




EUREF Campus
Berlin

EUREF

A place of the future



GROUP 3
PRASAD & YAYATEE

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OUTLINE

- 1. INTRODUCTION**
- 2. GUIDED TOUR-EUREF**
- 3. METHODOLOGY**
- 4. DATA ANALYSIS AND KEY FINDINGS**
- 5. CONCLUSION AND RECOMMENDATION**

INTRODUCTION

5.5 HECTARE
CITY DISTRICT

MORE THAN 150
COMPANIES AND RESEARCH
FACILITIES

5,000
EMPLOYEES AT THE CAMPUS



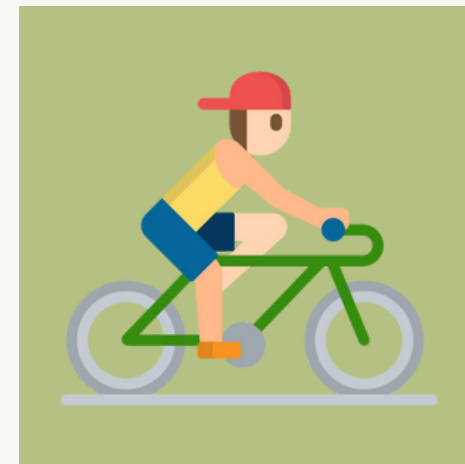
GUIDED TOUR



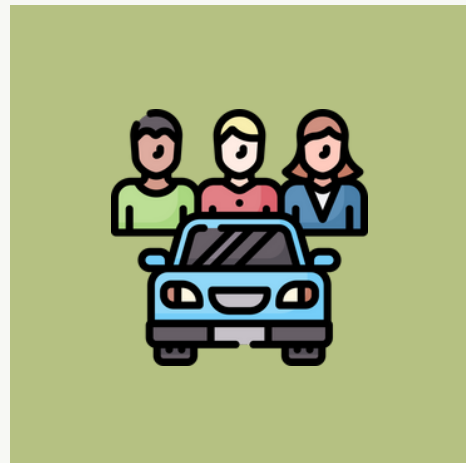
SHARED MOBILITY



Moped sharing



Bicycle



Car Pooling



Public Transport

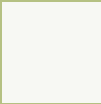


Electric scooter e.g. Tier,
Vio , etc.

