

# ZEB

ZERO EMISSION BUS  
EUROPEAN CONFERENCE



SPONSORSHIP OPPORTUNITIES

# 2025



EUROPEAN  
**ZERO EMISSION BUS**  
CONFERENCE 7<sup>th</sup> - 9<sup>th</sup> October, 2025  
@ Busworld Europe Brussels

# Join us

FOR A CONTENT-DRIVEN CONFERENCE BRINGING TOGETHER  
BATTERY AND FUEL CELL ELECTRIC STAKEHOLDERS



Join us at the Zero Emission Bus Conference @Busworld Europe in Brussels from October 7th to 9th, 2025. Building on our previous successful editions, we will bring together public transport operators & authorities, policymakers, manufacturers, and industry experts to discuss decarbonizing public and private transportation.

→ What to expect?

400

**Attendees** from the zero emission bus sector

500

**Exhibitors**, including the world's 80 biggest bus manufacturers



**Speakers** providing lessons learned, best practices and experts' insights



**New:** increased synergies with Busworld Exhibition, including exclusive ZEB tour of the exhibition

# About ZEB 2025

THE 6TH EDITION OF THE [EUROPEAN ZERO EMISSION BUS CONFERENCE](#) WILL BE ORGANISED CONCURRENTLY WITH [@BUSWORLD EUROPE 2025](#) IN THE BELGIUM CAPITAL CITY OF BRUSSELS.

AS THE HOME OF BUSWORLD EUROPE AND EUROPEAN POLITICS, ACCESSIBLE FROM ALL CORNERS OF EUROPE AND WITH STRONG NATIONAL COMMITMENTS TOWARD A FULLY DECARBONISED ECONOMY BY 2050, BRUSSELS PROVIDES THE PERFECT LOCATION FOR ZEB 2025.

ZEB 2025 is being organised by [ERM](#) in partnership with [Busworld Foundation](#). Thanks to this partnership, the ZEB Conference will be held at Busworld Europe in October 2025. This will bring **considerable mutual benefits to both events**: the conferences and the exhibition. Among other things, this collaboration will **increase the attractiveness of the events towards the targeted audience**. All ZEB attendees will have free entrance to the Busworld Europe 2025 exhibition.

The ZEB 2025 programme is designed to give bus and coach operators, public transport authorities, and local policy makers a **complete overview of the considerations for deploying zero emissions fleets at scale**. Building on the feedback from ZEB 2023, ZEB 2025 will **offer more in-depth technical content than ever before**.

ZEB 2025 will complement the plenary sessions with interactive **breakout sessions and exclusive ZEB tours in the exhibition**. Those breakout sessions are expected to **facilitate more technical discussions** and **address key questions** about the opportunities and challenges associated with battery and fuel cell buses while the dedicated ZEB tours in Busworld Exhibition will illustrate what has been discussed.

**! New to this edition**

## Below the expected key topics to be tackled during ZEB 2025



Grid challenges - capacity and procurement



Depot energy management



Opportunity charging



BEB & FCB performance and drivetrain development



Business models to meet increasingly CAPEX-intensive operations



Maintaining ZEB fleets & vehicle aftersales



Battery management - degradation, safety, and end of life



Evolution of OPEX for FCBs: Outlook and strategies to reduce the cost of hydrogen



HRS implementation: design, ownership and time to market



HRS operations: protocols, maintenance and aftersales



Optimising operations through technology and telematics - scheduling, SOC and data management



# Conference format

\* **New to ZEB 2025** is a guided tour of the sponsor exhibition booths. **Gold Tour sponsors** will have the opportunity to host presentations at their booth showcasing case studies and their experience. This format is expected to foster synergies with the exhibition.

**busworld**<sup>®</sup>  
**EUROPE BRUSSELS**  
 4-9 OCT 2025 

ZEB 2025 will be held between **7<sup>th</sup> and 9<sup>th</sup> of October 2025**, and will include **visits to the Busworld Europe exhibition** as well as **networking opportunities**. Please find below the conference format and session themes for each day.

