

Tomorrow.Mobility World Congress

Call for Speakers 2023 – 3rd edition

Terms and Conditions

Entering the Call for Speakers implies full acceptance of its rules

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1. Tomorrow.Mobility World Congress

Tomorrow.Mobility World Congress is committed to **leveraging the implementation and follow-up** of all **global agendas** at the local and national levels. The event aims to be the place to **collectivize urban power**, to **increase the strength of cities**, deploy innovation and identify **business opportunities**, establish **partnerships** and contribute to enacting **common policies**. A place to share research, best practices and potential common solutions, achieved through **effective collaboration**.

As the **leading event for mobility innovation in cities**, we understand the need to give cities a **powerful global voice** and an **innovative platform for common urban action**. Since its first edition in 2021, it has succeeded to become the meeting point for governments, companies, entrepreneurs, startups, research centres, and citizen's initiatives, where cities meet other cities, showcase their projects and find new solutions, and where companies do business. It has turned out to be an exceptional networking platform to connect people working in and with cities worldwide who are tackling **similar challenges** and generating **opportunities for action**.

The **Congress** gathers the most relevant experts and leaders of the **world's most innovative** cities, companies, entrepreneurs, start-ups, research centers, initiatives and solutions, with strategies for a **smarter and more sustainable urban mobility**. At the **Exhibition Area**, participants showcase their **latest developments, real solutions and products**, with technologies making tangible and lasting positive impacts on the lives of millions of people.

Be part of this **global community**, an ecosystem committed to creating powerful solutions, the ones that will help to develop a more plural **economy**, improve our **quality of life** and promote a **healthier future**. The **challenges we face are immense** and only by working together will we be able to tackle them.

In 2023, the event will continue to bet on increasing the presence of organizations, exhibitors, and visitors worldwide to keep on **generating synergies, sharing knowledge, provoking discussion, reflection, and inspiring new actions**. Here you have the opportunity to participate as a speaker of the Tomorrow.Mobility World Congress through this Call for Speaker process.

2. Purpose of the Call for Speakers

This Call for Speakers is looking for the most relevant contributions, innovative initiatives and solutions within the framework of sustainable, inclusive, equitable, safe, healthy and collaborative cities. All authors are cordially invited to submit their proposals to Tomorrow.Mobility World Congress, to be held on November 7 – 9, 2023 in Barcelona.

3. Topics covered

Please find the **covered topics in the 2023 edition** that will be considered to participate in the Congress. You will need to prioritize and select **only one topic** that your proposal mostly refers to. Submissions should be dealing with **one or several of the keywords highlighted in the descriptions**. We do realize that there is overlap between some of them. Additional keywords can also be suggested in the online form. Do not hesitate to contact the organization in case of doubt.

Topics 2023	Description
Mobility Data Spaces	Establishing <u>governance structures</u> and policies, including its associated business models, is a key step to enable data sharing and unlock the potential of <u>mobility data</u> to enable and/or improve <u>sustainable mobility services</u> (international rail travel, in-car data powering insurance or traffic management, for instance). Connecting different mobility data ecosystems in a secure way (<u>cybersecurity</u>) will provide better tailored, higher quality mobility services.
Inclusivity, Affordability, and Fairness	A major aspect to design the future of mobility is <u>inclusivity policies</u> to benefit all population groups and don't leave anyone behind: from <u>gender equality</u> in transport planning and operations, to redesigning services for an <u>ageing society</u> (<u>15 minute cities</u>) reducing transit deserts (<u>transport on-demand</u>), <u>safer street designs</u> that enhance children's autonomy, or policies that have the potential to reduce <u>transport poverty</u> like congestion-charging schemes financing <u>public transport</u> , etc. In a context of increasing inflation and growing inequalities, it is key to ensure that mobility is affordable for all, while inclusive and fair.
Connected, cooperative, and automated mobility (CCAM)	To enable the adoption of <u>automated vehicles</u> for passenger and goods it's necessary to allow the exchange of information among vehicles, and between vehicles and the <u>road infrastructure</u> . For this matter, the accelerated deployment of <u>5G connectivity</u> corridors, <u>artificial intelligence</u> and semiconductors, <u>cybersecurity</u> for resilient <u>digital infrastructures</u> , is very important. Enhanced last-mile logistics can benefit from CCAM applications, as well as more efficient public transport network operations.

