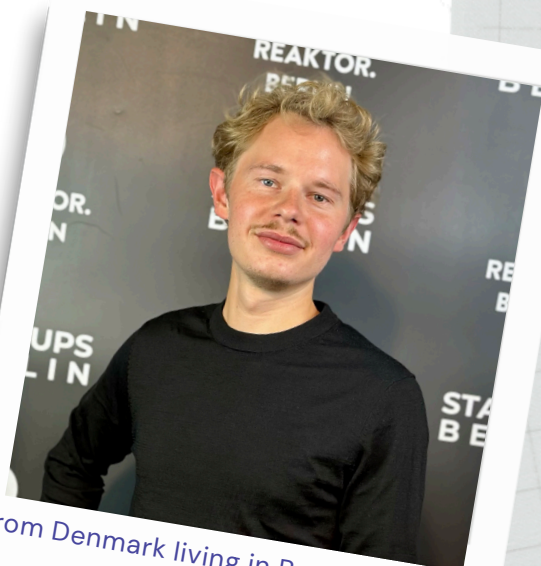


Germany

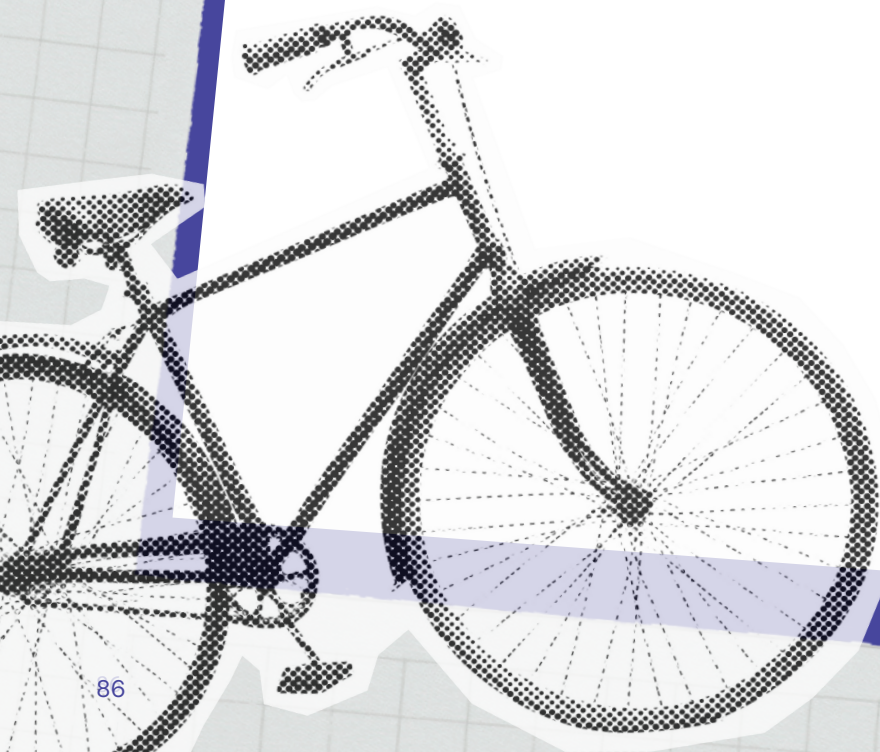
Denmark

Niklas Hildebrandt

Niklas is the co-founder of ELU Mobility where they are on a mission to make electric trucks the norm. Their software enables freight-carriers to transition and operate electric trucks without sacrificing profitably. Niklas started in the industry when there were just 2,000 electric trucks in Europe. From an internship that he thought was about electric trains, turns out, it was about trucks. He stuck with it because the industry has just the right mix of global impact and challenging problems.



From Denmark living in Berlin, Germany





Transport systems can be considered inclusive only if...

... there is equal representation. I will focus on the transport system that I am working with electric trucks and logistics. This is still a male-dominated industry. To be truly inclusive and equitable, we have to work intentionally towards representation across genders, cultures, and backgrounds. I believe in this not just because of fairness, but because it directly impacts innovation, decision-making, and performance. Having grown up in both South America and Europe, I believe that diversity brings new perspectives and innovation.

If I was in power of our transport systems, the first thing I would do is...

... make cities more bike-friendly and electrify road transport. Growing up in Denmark, a (very) bike friendly country, cycling has always been my way of transport, no matter the weather. It's sustainable, healthy, and usually the fastest. In cities, bikes should be prioritized, and roads should be repurposed to support that. As someone working in electric trucking, I strongly believe in transitioning transport to electric, especially in dense urban zones. This isn't about replacing every vehicle because I know that

doesn't always make sense, but about reducing pollution and noise, making cities more livable for everyone.

How does the current situation of the transport sector in your city influence your work?

As a white male in a male-dominated sector, I realize the privileges that comes with my identity and also that I have certain biases. The underrepresentation of other genders and marginalized groups in logistics isn't just a diversity issue; it's a systemic gap that impacts team dynamics, innovation, and equity. When hiring, it's easy to perpetuate the status quo because likely applications will be males, but we need to be intentional. At ELU Mobility, we are a lucky because we are a small company. This means that we don't need redefine our whole company culture to match this, but we can set this as our foundation of our core values.

What's the main challenge that you face in your daily work?

The biggest challenge is convincing people to adopt our solutions. We are on a mission to make electric trucks the norm. However, this is not easy because they come with high upfront

I want to learn how to scale our impact: environmentally and culturally. Our mission is reducing truck emissions, but I'm equally committed to fostering diversity in the male-dominated logistics industry. At ELU Mobility, one of our core-values is diversity. As we grow the company we will make an active to address gender and cultural imbalances across all departments and positions. By proving that carbon-neutral transport can be cost-effective, we drive adoption of electric trucks. Therefore, my work supports:

My work aligns with the
Hamburg Charter Principles!

Principle #2 Inclusivity
in Transport

Principle #4 Climate-Friendly
Mobility Industries and Businesses

Principle #7 Promoting of Electric
Mobility



costs, complicated planning, and inefficient planning. My job is to figure out and prove to freight carriers that electric trucks aren't just better for the planet, they can also be more profitable.

Why is it important to listen to young people?

Young people bring fresh perspectives, fewer preconceived notions, and a stronger sense of urgency about climate and equity. We question outdated systems and propose ideas without being tied to how things have always been done. I think this is especially important as we face some very urgent global challenges.

What would you tell other young people working in the transport field?

Keep going and be proactive. Sometimes, it feels that the industry is very slow, but that's exactly why your perspective matters. Be persistent, ask difficult questions, and question ideas. At the same time, be humble. We are not teenagers anymore, so we probably realize that we don't know everything. We should listen to the ones that have been working in the industry

longer, take their advice seriously, and learn from them. Even if some of these systems need to change, there is still so much knowledge to be gained.



