


AATP

Austrian Automotive Transformation Platform

 Bundesministerium
Klimaschutz, Umwelt,
Energie, Mobilität,
Innovation und Technologie



Eco-Mobility Conference 2022

Austrian Automotive Transformation Platform (AATP)

November 24th, 2022

WHY

WHAT

WHO

HOW

The Austrian Automotive Transformation Platform

Origin and brief description



ORIGIN

- Due to the **decarbonisation and digitalisation** of transportation, the automotive and supplier industry is confronted with a fundamental **structural change**.
- These new challenges require communication across the entire **value chain**.
- The Austrian Automotive Transformation Platform was established as a new innovative dialogue format within the framework of the “**Mobility Master Plan 2030 for Austria**” of the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology.



SHORT DESCRIPTION

The AATP has been set up as a **platform for the organizations involved in the transformation to connect all members and to jointly develop coordinated measures.**

Contents & thematic focus

E-mobility value chain as a central theme



CONTENT FOCUS



- Considering the **entire electromobility value chain** (vehicle + charging infrastructure + service)
- Focusing mainly on **battery-electric mobility**
- Hydrogen fuel cell mobility also considered (if market-relevant)



Not in focus

- Primary energy production (electricity, H2)
- Regenerative fuels



AATP'S CORE PERFORMANCE

- Development of a catalogue with **recommendations for action** for companies, training institutions, research and politics
- **Implementation** of the recommendations for action is **NOT a task of the AATP**

AATP goals and output

Development of precise recommendations for action

OBJECTIVES

- Using the opportunities of structural change for climate protection
- Raising additional employment and value creation potentials
- Maintaining and/or creating jobs in the automotive industry or in upstream or downstream industries.



AATP



OUTPUT AND VALUE

- Recommendations for action to actively accompany structural change
- Annual report on the status of the transformation and the recommendations for action developed
- Continuous communication via digital channels

Overview of the members of the AATP

Over 50 organizations are actively involved in the AATP.

Vehicle & Supplier Industry*



Charging Infrastructure Industry*



Operations and Services within the Electric Vehicle Ecosystem*



Enablers and Other Stakeholders*



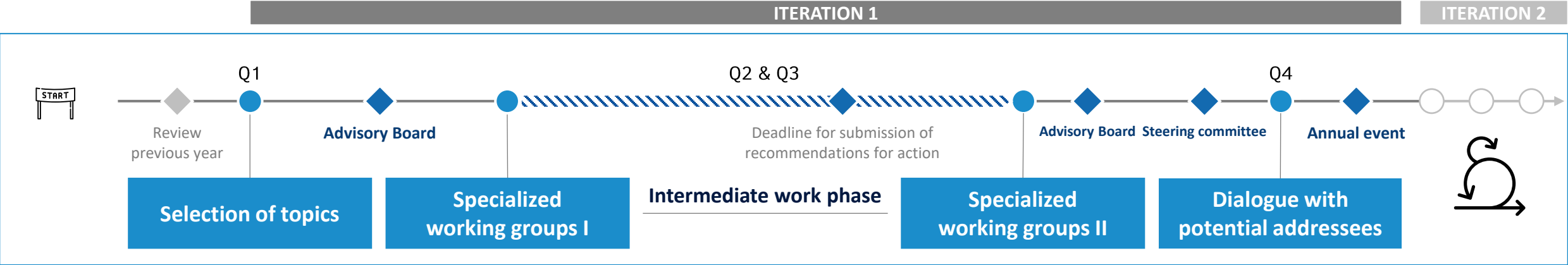
*Exemplary categorisation: The overlapping of individual companies in several value-added sectors is possible.

Overview ambassadors

Representation of all relevant value-added sectors of the AATP

		Dimension 1: Companies Along the Value-Chain			Dimension 3: Enablers and Other Stakeholders			
		Vehicle & supplier industry	Charging infrastructure industry	Operations and Services within the Electric Vehicle Ecosystem	Structural and employment policy	Training, qualification, research	Stakeholders	Clusters and economic agencies
Dimension 2: Professional Competences	Research & Development	Dr. Michael Nöst CEO A3PS		Jasmine Ramsebner Product Line Manager KEBA Group		Patrizia Ilda Valentini BD Manager (EV & New Mobility) & Brand Manager Mobilize Renault Österreich GmbH		
	Human Ressource	Daniela Werdecker-Davies Head of Sustainability, Energy & Environment Porsche Immobilien GmbH		Markus Essbüchl Managing Director Schrack Technik Energie GmbH		Marcella Kral Senior Sales & Account Manager ÖAMTC		
	Production					Ute Teufelberger Managing Director E-VO eMobility GmbH		
	Sales & Marketing							

Annual cycle



AATP annual review 2022

Outcomes of the first year 1/2

Participants & organisations

96



active AATP members

30%

share of women
(compared to an average of
15% in the vehicle industry*)

52



active organisations

13



participating
implementers/addressees

7



ambassadors

276



total people involved

approx.
7.000 h



were invested in the AATP in
2022 in total

Working groups

AG 1

Transformation and job market in the
sense of a socially just transition

AG 2

Transformation of the researching and
producing business enterprises
(industry & SMEs) of the Austrian
vehicle industry

AG 3

Resilient business landscape Austria

AG 4

Charging infrastructure and e-mobility
market Austria

Meetings

14



workshops held

17



project management
meetings

approx.
50



briefing and acquisition
appointments

Recommendations for action



70

recommendations for action received,
thereof



8

consolidated



48

recommendations for action discussed
with potential addressees



already **4**

recommendations for action in
implementation

*Source: WKO; sector data vehicle industry (2022)

AATP annual review 2022

Outcomes of the first year 2/2

ALREADY IN IMPLEMENTATION



Adapting training content in apprenticeships

- › Including electromobility in the training for engineers
- › Training courses are already under review



Creating a manual for public and non-public parking garages with regard to e-mobility requirements

FOCUS TOPICS



Circular economy

- › The topic of the circular economy was discussed across the different working groups and across sectors by various participating companies



Expansion of clusters for the development and construction of components along the value chain

- › Multiple recommendations for action with similar measures

FIRST OUTCOMES



Funding for R&D of new products & processes

- › Elaboration of a specific catalogue of topics that will serve as a basis for the next budget negotiations in 2023



Right-to-Plug Legislation

- › Currently, the Klima- und Energiefonds is conducting an evaluation study regarding the Right-to-Plug
- › AATP members will help shape the decision through the advisory board function

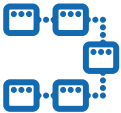


Carsharing

- › BMK is currently finalizing a sharing strategy
- › As a result of the discussions with AATP members, the sharing potential for car dealers in rural areas will now be included in the study

Austrian Automotive Transformation Plattform

USPs



**Broad line-up
along the entire
value-chain**



**Agile
setup**



**Recommendations
for action directly
from the industry**



**Handover to
responsible
organizations**

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Thank you for your attention!