



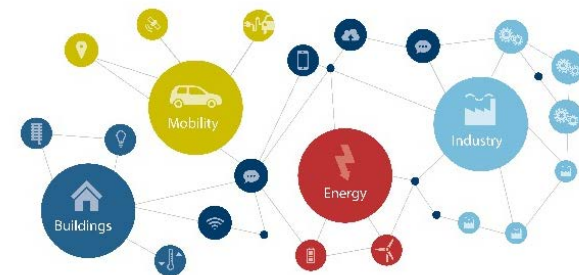
RETHINK STRATEGIES FOR INTEGRATED URBAN & REGIONAL DEVELOPMENT ...

...FROM A BOSCH PERSPECTIVE.

Wolfgang Volz
Robert Bosch GmbH
Key Account Management Smart Cities

Megatrends

In a fast changing world



Demography

2030
average
expectation of life
81,5 years
in Germany

Urbanization

70%
of the population
lives
2050 in cities

Energy

30% more
energy
consumption
worldwide
until 2035

Connectivity

50 billion
connected
“things”
in 2020

Bosch – a global network

Four business sectors

Mobility Solutions



Industrial Technology



Energy and Building Technology



Consumer Goods



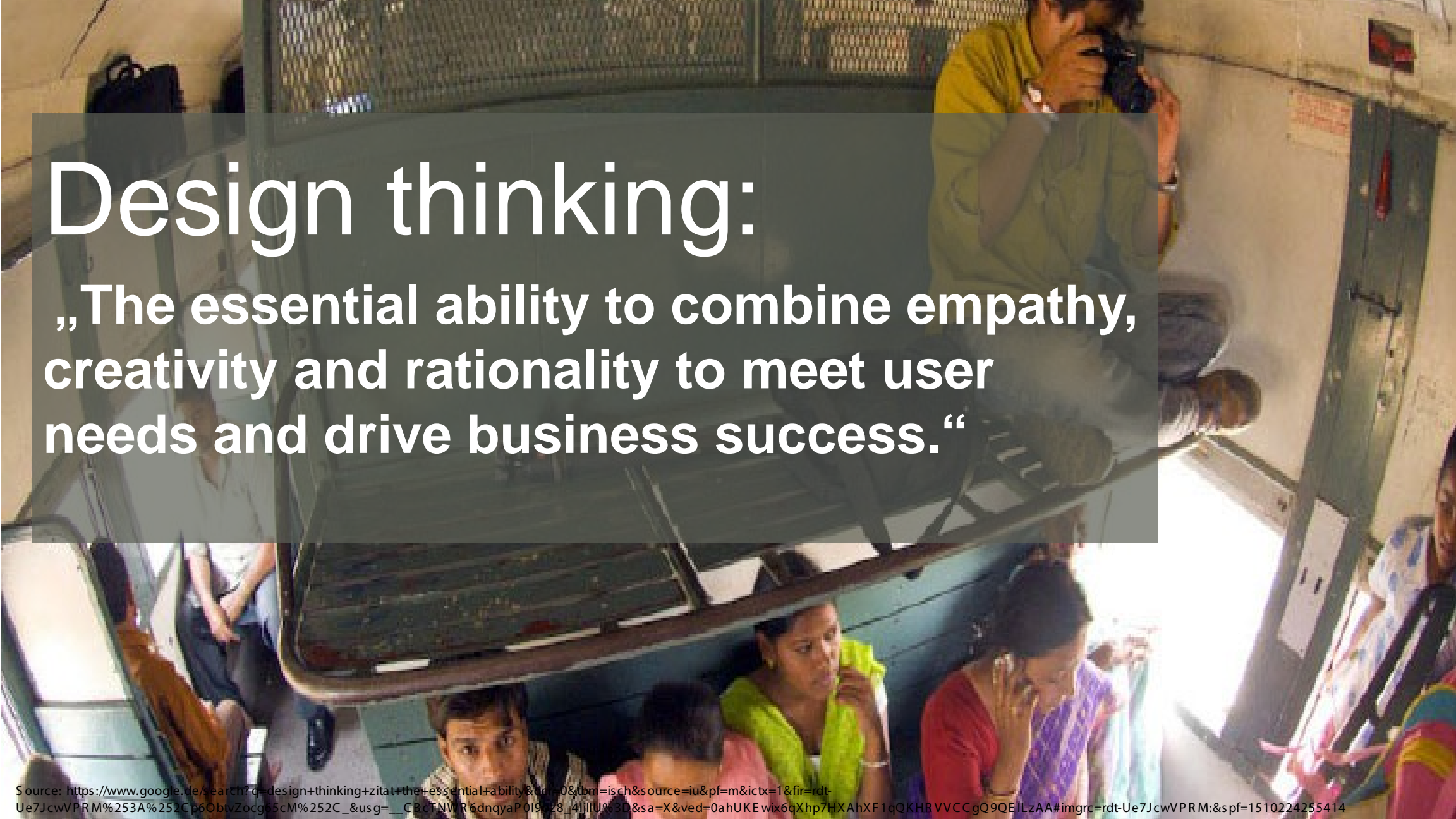
Bosch IoT Suite



RETHINK STRATEGIES FOR INTEGRATED URBAN & REGIONAL DEVELOPMENT

What do you see?



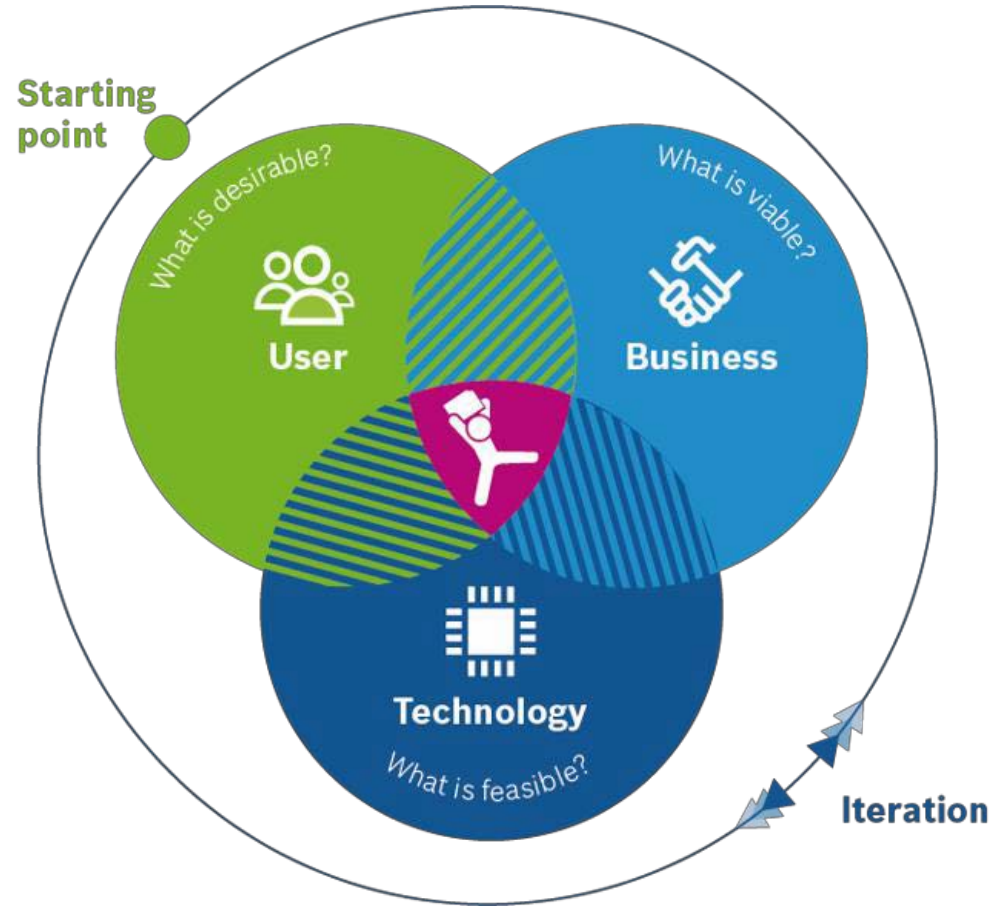
The background image is a collage of several photographs. The top right shows a person in a yellow shirt taking a photo with a camera. The bottom half shows a group of people, including a woman in a bright green sari and a man in a red shirt, looking towards the camera. The overall scene appears to be inside a public transport vehicle or a crowded indoor space.