Day	Session Theme
Monday 6 <sup>th</sup> of October, 2025	Free visit to the Busworld Exhibition
Tuesday 7 <sup>th</sup> of October, 2025 <i>Afternoon</i>	Opening session
Tuesday 7 <sup>th</sup> of October, 2025 <i>Evening - from 18:00</i>	Networking Dinner
Wednesday 8 <sup>th</sup> of October, 2025 <i>Morning</i>	Plenary and breakout sessions
Wednesday 8 <sup>th</sup> of October, 2025 <i>Afternoon</i>	ZEB Tour of Busworld *
Thursday 9 <sup>th</sup> of October, 2025 <i>Morning &amp; Afternoon</i>	Plenary and breakout sessions

**Busworld** – Busworld Europe hosts over 500 exhibitors, including 80 of the world’s largest bus builders in the world, suppliers of charging and fuelling infrastructure, Electricity and H-producers & -distributors, energy management systems, providers of engines and powertrains, Intelligent Transport System (ITS), Advanced Driver Assistance (ADAS), etc. **Busworld attracts 40 000 visitors coming from 111 countries.**

**The Venue** – The European ZEB 2025 conference @Busworld Europe will be held at the Brussels Expo Centre, which is located in the north of the capital city of Belgium.

# ZEB 2025 builds on successful previous editions

**>400** attendees expected at ZEB 2025

 **250+**  
Delegates

 **160**  
Organisations

 **22+**  
Countries

 **140+**  
Online Participants

Event moved online due to **Covid-19**

 **430+**  
Delegates

 **70+**  
Speakers

 **200+**  
Organisations

 **90+** representatives from transport operators and authorities

## London 2016

## Cologne 2018

## Online ZEBINARS 2020

## Paris 2021

## Brussels 2023

 **350+**  
Delegates

 **220**  
Organisations

 **100%** would recommend event to colleagues

 **>50** Operators represented

 **400+**  
Delegates

 **200+**  
Organisations

 **50**  
Speakers

# Audience at ZEB



## Attendance split by sector

Based on previous ZEB conferences data



1/3

Industry



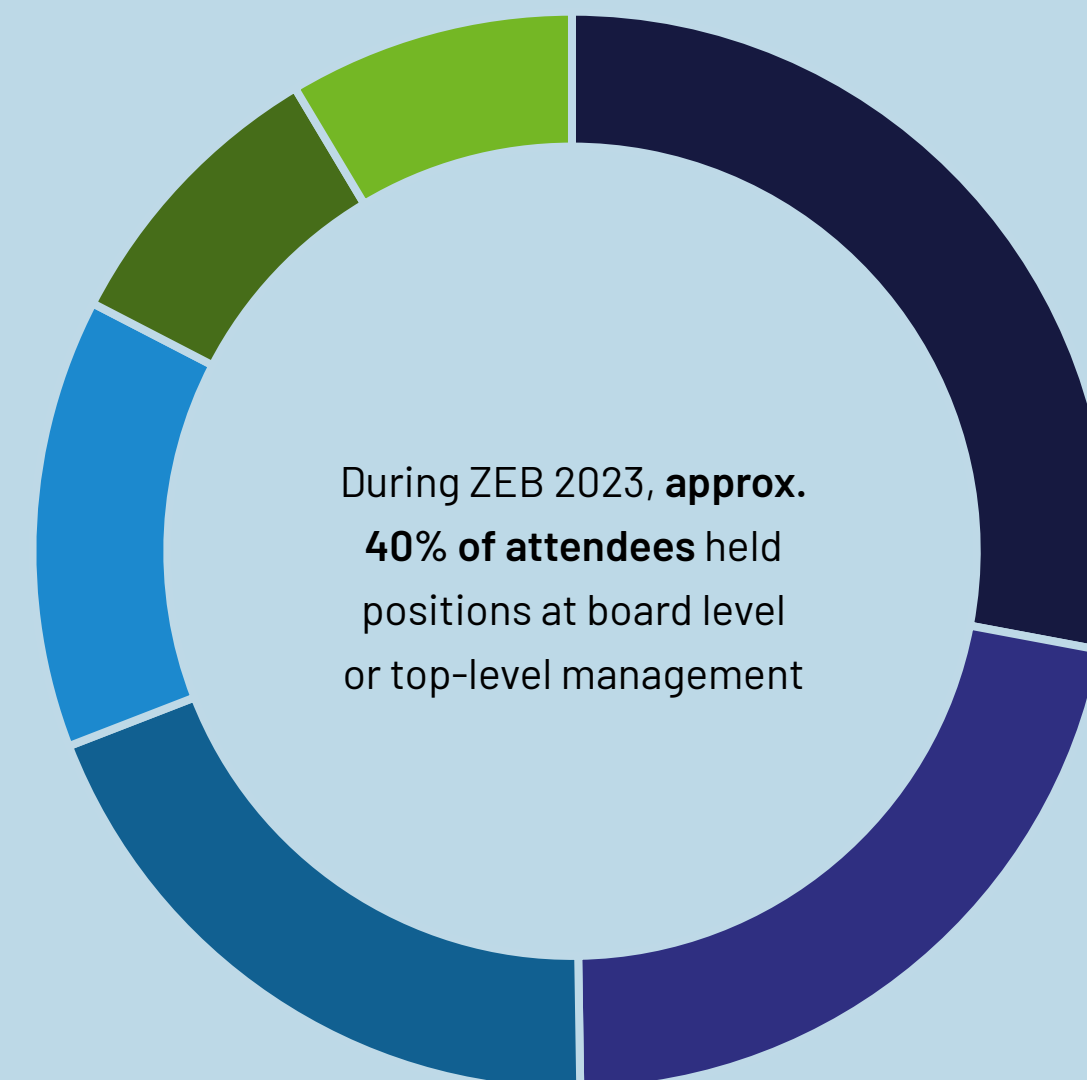
1/3

Transport Operators



1/3

Local Authorities, politicians and others