Sustainable Urban Logistics	<u>Last mile urban logistics</u> must gain higher levels of efficiency through concepts like the better integration of ports and cities, new <u>delivery</u> models based on urban consolidation centres, pick-up points, shared passenger and goods services, digitalization of the <u>logistics value chain</u> , advanced brokerage business models for asset sharing or new models to improve reverse logistics due to new customer <u>e-commerce</u> habits. In parallel, logistics can benefit from the deployment of technologies like <u>electrification</u> , artificial intelligence for <u>route optimization</u> and demand prediction.
Multimodality	Better travel options for citizens capable of reducing private car ownership, such as <u>multimodal e-ticketing</u> and <u>payments systems</u> , enabling <u>multimodal travel services</u> that integrate public transport and <u>micromobility</u> for better end-to-end traveller experience will power data for multimodal <u>traffic management</u> integrating information from public, private-own and private-shared fleets. Such integrations can optimise <u>transport networks</u> and nudge travellers' behaviour towards more sustainable choices.
Urban Air Mobility	While policies and user acceptance enabling UAM still suggest in the medium to long term horizon for passengers, several use cases are emerging for <u>air mobility</u> : <u>freight distribution</u> in geofenced areas like ports or industrial parks, event management, or <u>emergency response</u> coordination. For such use cases <u>eVTOLs</u> and <u>drones</u> can cater for specific use-cases and add a value to our existing transport systems.
Energy transition	As the transition to <u>net-zero economies</u> in line with the Paris Agreement accelerates, different models of <u>energy storage</u> compete to power <u>electric vehicles</u> : <u>battery</u> technology (solid state, and others) aims to optimize and even eliminate dependency on specific scarce materials (cobalt, etc.), while green <u>hydrogen</u> emerges as an alternative that can guarantee sovereignty in <u>energy supply</u> . Energy communities based on local generation and vehicle-grid integration and smart management systems are also key trends in the energy transition. Likewise, ramping up recycling capacity will be crucial to leverage the benefits of <u>circular economy</u> for the energy transition, further reducing dependence on critical material extraction.
Active mobility	In 2021 <u>bicycle</u> and <u>e-bike</u> sales reached an all-time record in the EU, with over 22 million units sold. In that year, total sales of bicycles and e-bikes increased 7.5% in comparison with 2020, reaching almost €20bn. This trend, together with the growth in popularity of <u>micromobility</u> services, gives a boost to <u>active mobility</u> in our cities. Combined with journeys by foot, it makes a significant contribution to <u>quieter and cleaner streets</u> , while directly improving citizens' <u>health</u> .

4. Organizer of the call

This call for speakers is organized by Tomorrow.Mobility World Congress.

5. Who can participate?

Tomorrow.Mobility **World Congress** is aimed at cities, businesses, entrepreneurs, startups, social innovators, research centers, universities, public or non-governmental organizations, consortiums (public-private), social activists, with innovative ideas, research, analyses, studies, visions, and solutions for our cities.

6. Presentation of proposals

To enter in the running call for speakers, please fill in the form available online.

Proposals must be submitted electronically via this website and must conform to the terms and conditions here included.

The form and all complementary information will have to be filled out entirely in English or Spanish.

No proposals in any other languages will be accepted.

The organization reserves the right to ask for any clarification or additional information about the submitted entries.

No additional documents to the web form will be accepted, unless requested by the organization.

