


# 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

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WHAT

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WHO

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HOW

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# The Austrian Automotive Transformation Platform

## Origin and short 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\*



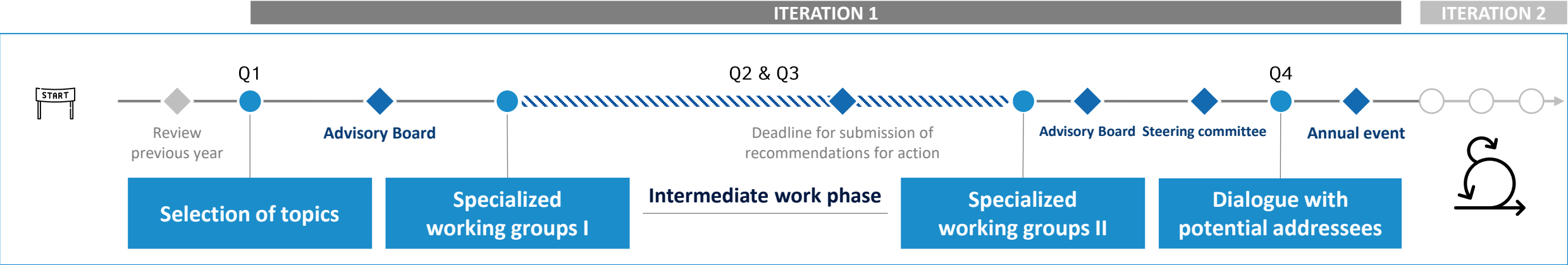
\*Exemplary categorisation: The overlapping of individual companies in several value-added sectors is possible.

# Overview ambassadors

Representation of all relevant value-added sectors of the AATP

		Dimension 1: Companies Along the Value-Chain			Dimension 2: 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 3: Professional Competences	Research & Development	<b>Dr. Michael Nöst</b> CEO A3PS		<b>Jasmine Ramsebner</b> Product Line Manager KEBA Group		<b>Patrizia Ilda Valentini</b> BD Manager (EV & New Mobility) & Brand Manager Mobilize Renault Österreich GmbH		
	Human Ressource	<b>Daniela Werdecker-Davies</b> Head of Sustainability, Energy & Environment Porsche Immobilien GmbH		<b>Markus Essbüchl</b> Managing Director Schrack Technik Energie GmbH		<b>Marcella Kral</b> Senior Sales & Account Manager ÖAMTC		
	Production					<b>Ute Teufelberger</b> 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 **3**

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



#### Renewable energy communities



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



#### Exemption from payment in kind (“Sachbezugsbefreiung”) for charging company cars at home

### 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 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

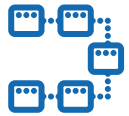


#### Adapting training content in apprenticeships

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

# 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!