## Attendance split by role

Based on ZEB 2023 conference data



9%

Board Level



28%

Top Level Management



22%

Middle Level Management



13%

First Level Management



19%

Senior Employee



9%

Employee

# Feedback from ZEB 2023 @ Busworld

**89%** Good or Excellent value for money

**95%** Satisfaction with the content of the conference\*

\* Source Feedback survey sent following ZEB 2023 (37 answers gathered)

## Hear what attendees had to say about ZEB 2023 through our anonymous survey

"The depth of the talks, and especially the panel discussions, was very good"

"It was a great conference/event in all respects... Thanks all for your effort for organising it"

"It was a great event. Congratulations"

"Everything was very well organized"

"There were some great networking opportunities, especially the networking dinner."



## Feedback from Sponsors

"Thank you for the great organisation of the ZEB Conference and your support"  
**Caroline Blauvac, Messer**

"Thanks for the preparation and discussions around the panel yesterday (...) some interesting topics either side of the panel"  
**Fraser McGregor, Siemens Financial Services**

"Excellent quality of speakers. Excellent networking opportunities"  
**Lionel Boillot, Clean Hydrogen Partnership**

## Feedback from Participants

"Great work at the conference – really good sessions, very informative and seamless. Well done"  
**David Barnett, Translink**

"It was a real pleasure to take part to the ZEB Conference & Busworld, it was the first time for me and won't be the last for sure. It was extremely interesting to get to know direction transportation is taking for the future"  
**Alberto Cossa, Globus Travel Services SA**

"Perfect event from our side. Hope to be part of it with you again next time"  
**Francois Vauxion, RATP**

"Great added value of the combination between the conference and Busworld. I enjoyed all panels and liked the set-up of having a conversation instead of listening to presentations"  
**Gerard Hellburg, Vervoerregio Amsterdam**

