



DET KONGELIGE
SAMFERDSELSDEPARTEMENT

Ministry of Transport and Communications

Transformation to a low-carbon society

Preliminary program for the conference "Transport of tomorrow"

Oslo, 21st April 2016

Venue: Astrup Fearnley Museet

Version 20. april 2016 (EN)

08:00 *Registration starts*

09:00 *Welcome*

Moderator: Mr Guttorm **Andreasen**

09:10 *The need for change – Transitioning towards a low-emission society (NO)*

Ms Erna **Solberg**, The Prime Minister of Norway

09:25 *Keynote Address: How to reduce global warming through renewable energy production and consumption (EN)*

Mr Elon **Musk**, Tesla Motors, PayPal, SpaceX, SolarCity

09:40 *Can technology alone bring about a "green transition"? (EN)*

Ketil Solvik-Olsen, Norwegian Minister of Transport and communications and Mr Elon Musk

Conversation led by the moderator

- 10:00 *How to use new digital technology (ITS) in the transition to a low-carbon society (EN)*
Mr Richard **Harris**, Xerox
- 10:20 *Break*
- 10:45 *The consumer is dead. Long live the user... ITS and the sharing economy (EN)*
Mr Richard **Harris**, Gunnar **Lindberg**, The Institute of Transport Economics, Mr Marius **Røstad**, Nimer
Conversation led by the moderator
- 11:05 *Innovating mobility – New, high-quality transport services under one act – the transport code (EN)*
Ms Anne **Berner**, Finnish Minister of Transport and Communications
- 11:25 *How to gain solid knowledge and reliable facts (NO)*
Ms Kristin **Skogen Lund**, NHO, Mr Arvid **Hallén**, Forskningsrådet, Mr Nils A. **Røkke**, SINTEF, Mr Hilberg Ove **Johansen**, Hell arena
Conversation led by the moderator
- 11:50 *What do the experts say - do we need a revolution or an evolution? (NO)*
Ms Connie **Hedegaard** and Mr Idar **Kreutzer**,
Government expert committee on green competitiveness
- 12:00 *Lunch*
- 13:00 *One fuel source - or more? The fuel of tomorrow (NO)*

Mr Paul **Hegna**, Møllergruppen, Mr Ole **Sævild**, SeaCargo,
Bjørn **Kjos**, Norwegian, Mr Torbjørn **Johannson**, Asko and Mr
Øystein Stray **Spetalen**, NEL
*Conversation led by Ms Kari **Asheim***

13:50 *From theory to reality - presenting three innovative enterprises (NO)*

Supplementing the bus (NO)
Mr Olav **Madland**, Acondo

Upgrade to City 3 (NO)
Mr Brage W. **Johansen**, Zaptec

Telia Sense – Connecting cars (NO)
Mr Abraham **Foss**, Telia Norge

14:10 *Break*

14:40 *Maximizing mobility, minimizing emissions? Building a green and
efficient Norwegian Transport System (EN)*
Mr Ketil **Solvik-Olsen**

15:00 *Keynote Address: The Smarter City Challenge: using technology for a
cleaner and more connected city (EN)*
Mr Anthony **Foxx** - Secretary of Transportation, U.S.
Department of Transportation

15:20 *Transformation to a low carbon society. What should be done – and
by whom? Where should the markets end and the politics begin? (EN)*
Mr Anthony **Foxx**, Ms Anne **Berner**, Mr Ketil **Solvik-Olsen** and
Ms Kristin **Skogen Lund**, NHO.
Conversation led by the moderator

15:50 *Closing remarks. Lessons from today's debate and how the Norwegian
Government will move ahead (NO/EN)*
Mr Vidar **Helgesen**, Norwegian Minister of Climate and
Environment
