



**SHIFT Mobility and *pressrelations* present an exclusive study of the megatrends in Future Mobility: "MIND-SHIFT: A Compendium on Future Mobility, Circularity and New Urbanism"**

*Berlin, March 30, 2022* – The eagerly awaited study "**MIND-SHIFT: A Compendium on Future Mobility, Circularity and New Urbanism**" will be presented to the public, the impressive result of six months of in-depth research and analysis of English- and German-language lead media data.

Oliver Heyden, Chief Strategic Officer of *pressrelations*, talks about the methodology used during research: "We centered our research program FirstSignals® on the systematic way for early recognition of future trends which opened up our analytic focus to totally new connectivities and developments, making it possible for us to recognize innovative and new dynamic perspectives. To put it in other words: we have concentrated our efforts on what moves mobility in the real sense of the word by looking at what serves as basis for the awareness in English- and German language lead media."

E-Mobility, Software & In-Car-Tech, Circularity & Sustainability, New Urbanism and Logistics are some of the central issues at the heart of the new study, a preview of the fascinating subject matters and possible solutions awaiting all of us, and an in-depth look at the challenges, the latest developments and opportunities of the future.

Just in the field of mobility and digitization, media coverage increased by a phenomenal 800% in the past year alone with the main focus on digital services in the automotive industry. For 40% of the European customers, and 80% of those from China, the improved range of products in that specific field was reason enough to change their automotive brand.

The inadequate charging infrastructure is still the main discussion point when talking about mobility. Huge electric charging stations with quick-charging points represent old conventional gas station-thinking from the time of combustion engines. That slows down an effective build-up of a network of charging points as they turned out to be too expensive, too complex, and take too much time to install. Small charging points – like parking meters – are needed instead to take advantage of the ever-present availability of electricity. That way the downtime of cars, 85% of their time after all, could be used effectively.

The paradigm of smart cities loses attractiveness, for years the dominant factor in urban research. Urban flight has become a mass phenomenon, and so has become a serious concern for the cities. In its stead, urban concepts are concentrating more and more on quality of life and climate resilience.

Another example is “Shipageddon,” the supply-chain-crisis in the field of logistics. Mark Leonard, one of the world’s leading political scientists, has called it “the Connectivity Wars,” increasing protectionism globally leading to an increase in bilateral trade agreements from 38 in 1994 to 354 today.

“Shipageddon” transformed the entire global logistics industry and causes “Near-Shoring” and “Back-Shoring,” thus creating a new megatrend: circularity.

Dr. Hans Hamer, CEO of SHIFT Mobility, sees a unique approach towards the future in the holistic nature of “MIND-SHIFT: A Compendium on Future Mobility, Circularity and New Urbanism.”

“Inspiration and new ideas are mostly found at the interface where industries overlap and cross-pollinate, and so turn into a kind of a breeding ground for innovation. That is why we are looking at the entirety of the mobility ecosystem in the study, and that is why that interconnectivity is becoming such a seismograph for future developments in mobility.”

On March 30, 2022, Dr. Hans Hamer and Oliver Heyden will present first results to a prestigious group of scientists, politicians and business leaders from the mobility industries at the restaurant “Borchardt” in Berlin.

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