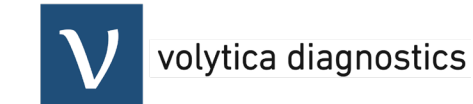
"Thank you very much on behalf of the whole Flix team! We appreciate the great organisation and collaboration. The event was a great success"  
**Daniel Zellinger, Flixbus**

"It was great to see all stakeholders in the Zero Emission Buses in the conference, and we greatly benefited from the discussions"  
**Fatih Canitez, Imperial College**

## ZEB 2025 is expected to be the biggest edition yet!

We listened to sponsors' feedback. We have incorporated in our sponsorship packages: enhanced brand visibility, more free and discounted tickets, improved networking opportunities, a more focused and technical conference format and a new ZEB tour of Busworld

# Previous sponsors





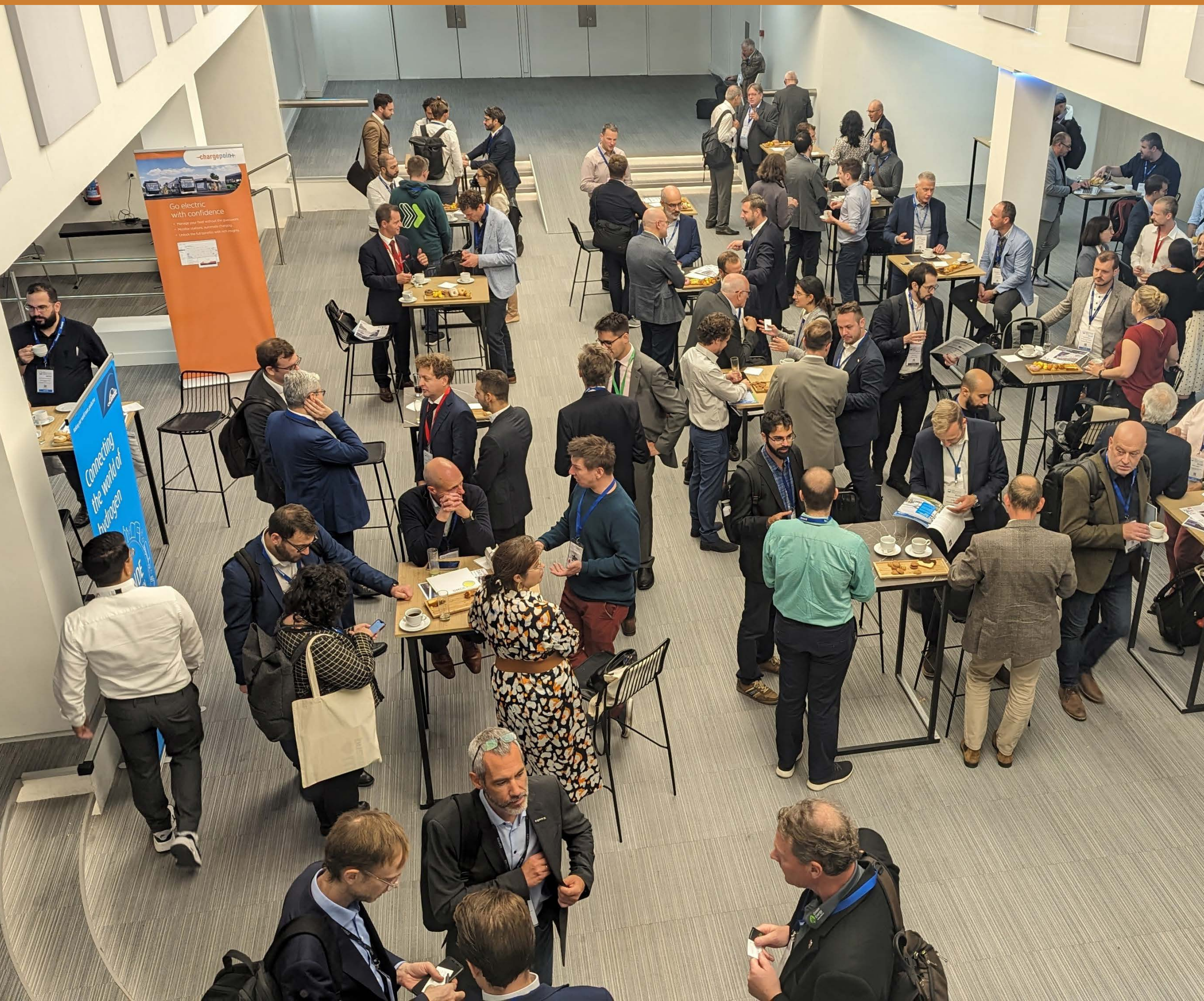
# Sponsorship Packages



	Standard Bronze 5K€	Q&A Bronze 8K€	Panel Silver 12K€	Keynote Silver 14K€	Gold 20K€	Diamond 25K€
<b>Key conference benefit</b>						
Keynote during conference					✓ or	✓
ZEB Tour of Busworld					✓	
Keynote during breakout				✓		
Panel session in breakout			✓			
Quickfire Q&A		✓				
<b>Networking dinner</b>						
Main networking dinner sponsor						✓
Welcome speech during dinner						✓
Number of networking dinner tickets included	1	1	2	2	3	4