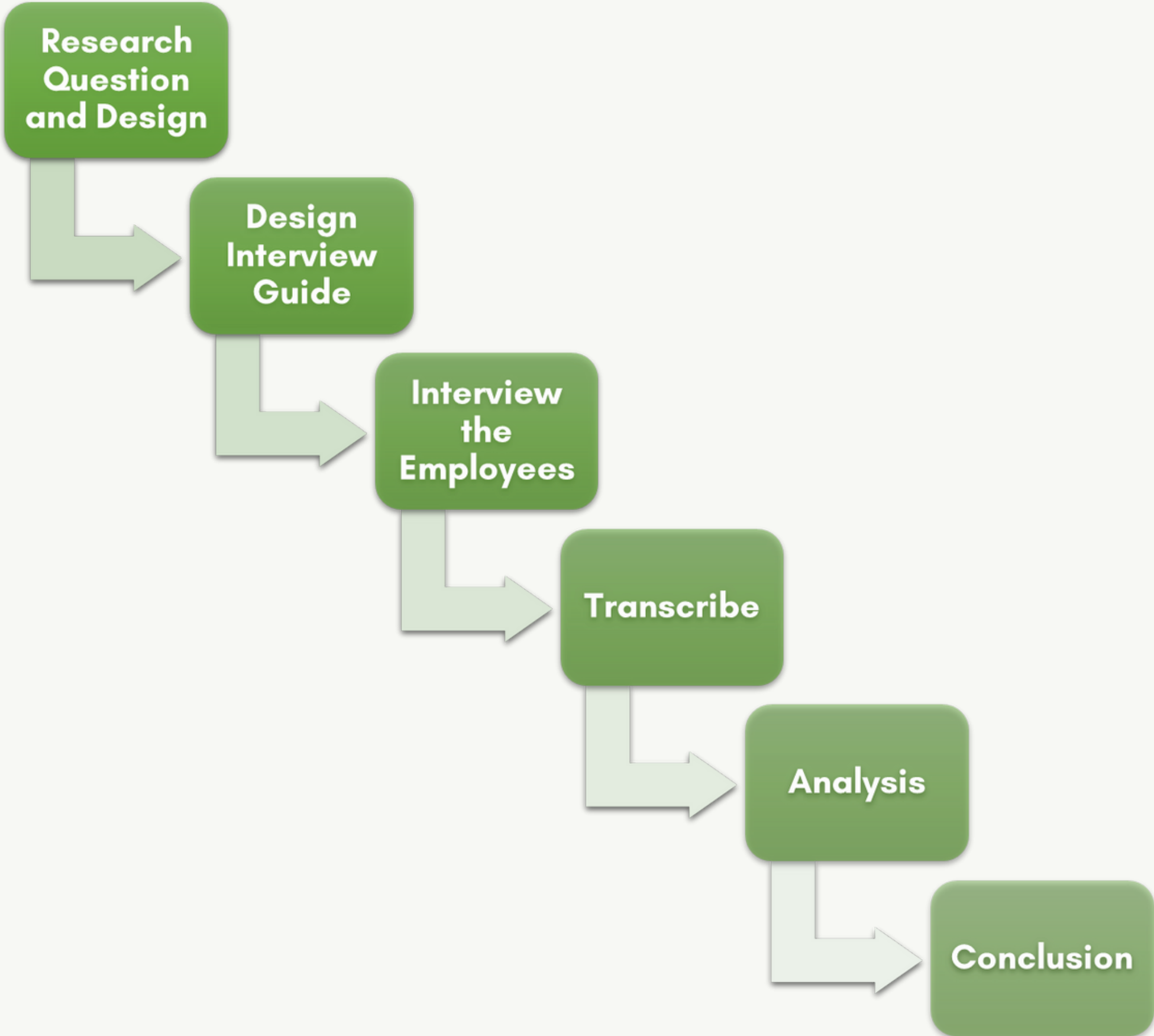
RESEARCH QUESTION



"What are the mobility behaviours of employees on EUREF campus and why the choice of the selected mode of transport?"