The web form to be fulfilled will require, among other details:

- Short speaker's bio (max 300 characters including spaces)
- Mission of the organization (max 300 characters including spaces)
- Topics (selecting from the list)
- Keywords (Please use the main keywords indicated in the Terms & Conditions - section 3. You may include additional keywords that relate to your proposal)
- Submission title (max 100 characters including spaces)
- Brief description of the proposal (max 300 characters including spaces)
- Abstract (max 2500 characters including spaces) - You may include the context of implementation, added value of the proposal, impact achieved, solutions/conclusions, and any other information helpful to understanding the main ideas of your proposal.
- Strategic objective (max 300 characters including spaces)

- Scope of implementation (max 300 characters including spaces)
- Current state and locations of implementation (max 300 characters including spaces)
- Innovative characteristics of the proposal (max 300 characters including spaces)
- (Expected) Results / Impact of the proposal (max 300 characters including spaces)
- Feasibility of the proposal (max 300 characters including spaces)
- Partners involved: Name/Job Title/Organization/City/Country (max 300 characters including spaces)
- Reference website of the proposal

The uploaded document can be either in **presentation format** or in **paper format**, in accordance with the templates provided on the website.

The uploaded document should be no longer than 10 slides or pages, in both PDF and **editable format**.

There is no limit to the number of submissions by author, but it is important to submit only on areas of key importance to your business/expertise. As a guideline, we recommend no more than 3 submissions per author / company / organisation.

7. Entry deadline

The Call for Speakers will be open until **April 20th, 2023, 23:59:59 CET**.

8. Evaluation Criteria

The quality of each proposal will be evaluated according to the criteria described below. Each submission will be evaluated based on twelve aspects, grouped in 4 categories:

Group 1 - Innovation, Relevance.

Group 2 - Impact, Scope of Implementation, Citizen Engagement and Co-creation, Inclusivity and gender equality.

Group 3 - Feasibility, Replicability, Multi-stakeholder Collaboration

Group 4 - Soundness, Organization, Speaker Expertise and Experience.

For each aspect, a score will be assigned based on the degree to which the submission demonstrably fulfills each listed criterion.

Evaluation Aspects:

Aspects	Criteria considered
Innovation	<ul style="list-style-type: none"> The subject addressed is relevant and original, AND demonstrates an innovative approach. Additionally, the proposal includes some explanations of why the submission is innovative. The proposal includes innovative concepts, processes, tools OR governance models as a test-bed for innovation.
Relevance	<ul style="list-style-type: none"> Defines a need(s) or unresolved problem(s) being addressed in its context.
Impact	<ul style="list-style-type: none"> Demonstration of clear, significant, and tangible impacts (or potential impacts) Includes quantification of the scope of the impacts (or potential impacts) In case of research or comparative analysis, demonstration of clear contribution to future action plans and to decision making processes.
Scope of Implementation	<ul style="list-style-type: none"> The target group is reached effectively and a significant number of people have been affected. Project capable of being scaled up to benefit hundreds of thousands (or perhaps even millions).
Citizen Engagement and Co-creation	<ul style="list-style-type: none"> Embraces considerations of citizen engagement and how to ensure the uptake of their ideas; AND/OR includes innovative methods and tools such as co-design or co-creation.
Inclusivity and gender equality	<ul style="list-style-type: none"> Defines inclusion targets in terms of gender, ethnicity, class and poverty, and/or age.
Feasibility	<ul style="list-style-type: none"> Clearly makes a persuasive case for feasibility. <p>If <u>implemented</u>, the proposal has an established record of success, AND/OR includes some information on the development cycle, the current status of implementation, and questions of financial and logistical feasibility.</p> <p>If it is a <u>proposed project, initiative or idea</u>, it includes some information for developing, piloting, and scaling the idea; AND addresses questions of financial and logistical feasibility.</p> <p><i>Does not apply to research and comparative analysis or to a more analytical and theoretical proposal.</i></p>
Replicability	<ul style="list-style-type: none"> Proposal with the potential to be transferred onto other contexts different than those where they were originally conceived for; that is, that could be replicated in other sectors, regions, countries, or even different modes.