Discounted networking dinner tickets	Unlimited - as many as required for sponsor	Unlimited - as many as required for sponsor	Unlimited - as many as required for sponsor	Unlimited - as many as required for sponsor	Unlimited - as many as required for sponsor	Unlimited - as many as required for sponsor
<b>Tickets and promotion</b>						
Number of interchangeable tickets for organization	2	2	3	3	5	5
Number of client passes	5	5	8	8	10	10
Brochure introduction (words)	75	75	100	100	125	150
Brochure ad (pages)	1/4	1/4	1/2	1/2	1	1
Brochure Q&A (pages)					1/2	1/2
Logo in emails and on website	✓	✓	✓	✓	✓	✓
Spotlight intro in email	✓	✓	✓	✓	✓	✓
Promotion on social media	✓	✓	✓	✓	✓	✓
Branding outside conference	✓	✓	✓	✓	✓	✓
List of attendees and organizations	✓	✓	✓	✓	✓	✓
Photos of speakers and event	✓	✓	✓	✓	✓	✓
Shots of booth in ZEB 2025 event video					✓	✓

# Standard Bronze

Price: 5 000 €



## Conference benefits

- 2 interchangeable tickets for your organisation
- 5 tickets for your clients

## Brand promotion

- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- Introduction (75 words) and advertisement (quarter page) in printed physical brochure distributed to all participants

## Networking dinner

- 1 free networking dinner ticket
- Unlimited discounted networking dinner tickets (at break-even cost)