Design thinking:

„The essential ability to combine empathy, creativity and rationality to meet user needs and drive business success.“

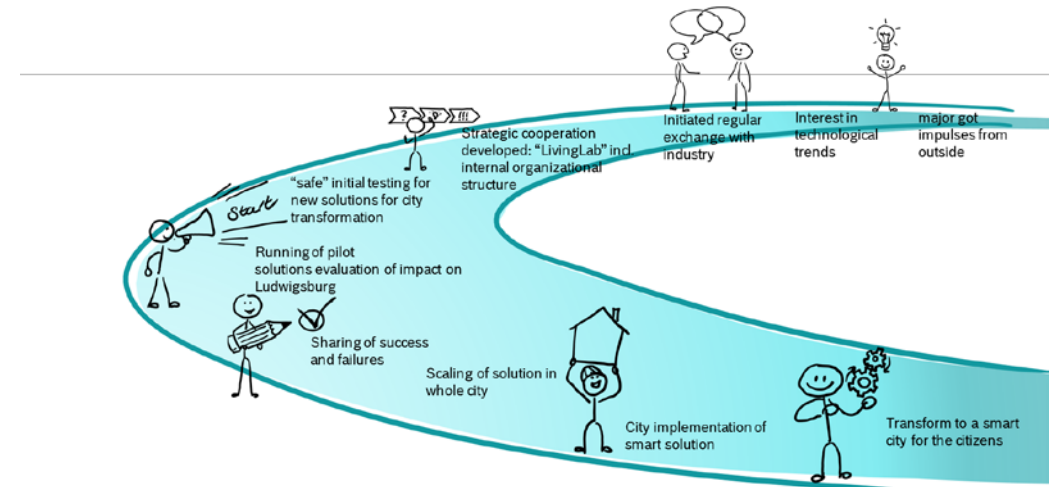
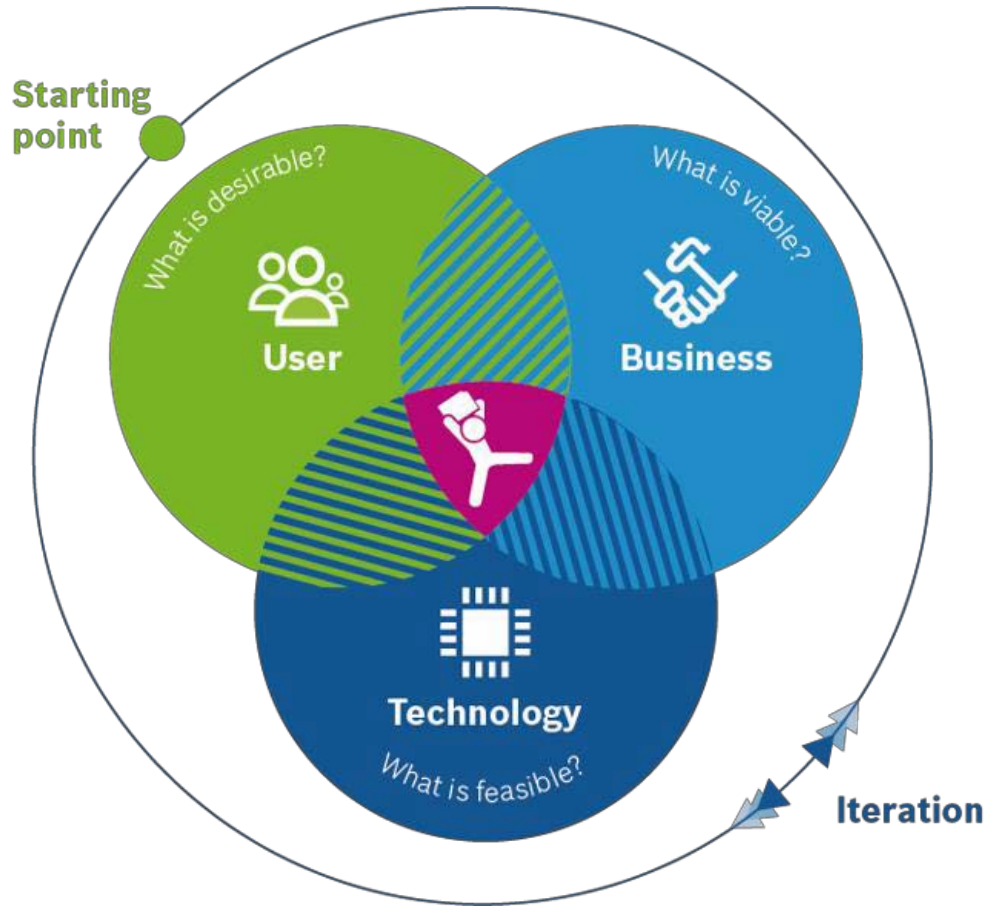
Rethink strategies