METHODOLOGY



INTERVIEWEES



Name: Mr. A

Position: Working
Student

Mode of transport: Bike
& Public Transport



Name: Miss D

Position: Voice Artist
Mode of transport: Car

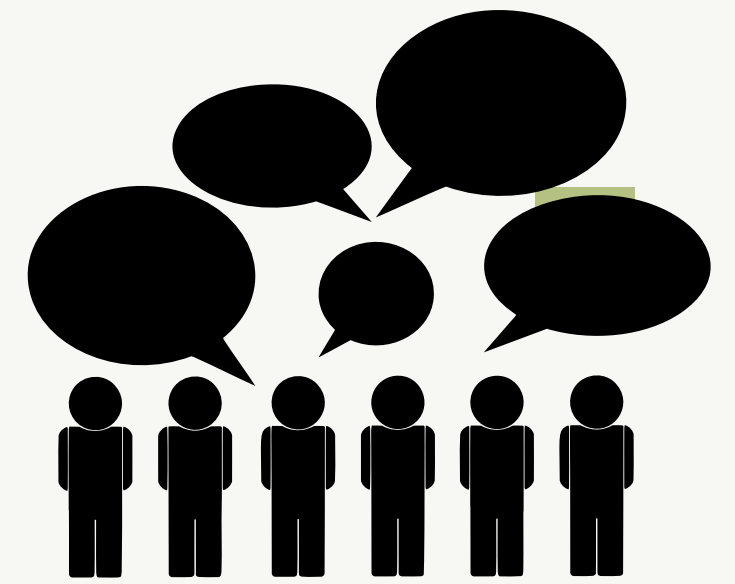


Name: Mr. I

Position: Project
Engineer
Mode of transport: Bike

Data Analysis and Key Findings

Background of Respondent



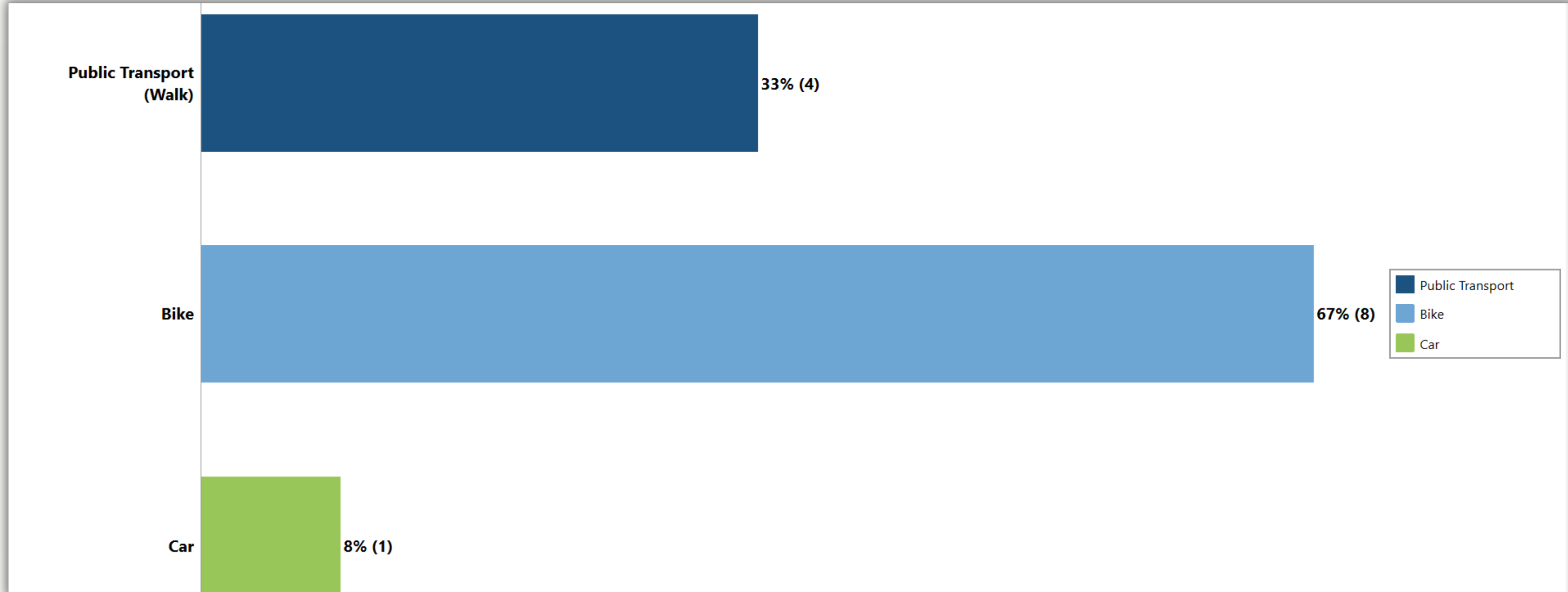
Code System	Energy	ICT	Service Provision	Mobility and Logistics	Research Institutes	Startups	SUM
Background of Respondent							0
Position							0
Operations Analyst/Engineer	1		1				2
Working Student				1			1
Technical Specialist/Support	1	1	1				3
Research Associate					1		1
Head of Department		1				1	2
Manager	1	1		2	1		5
Research Consultant						1	1
SUM	3	3	2	3	2	2	15

- A variety of backgrounds were considered in the case study.
- In 6 clusters, 15 employees from the Euref Campus were interviewed.
- This case study took into account everything from top management to working students.

TRANSPORTATION MODES OF EMPLOYEES ON EUREF CAMPUS

How do you usually get to campus?

Preferred mode of transport



- The bike is the most popular mode of transportation. (Usually in the summer)
- Public transportation combined with a bike is another viable option.
- Employees prefer not to drive, so less car preferred.

