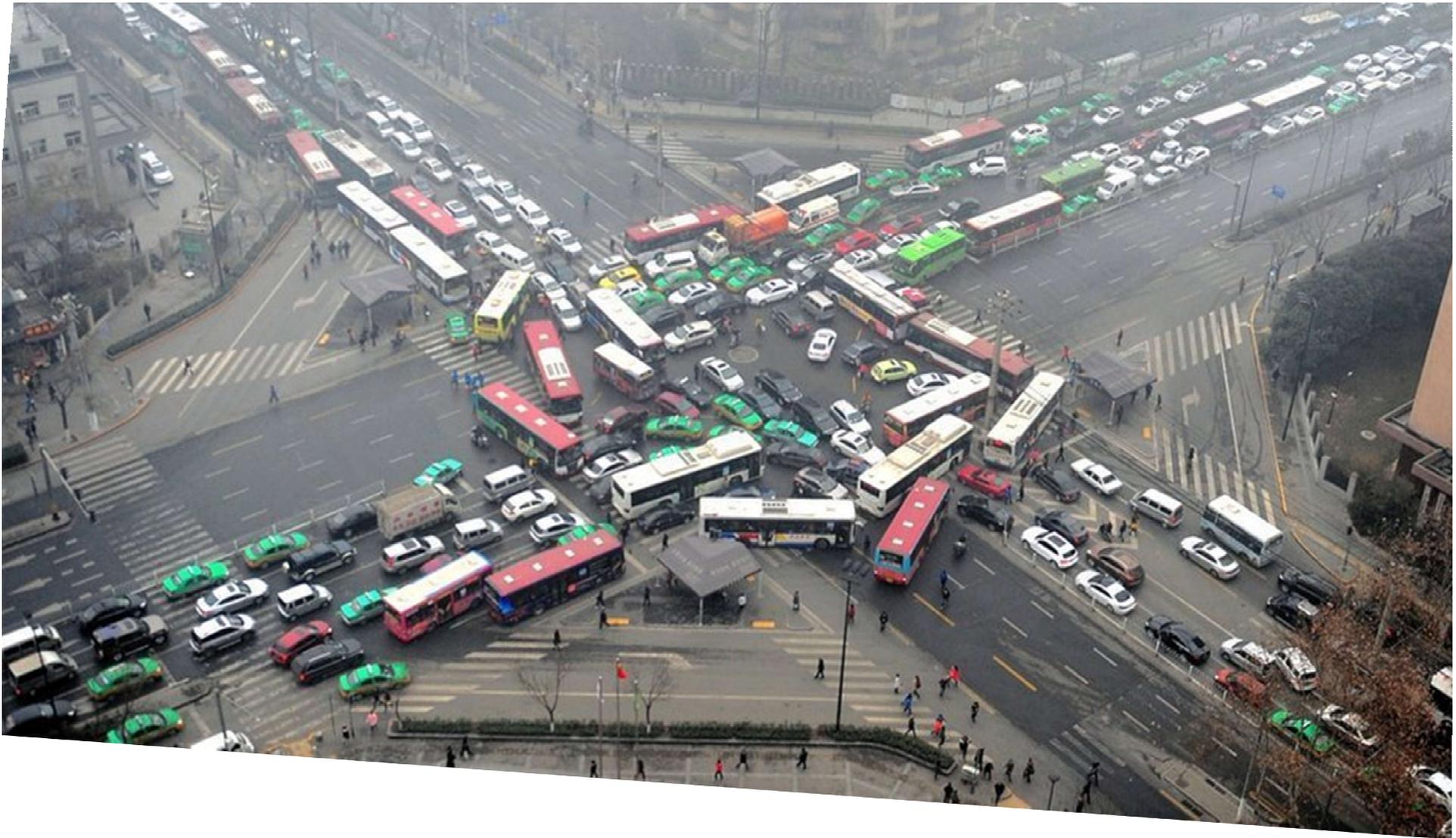
What is not yet in the picture is the elephant in the room!