## Other benefits

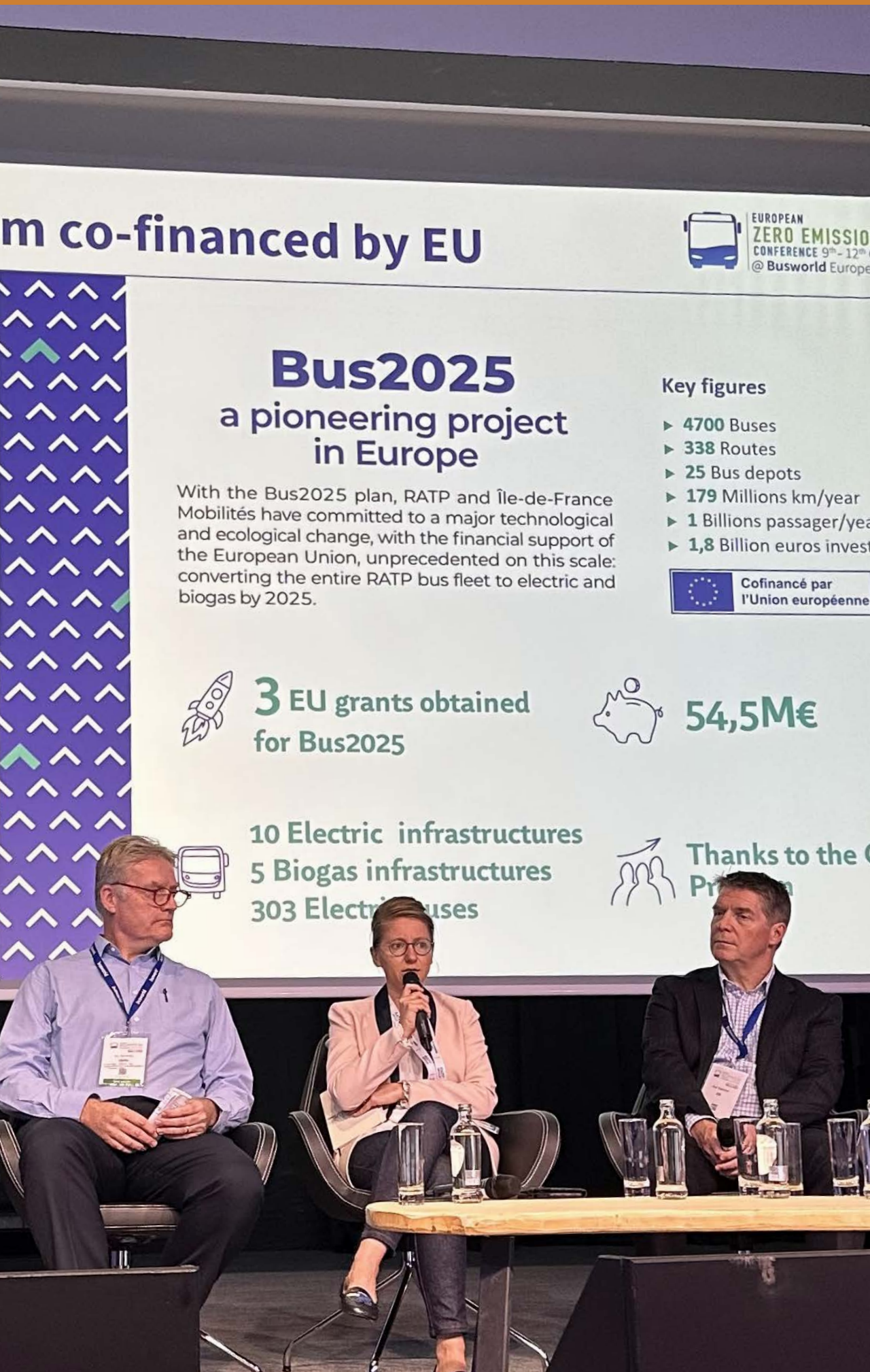
- Access to photos after the event
- Access to list of names and organisations attending. Operators will have different colour lanyards, allowing you to recognise them more easily
- Increase visibility of your organisation amongst the leading players in Europe's transition to zero emission public transport
- Can distribute marketing materials at the conference

## Paid opportunities exclusive to sponsors

- **2K€** - Sponsorship of networking coffee/lunch zone
- **4K€** - Sponsorship of lanyards and badges

# Q&A Bronze

Price: 8 000 €



## Exclusive benefits for this Q&A Bronze package only

### Quickfire Q&A

5-minute opportunity to answer up to 2 moderator/audience questions in a session with all Q&A Bronze sponsors

## Conference benefits

- 2 interchangeable tickets for your organisation
- 5 tickets for your clients

## Brand promotion

- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- Introduction (75 words) and advertisement (quarter page) in printed physical brochure distributed to all participants

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- Can distribute sponsorship material at the conference

## Paid opportunities exclusive to sponsors

- **2K€** - Sponsorship of networking coffee/lunch zone
- **4K€** - Sponsorship of lanyards and badges