Alternative mode of transport

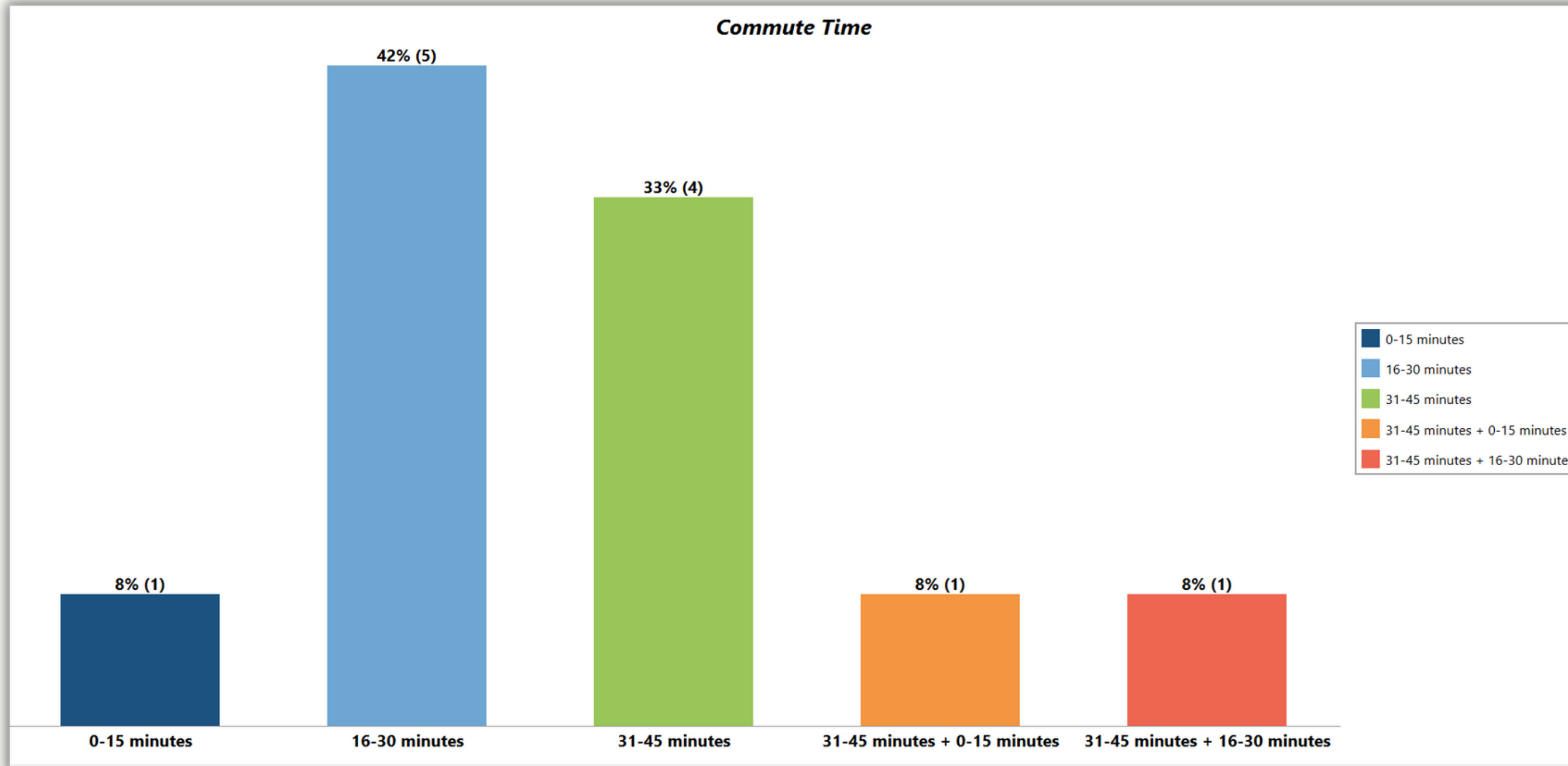
What other alternatives are available to you for your commute?

Code System	Startups	Research Institutes	ICT	Energy	Service Provision	Mobility and Logistics
<ul style="list-style-type: none"> <ul style="list-style-type: none"> <ul style="list-style-type: none"> Uber/Taxi Public Transport E-Scooters Car Sharing Bike (Sharing) 						
					1	1
			1			1
	1		1		2	
	1		1	1	1	
	1		2	1		1

- Micro Mobility is the most appealing choice.
- Mobility discounts depends on corporate incentives.

AVERAGE COMMUTE TIME

How long does it take you to get to campus?