Multi-stakeholder Collaboration	<ul style="list-style-type: none"> Identification of People-Public-Private-Social/Citizens partnerships or other forms of multi-stakeholder collaboration aspects.
Soundness	<ul style="list-style-type: none"> The data being presented is reliable and sound.
Organization	<ul style="list-style-type: none"> The organization that presents the proposal has a well-established reputation in its field.
Speaker Expertise and Gender Parity, Ethnic Diversity	<ul style="list-style-type: none"> Proposed speaker who will deliver the presentation in the Congress is the highest representative of the organization AND has excellent communication skills. As we are fully committed with gender equality and try to promote gender parity in our sessions, the proposal of female speakers will be positively appraised.

9. Evaluation process

The evaluation process is divided into two phases:

1) Regulation compliance

The organization will conduct a first evaluation to check whether the proposal complies with the requirements. Proposals could be subject to additional request of information or clarification.

2) Proposal selection

A technical committee of experts that work in the thematic areas covered by the World Congress will evaluate the proposals by topic and select:

- Proposals for Congress presentation
- Proposals for Congress elevator pitch presentation
- Declined proposals

The number of proposals per category and per topic is subject to consideration by the technical committee of experts and the organizing committee.

Please bear in mind that **only the main author** of the submitted proposal will be eligible for presenting the proposal as a speaker at the Congress.

The selection process is carried out considering the content of the proposal and the speaker profile who is going to deliver a presentation in the Congress. The organization reserves the right to accept or reject **any substitution of speaker**. Please note that only

candidates from the same organization with similar job title and job function would be accepted.

10. Selected categories

As a reminder, the event is composed of an **Exhibition Area**, showcasing innovative companies and reference cities already implementing the innovative mobility initiative, and the **Congress Area**, where prominent speakers will introduce and debate pioneering approaches.

Speaker's proposal accepted for presentation would then be eligible for one of the following categories:

- Proposals selected for Congress presentation

These presentation slots will be of 8-10 minutes within a panel session typically running for 45-60 minutes.

Every speaker in this category will be given a three-day pass for the World Congress, and the opportunity to purchase additional passes with a 25% discount rate.

- Proposals selected for Congress Agora or Innovation Zone

This will be a short 3-4 minute presentation within a session running for 45-60 minutes.

Every speaker in this category will be given a three-day pass for the World Congress, and the opportunity to purchase additional passes with a 25% discount rate.

11. Selection communication

The speakers of selected proposals will be informed starting on **June 12th 2023**.

12. Intellectual and Industrial Property Rights

The participant is responsible for the authorship of the submitted proposal; he/she is the owner of the intellectual and, where applicable, industrial property rights thereof.

The participant is accountable for the proposal submitted not violating intellectual property rights, industrial property rights, copyright and/or image rights and assumes complete responsibility with regard to third parties; the Organization is free of all liability.

Once the proposal has been selected, the organizers may make public any details considered as public (author, company / organization, title, brief, abstract, website, and topic).

13. Data Protection

Due to the sensitive nature of the information supplied, the World Congress organizers, the coordinator, and the members of the technical committee guarantee to keep the identity of participants and the content of their proposals confidential outside the sphere of the Tomorrow.Mobility World Congress.

This also includes any information about its current state of use or development.

Once the proposal has been selected, the organizers may make public any details considered as public (author, company / organization, title, brief, abstract, website, and topic).

14. Queries and suggestions

If you have any queries or suggestions, please email to:
tomorrowmobility.technicaloffice@firabarcelona.com

If you are interested in commercial opportunities to enhance your organization's profile at the Tomorrow.Mobility World Congress, please contact:
sales.tomorrowmobility@firabarcelona.com

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