# Panel Silver

Price: 12 000 €



## Exclusive benefits for this Panel Silver package only

Participation in a panel session with targeted audience in a breakout session

## Conference benefits

- **3 interchangeable tickets** for your organisation
- **8 tickets** for your clients

## Brand promotion

- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- **Introduction (100 words) and advertisement (half page)** in printed physical brochure distributed to all participants

## Networking dinner

- **2 free networking dinner tickets**
- Unlimited discounted networking dinner tickets (at break-even cost)

## Other benefits

- Access to photos after the event
- Access to list of names and organisations attending. Operators will have different colour lanyards, allowing you to recognise them more easily
- Increase visibility of your organisation amongst the leading players in Europe's transition to zero emission public transport
- Can distribute marketing materials at the conference

## Paid opportunities exclusive to sponsors

- **2K€** - Sponsorship of networking coffee/lunch zone
- **4K€** - Sponsorship of lanyards and badges

# Keynote Silver

Price: 14 000 €



## Exclusive benefits for this Keynote Silver package only

- **10-minute keynote presentation** focusing on case studies in front of a targeted audience in the breakout session
- **5-minute Q&A** after your breakout session keynote presentation

## Conference benefits

- **3 interchangeable tickets** for your organisation
- **8 tickets** for your clients

## Brand promotion

- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- **Introduction (100 words) and advertisement (half page)** in printed physical brochure distributed to all participants

## Networking dinner

- **2 free networking dinner tickets**
- Unlimited discounted networking dinner tickets (at break-even cost)

## Other benefits

- Access to photos after the event
- Access to list of names and organisations attending. Operators will have different colour lanyards, allowing you to recognise them more easily
- Increase visibility of your organisation amongst the leading players in Europe's transition to zero emission public transport
- Can distribute marketing materials at the conference

## Paid opportunities exclusive to sponsors

- **2K€** - Sponsorship of networking coffee/lunch zone
- **4K€** - Sponsorship of lanyards and badges

# Gold

Price: 20 000 €



Your choice of one out of two exclusive benefits for the Gold package only

## Option #1 - New to this edition!

- Your organisation is a stop on the ZEB tour of Busworld. The tour will invite ZEB participants to stop at specific booths in Busworld, where you will get 15 minutes to demonstrate your experience through case studies
- Opportunity to host drinks at your booth at the end of the tour (2 spots available - first come first served). This can be advertised to a specific list of attendees

## Option #2

- 10-minute keynote presentation focusing on case studies in front of the entire ZEB audience in the plenary session
- 5-minute Q&A after your plenary session keynote presentation

## Conference benefits

- 5 interchangeable tickets for your organisation
- 10 tickets for your clients

## Brand promotion

- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- Introduction (125 words), advertisement (full page), and Q&A (half page) in printed physical brochure distributed to all participants

## Networking dinner

- 3 free networking dinner tickets
- Unlimited discounted networking dinner tickets (at break-even cost)

## Other benefits

- Access to photos after the event. Your Busworld booth will feature in the event video
- Access to list of names and organisations attending. Operators will have different colour lanyards, allowing you to recognise them more easily
- Increase visibility of your organisation amongst the leading players in Europe's transition to zero emission public transport
- Can distribute marketing materials at the conference

## Paid opportunities exclusive to sponsors

- 2K€ - Sponsorship of networking coffee/lunch zone
- 4K€ - Sponsorship of lanyards and badges

# Diamond

Price: 25 000 €



## Exclusive benefits for this Diamond package only

- 10-minute keynote presentation focusing on case studies in front of the entire ZEB audience in the plenary session
- 5-minute Q&A after your plenary session keynote presentation
- Exclusive sponsorship of the networking dinner: you have a 5-minute welcome speech to dinner attendees, and your branding is visible all night

## Conference benefits

- 5 interchangeable tickets for your organisation
- 10 tickets for your clients

## Brand promotion

- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- Introduction (150 words), advertisement (full page), and Q&A (half page) in printed physical brochure distributed to all participants