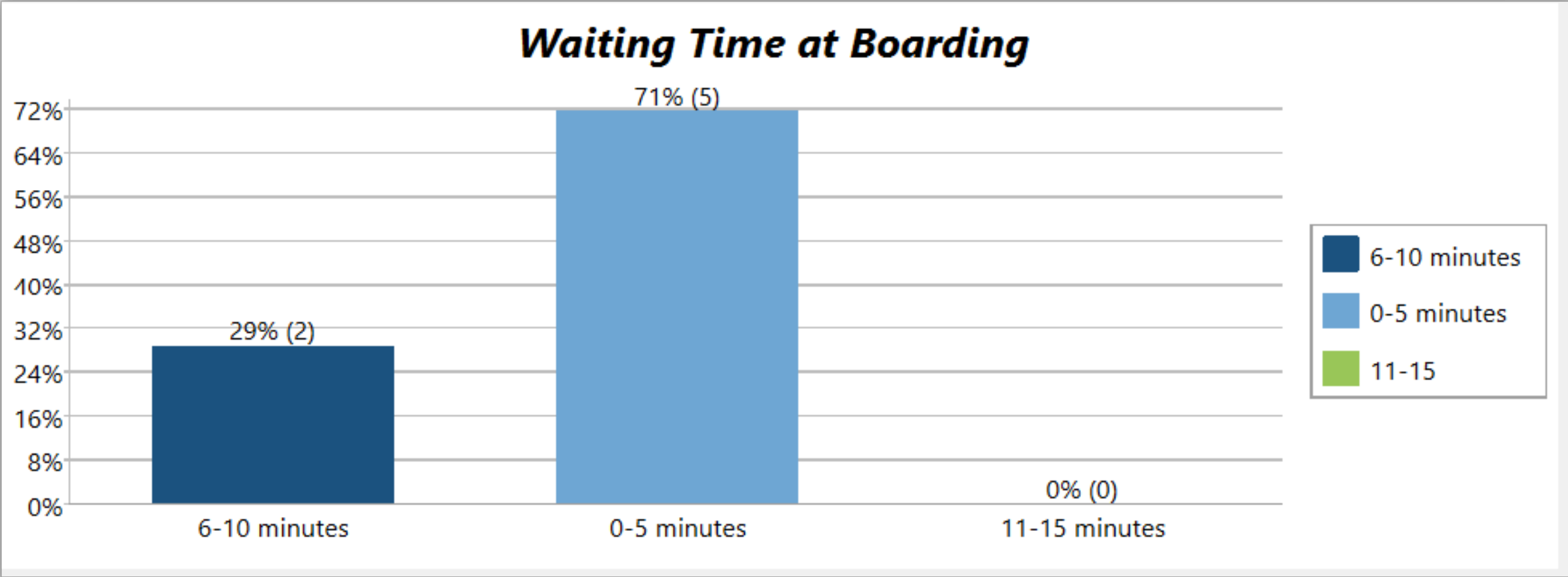


- On average, Berliners commute to and from work each day for 62 minutes.
- In this study, 75% of workers commute every day for 15 to 45 minutes.

PUBLIC TRANSPORT

Average time at boarding location

How long do you wait on average at the boarding locations?