User centric solution development



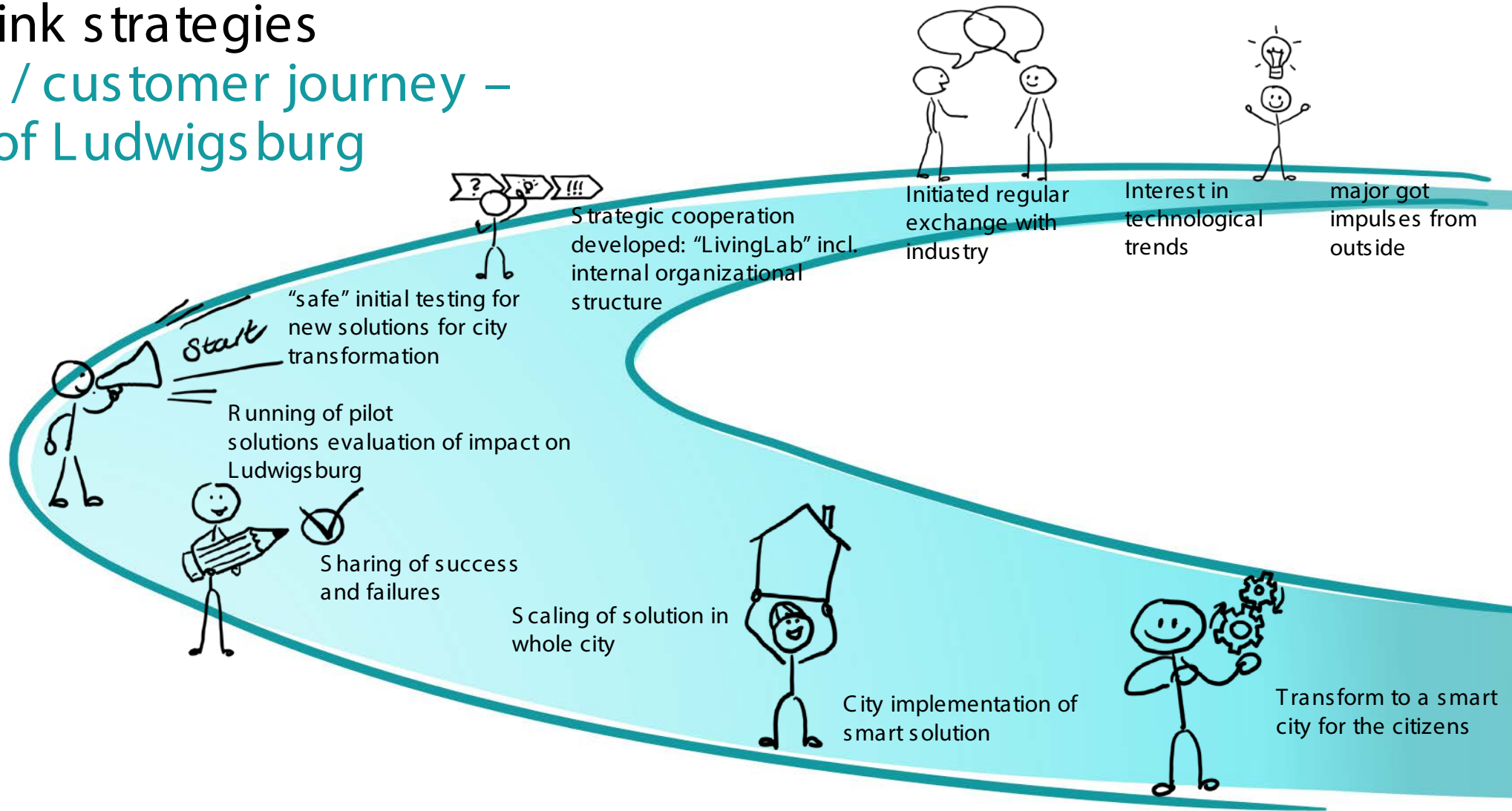
Rethink strategies

User centric solution development



Rethink strategies

User / customer journey – City of Ludwigsburg



RETHINK STRATEGIES FOR
INTEGRATED
URBAN & REGIONAL
DEVELOPMENT

Energy storage solutions



Virtual power plants



Energy-efficient heating, hot water & cooling systems



Connected home appliances



Smart homes



Connected building



Bosch solutions

Energy

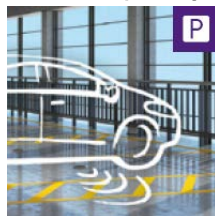
Buildings

E-Mobility



Mobility

Connected parking



Intermodal transportation



Fleet management



Environmental monitoring



E-Scooter



E-governance

City data platform

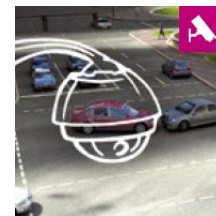


Community app



Safety & security

Safety & security solutions



Flood recognition



Energy storage solutions



Virtual power plants



Energy-efficient heating, hot water & cooling systems



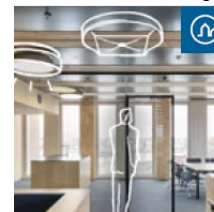
Connected home appliances



Smart homes



Connected building



Energy

Buildings

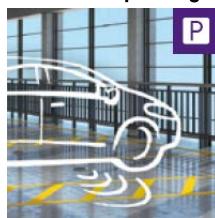
Customer centric combination of building blocks to maximize the customers' benefit.

E-Mobility



Mobility

Connected parking



Intermodal transportation



Fleet management



Environmental monitoring

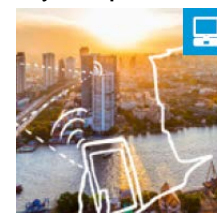


E-Scooter



E-governance

City data platform



Community app



Safety & security

Safety & security solutions



Flood recognition



Coup – a Bosch solution

Rethink urban transportation



#EASY BATTERY RECHARGING
#INTERCONNECTION OF SCOOTER AND APP
#BUSINESS AND OPERATIONAL MODEL

REVERSE INNOVATION

Rethinking Urban Transport through Global Learning

An aerial view of a city with a network of green icons representing urban transport solutions. The icons include a car with a plug, a speedometer, a truck, a person with a checkmark, and a building with a grid. The background shows a city with a river and green spaces.