## Networking dinner

- 4 free networking dinner tickets
- Unlimited discounted networking dinner tickets (at break-even cost)

## Other benefits

- Access to photos after the event. Your Busworld booth will feature in the event video
- Access to list of names and organisations attending. Operators will have different colour lanyards, allowing you to recognise them more easily
- Increase visibility of your organisation amongst the leading players in Europe's transition to zero emission public transport
- Can distribute marketing materials at the conference

## Paid opportunities exclusive to sponsors

- 2K€ - Sponsorship of networking coffee/lunch zone
- 4K€ - Sponsorship of lanyards and badges



# Previous ZEB Participants

## KEY PARTICIPANTS FROM ZEB 2023



Political bodies, with representatives from the European Commission (CINEA, Clean Hydrogen Partnership, EIB, EBRD, DG MOVE, etc.) and national governments



Experienced bus and coach operators as well as transport authorities including Transdev, TfL, RATP, Translink, TMB Barcelona, STIB-MVIB, EMT Madrid, SASA (Bolzano), Vervoerregio Amsterdam, Flixbus, Ruter, MZK Konin, Qbuzz, Keolis, OV-bureau Groningen Drenthe, Go-Ahead Group, Foothill Transit, trateo, Verkehrsbetriebe Hamburg- Holstein (VHH), Svealandstrafiken AB, National Transport Authority of Ireland, Mowasalat (Karwa), CARRIS (Lisboa) and ATM (Barcelona)



Industry/Operators/Mayors associations and bodies including ICCT, IRU, C40, AVERE, GPN (Global Passenger Network), France Hydrogène, HUMDA, ZEMO Partnership and CTE

## KEY PARTICIPANTS FROM OTHER EDITIONS

Example of key participants to the European ZEB conferences come from all around Europe and the world. Please find below a non-exhaustive list of participant from previous editions (organizations present in 2023 and already mentioned on the left are not repeated below):



Political bodies: Department for Transport representatives from several countries, European Commission



Transport operators, authorities and cities: EMT Valencia, First Bus, WSW mobil - Wuppertal, Syndicat Mixte des Transports Urbains de Pau, Transports Publics Neuchâtelois, Movia, Tower Transit, OVB, Miejski Zakład Komunikacji Wejherowo, Brighton & Hove Buses, Metrobus, Rhein-Main-Verkehrsverbund, Rheinbahn AG Düsseldorf, ESWE-Verkehr, Rigas Satiksme , Jelgavas Autobusu Parks , DeLijn, Regionalverkehr Köln, City of Tarragona, Ville de Luxembourg, Government of Ljubljana/Slovenia, Region Nordjylland, City of Copenhagen, City of Cologne, North Denmark region, City of Zagreb, Municipality of Torres Vedras, Province South Holland.



NeoT Green Moblity, Société General, IVECO, Wrightbus, Jema Energy, Volvo, Honda, Everfuel , MAN, Faurecia, Forsee Power, Air Liquide, Enel X, Heliox, Engie, Cummins, Alstom, Daimler, Nel, Shell, etc.



# Contact us!

Please contact a member of the ZEB team to discuss which of our sponsorship packages is right for your organisation. We are happy to discuss which option is the best fit and help maximise your value and visibility at the conference.

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## ORGANIZERS



### ABOUT ERM

As the largest global pure play sustainability consultancy, ERM partners with the world's leading organizations, creating innovative solutions to sustainability challenges, and unlocking commercial opportunities that meet the needs of today while preserving opportunity for future generations.

ERM's diverse team of 8,000+ world-class experts in over 150 offices in 40 countries and territories combine strategic transformation and technical delivery to help clients operationalize sustainability at pace and scale. ERM calls this capability its "boots to boardroom" approach - a comprehensive service model that helps organizations to accelerate the integration of sustainability into their strategy and operations.

## PARTNERS



## MEMBERS OF BUSWORLD CONGRESS ADVISORY BOARD