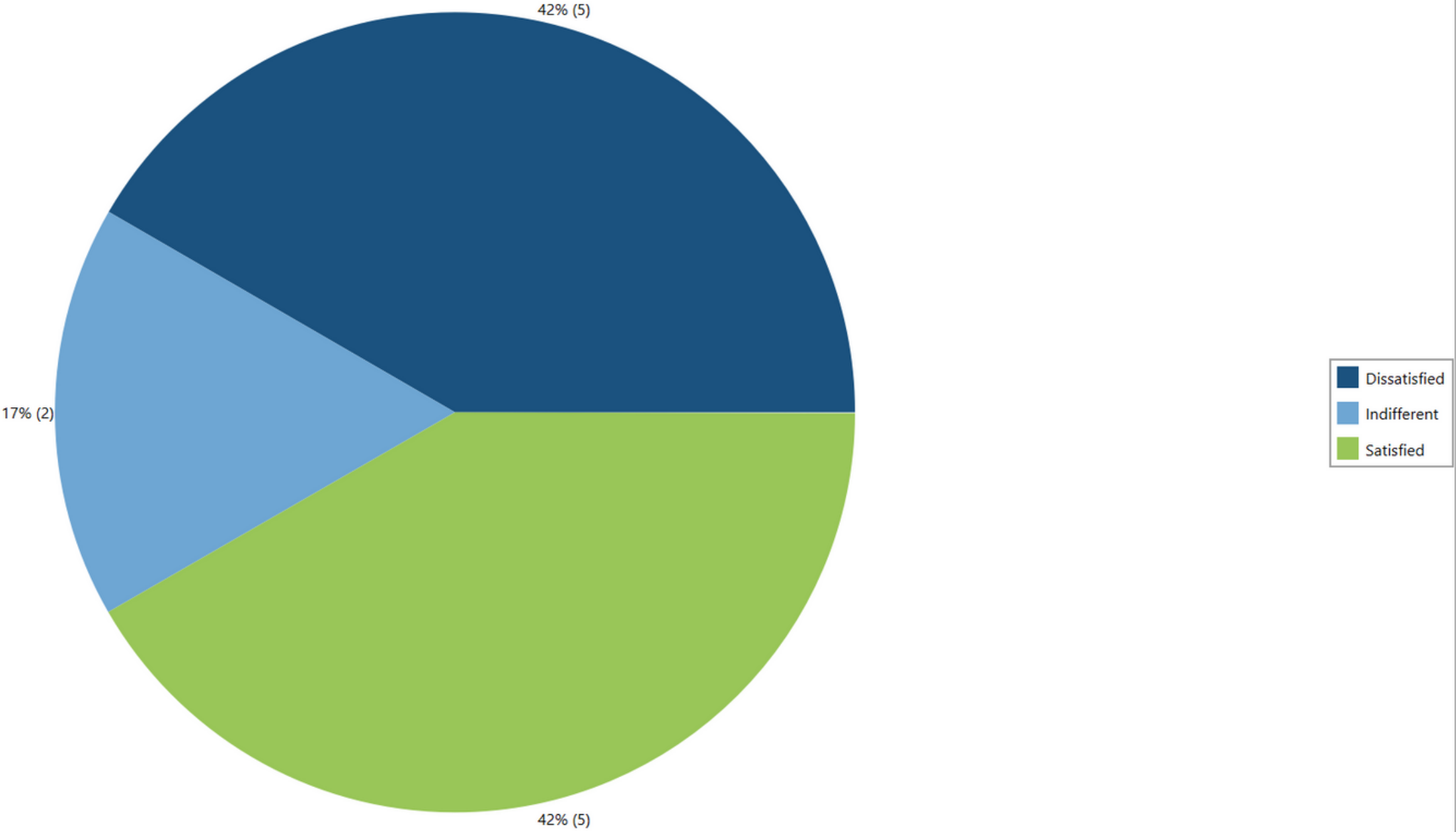


- The average wait time during the peak time is less than ten minutes.
- For 10 out of 15 workers, the waiting period is under 5 minutes.

PUBLIC TRANSPORT

Do you enjoy taking public transportation ?

Satisfaction with Public Transportation



- According to our findings, the same number of people are satisfied and dissatisfied.(42%)
- 17% are willing to accept it as is, with no complaints or exceptions.

PUBLIC TRANSPORT

Reasons for dissatisfaction

Group1_StartUps_Garamantis	Group2_ICT_WürthElektronik	Group2_Energy_GASAG (N=1)	Group 3_Energy_H2 Mobility (N=1)	Group2_Service_Provision_A
bike to the office	I have a company car			I go by bike
Startups > Group1_StartUps_Garamantis: 13 - 13 (0)	ICT > Group2_ICT_WürthElektronik: 16 - 16 (0)			Service Provision > Group2_Service_Provision_A
		Because it's crowded and it's noisy. It's not comfortable mostly.	It's not very comfortable, so most of the time you have you don't have. A place to sit. You don't have air conditioning. Heater might be broken in winter like the comfort level is not that high.	Oh, difficult to say. I know for wait. Yes, sometimes if it does there are people and people then. I don't know. I prefer to I'm free. I am outside. I can go. You know it's freedom.
		Energy > Group2_Energy_GASAG: 73 - 73 (0)	Energy > Group 3_Energy_H2 Mobility: 66 - 66 (0)	Service Provision > Group2_Service_Provision_A

- Crowded and Noisy
- Comfortability
- Failure in Working Condition.

