

Time schedule – Workshop Gdynia 2025

Venue: Faculty of Economics in Sopot, ul. Armii Krajowej 119/121, 81-824 Sopot

Montag, 22. September 2025

08:00–08:15 – Transfer to Gdynia – Gathering and Departure from the venue

09:00–11:30 – Site Visit: Trolleybus-Depot PKT Gdynia incl. EFS-Presentation

11:30–12:30 – **Transfer back**

12:30–13:30 **Lunch in Sopot**

13:30–13:45 – **Welcome Words & Clarification of objectives**

13:45–14:00 – Status report trolley: motion & eBRT2030 (WB)

14:00–14:45 – Meet the Participants – Who is here and what brings us together?

14:45–16:00 - **Keynotes:** **Urs Studerus** (St. Gallen) 15Min

Marcin Polom (Gdynia) 15 min

Q&A and Discussion

16:00–16:30 – ☕ **Coffee break**

16:30 –17:45 – **Modul 1: Stakeholder Analysis & Perspectives on Trolleybus/IMC/eBRT**

Rotating group work: Participants explore the perspectives of politics & municipalities, consulting & associations, and industry & manufacturers. Each group works 30 minutes on one perspective, then rotates twice (15 minutes each), so that every participant contributes to all three viewpoints.

17:45–18:00 – Summary & Group discussion

20:00 –22:00 – **Dinner together – (place tba)**

Dienstag, 23. September 2025

08:30–09:00 – ☕ Reception & welcome coffee –Faculty of Economics, Sopot

09:00–09:15 – Welcome and Introduction Modul 2

09:15 –10:30 – **Modul 2: IMC & eBRT :**

Strategic Planning and Implementation of an eBRT Line in the Fictional City of Utopia – A Model Approach for Sustainable Urban Mobility

10:30–11:00 – ☕ Coffeebreak

11:00 – 11:20 **Status Trolleybus/eBRT2030** – Ibrahim Diab / Flavio Grazian (20Min)

11:20 – 12:00 Q& A+ discussion of the results and Status of Module 2

12:00 – 13:00 **Modul 3: Communication channels & Best practic :**

Pre-Task: Bring your favorite communication examples (social media, campaigns, press, etc.). to share. Together we collect, compare and analyze these examples as input for the strategy work.

13:00 – 14:00 – 🍴 Lunch

14:00–15:45 – **Module 4: Strategic Roadmap & Communication Strategy**

Identify the most effective messages, channels and target groups – from best practices to crisis response.

15:45 Wrap-up & Commitments: Feedback, prioritization of key ideas, and “who does what”

16:00 – End