Mobility has a lion share of CO2 emission, so we need a radical change in transport policy!
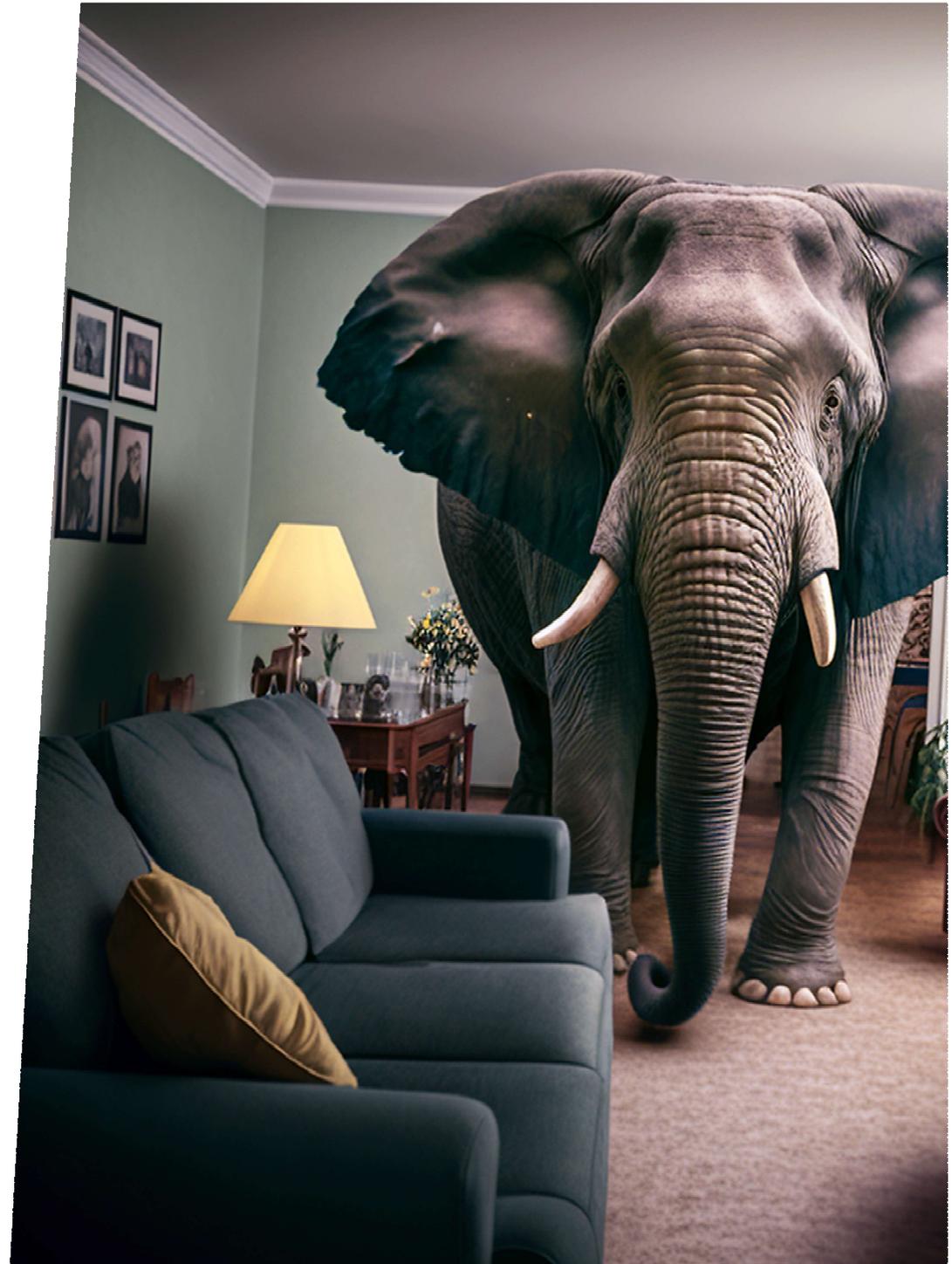
And decarbonization of transport MUST
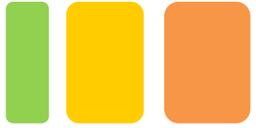go along with social inclusion, or we will
fail badly in both.

And let´s not forget the failure of the traditional mobility model...

In short, we need action, but which target(s) for education?

1. Young generation

2. Professionals

Which target(s) for education?

Young generation , usually targeted by academia

still in need to
- update contents
- update formats
- to move to problem-based teaching

Which target(s) for education?

Professionals

- High need of up-skill and re-skill

BUT
- usually NOT targeted by academia
- little budget (and time) for training
- training not always perceived as necessary

BIG PROBLEM

The other big issues in training is the hegemonic narrative, still based on time efficiency and car dominance…

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The question remains, are these parameters able to cope with 21st century challenges?

And we need a new - post-fordist – narrative about mobility, because the old model of private car ownership is fading away.

This implies to have academic courses breaking silos approach and mixing tech, business, governance, adding in the equation UX.

To wrap up

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- We need to take action, so to decarbonize mobility, and making it more inclusive.

- We should pick up the benefit of tech innovation but keep a closer eye on social shifts.

- **We need a robust cultural understanding of what is mobility, and how this will change in the future 2-3 decades**

To wrap up

- **We need a new training opportunities and a new generation of experts managing the transition.**

Thank you for your attention!

Massimo Moraglio - moraglio@tu-berlin.de
T. U. Berlin