SAFETY

Is your selected mode of transport comfortable and safe?

Codes	Public Transport and Bike= 0 (13 Documents, 13 Coded Segments)	Public Transport and Bike= 1 (2 Documents, 2 Coded Segments)	Public Transport and Bike= 0 (13 Documents, 13 Coded Segments)	Public Transport and Bike= 0 (13 Documents, 13 Coded Segments)
<p>Factors influencing The Modal Choices (0)</p> <p>Comfortable And Safe (41)</p> <ul style="list-style-type: none">No (3)Yes (29)	<p>It is indeed comfortable and safe. Startups > Group2_Startup_Sunfire: 84 - 84 (0)</p> <p>Yes yes yeah yeah mostly mostly. Research Institutes > Group1_Research_Mobility2Grid: 147 - 147 (0)</p> <p>Is your selected mode of transport comfortable and safe? Research Institutes > Group 2_Research Institutes_TU Berlin: 162 - 162 (0)</p> <p>I think it's comfortable and safe, yes. Research Institutes > Group 2_Research Institutes_TU Berlin: 166 - 166 (0)</p> <p>Yes, yes, it is. ICT > Group2 ICT_WürthElektronik: 88 - 88 (0)</p> <p>My bike oh yeah, yeah that's fine, that's fine, it's safe. Definitely! Comfortable so and so. Energy > Group2_Energy_GASAG: 120 - 120 (0)</p>	<p>Like yeah, it's safe. ICT > Group 3_Media_IYuno_11.01.2023: 130 - 130 (0)</p> <p>Yes, any time it is safe and winter it is most preferred by me. Mobility and Logistics > Group 3_Mobility and Logistics_Hubject: 143 - 143 (0)</p>	<p>It is indeed comfortable and safe. Startups > Group2_Startup_Sunfire: 84 - 84 (0)</p> <p>Yes yes yeah yeah mostly mostly. Research Institutes > Group1_Research_Mobility2Grid: 147 - 147 (0)</p> <p>Is your selected mode of transport comfortable and safe? Research Institutes > Group 2_Research Institutes_TU Berlin: 162 - 162 (0)</p> <p>I think it's comfortable and safe, yes. Research Institutes > Group 2_Research Institutes_TU Berlin: 166 - 166 (0)</p> <p>Yes, yes, it is. ICT > Group2 ICT_WürthElektronik: 88 - 88 (0)</p>	<p>It is indeed comfortable and safe. Startups > Group2_Startup_Sunfire: 84 - 84 (0)</p> <p>Yes yes yeah yeah mostly mostly. Research Institutes > Group1_Research_Mobility2Grid: 147 - 147 (0)</p> <p>Is your selected mode of transport comfortable and safe? Research Institutes > Group 2_Research Institutes_TU Berlin: 162 - 162 (0)</p> <p>I think it's comfortable and safe, yes. Research Institutes > Group 2_Research Institutes_TU Berlin: 166 - 166 (0)</p> <p>Yes, yes, it is. ICT > Group2 ICT_WürthElektronik: 88 - 88 (0)</p> <p>My bike oh yeah, yeah that's fine, that's fine, it's safe. Definitely!</p>

- By Car it is most safe and comfortable.
- Trained cyclist, feel safer on the roads.
- Public Transport is the second most safe option.

COMMUTE DISSATISFACTION

Are you satisfied with your daily commute to work?

The screenshot shows the 'Interactive Quote Matrix' software interface. On the left, a 'Codes' sidebar is expanded to show 'Mobility Attitude (0)', 'Commuter Satisfaction (4)', 'No (4)', 'Reason (4)', and 'Long Travel Time (2)'. The main table has 7 columns, each representing a different user group. The first column is empty. The second column contains a quote from a user in the 'ICT > Group 3_Media_IYuno_11.01.2023' group. The third column is empty. The fourth column contains a quote from a user in the 'Group2_Energy_GASAG' group. The fifth column is empty. The sixth column is empty. The seventh column contains a quote from a user in the 'Service Provision > Group1_Serviceprovision_Subject' group. The quotes describe various issues such as waiting for trains, crowded conditions, and long travel times.