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

German Environment Agency

Umwelt Bundesamt

Coup – a Bosch solution

Rethink urban transportation



#EASY BATTERY RECHARGING
#INTERCONNECTION OF SCOOTER AND APP
#BUSINESS AND OPERATIONAL MODEL

Coup integrated Gogoro EV-Scooters into their sharing scheme. Starting operations in 2016, Coup works in a similar way to conventional bike- or car-sharing services. Registered users can locate nearby scooters and rent them via an application.

(Source: Reverse Innovation - Rethinking urban transport through global learning, German Environment Agency, 09.2017)



Solutions for smart communities

Germany, Esslingen

Neue Weststadt

About the project:

Construction of a CO₂ neutral city district: 500 new apartments, commercial buildings and green spaces on an area of 26,500 m².

Bosch solutions for smart home, energy and mobility:

Connected home appliances with integration into the energy concept | CHP and peak load boiler | Master energy control for monitoring and remote maintenance of heating system technology | Electric vehicle fleet connected to energy management

Picture source: http://www.ubqtlandscape.de/portfolio_page/neue-weststadt-esslingen/

Solutions for smart communities

USA, San Francisco

Five Point

About the project:

Creation of climate friendly district: 12,000 new residences, 5 million square feet of commercial space, and 350 acres of parks and green spaces

Bosch solutions for energy, security, buildings, mobility and eGovernance:

Smart community app & platform | security solutions | household appliances | DC Microgrid | connected parking



THANK YOU!

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THANK YOU!

Come and visit us at booth 547

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