Codes	Group2_ICT_WürthElektronik (1 Document, 0 Coded Segments)	...up 3_Media_IYuno_11.01.2023 (1 Document, 1 Coded segment)	...oup1_Energy_SchneiderElectric (1 Document, 0 Coded Segments)	Group2_Energy_GASAG (1 Document, 1 Coded segment)	Group 3_Energy_H2 Mobility (1 Document, 0 Coded Segments)	...oup1_Serviceprovision_Subject (1 Document, 1 Coded segment)
		Sometimes I have to wait for trains, Trains are not coming or I'm late. Yeah, very often there are no good connections for public transport. Yes, because I have taken buses that don't come in my experience. With by bus or train OK if it's it's easy to get there, there's no excuse to take the car, but most of the time I have to travel by car. Because it's much easier for me. ICT > Group 3_Media_IYuno_11.01.2023: 148 - 151 (0)		Because before we were working in Prenzlauer Berg and that was very close to my home. So, I would cycle like 15 minutes or something and I was super nice and liked everything that I loved. The EUREF campus I don't like so much. Energy > Group2_Energy_GASAG: 142 - 142 (0)		Uh, yeah, it it's really full and sometimes I would have to skip the train and wait for the next one. 00:09:03 P I mean it's not a big wait, it's another two or three minutes. 00:09:06 P But it's also it can also be that the next train is also full so I'm not. Service Provision > Group1_Serviceprovision_Subject: 142 - 146 (0)

- Long waiting time
- Over crowded
- Delay of public transport
- Safety issue.
- Traffic

SUSTAINABILITY ENCOURAGEMENT

How could EUREF campus or your company encourage a sustainable mode of transport?

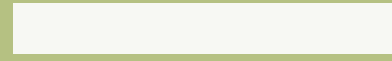
Codes	Group 3_Energy_H2 Mobility (1 Document, 1 Coded segment)	...oup1_Serviceprovision_Hubject (1 Document, 1 Coded segment)	...up2_Service_Provision_Arcadis (1 Document, 0 Coded Segments)	...obilityandlogistics_DBCConnect (1 Document, 1 Coded segment)	...obility and Logistics_Ubitricity (1 Document, 0 Coded Segments)	...Mobility and Logistics_Hubject (1 Document, 1 Coded segment)
<ul style="list-style-type: none"> ▼ Mobility Attitude (0) ▼ Campus Encouraging Sustainability (22) <ul style="list-style-type: none"> Reduce Car Parking (2) More Mobility Focused Incentives (6) Mobility Hub (4) More Bike Parking (covered) (3) 	<p>It could be possible to have charging infrastructure for electric bicycles</p> <p>Energy > Group 3_Energy_H2 Mobility: 133 - 133 (0)</p>	<p>it should not be limited just to offering only like public transportations, or like BVG tickets or monthly tickets, but I think employees should also have like a choice or different kinds of categories and transport benefits.</p> <p>Service Provision > Group1_Serviceprovision_Hubject: 170 - 170 (0)</p>		<p>And then how about, well there is for for our lunches we have a a so-called campus card which basically subsidizes each meal if we had a campus card for micro mobility which basically offers you a special price for each ride for whatever micro mobility we have here. Wouldn't that be lovely?</p> <p>Mobility and Logistics > Group1_mobilityandlogistics_DBCConnect: 265 - 265 (0)</p>		<p>There are a lot of restaurants on campus, so perhaps they can encourage customers to eat there. And perhaps those who only use foot or bicycle travel to get to campus discounts for them</p> <p>Mobility and Logistics > Group 3_Mobility and Logistics_Hubject: 191 - 191 (0)</p>

- Charging infrastructure for electric vehicles.
- Campus card for meals and micro mobility.
- Only Electric,Hybrid and hydrogen cars allowed.

RECOMMENDATIONS



- E-bike charging infrastructure powered by the sun.
- Mobility Center
- Surface Bicycle parking under cover
- Make a direct and convenient road connection to the S Bahn.
- Employees should be rewarded.
- More signage indicating available parking and facilities



THANK
YOU