

# Tomorrow.Mobility World Congress 2023: Shaping the Future of Sustainable Urban Mobility

November 7 to 9, 2023  
Fira Gran Via, Barcelona, Spain

Tomorrow.Mobility World Congress (TMWC) is the global event that drives innovation and sustainability in urban transportation. This year, for its third edition TMWC is set to take place under the theme "Make your Move Matter."

TMWC, jointly organised by Fira Barcelona and EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology, a body of the EU, promises to shift gears towards sustainable urban mobility with a focus on real implementation. The congress will act as a platform for urban mobility experts and enthusiasts, featuring an extensive programme covering critical topics for the future of the sector.

Among the more than 100 speakers are Timothy Papandreou, former Chief Innovation Officer at San Francisco MTA and advisor for X Alphabet's Moonshot Factory; Karima Delli, Chair of the Committee on Transport and Tourism at the European Parliament; Seleta Reynolds, Chief Innovation Officer at the Los Angeles Metropolitan Transportation Authority; Jacob Bangsgaard, Secretary General for Automobile Mobility and Tourism at the FIA; Jill Warren, CEO of the European Cyclists' Federation and Maria Tsavachidis, CEO of EIT Urban Mobility.

Tomorrow.Mobility World Congress, held within the framework of Smart City Expo World Congress, will welcome more than 25,000 in-person attendees, more than 1,000 exhibitors, 600 speakers, 140 countries, for more than 150 conference and panel.

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## PRESS PROGRAMME

[The full programme is available here](#)

TUESDAY 7 NOVEMBER

09:30 – 10:30 | Welcome & Opening by Maria Tsavachidis, CEO of EIT Urban Mobility and President of Tomorrow.Mobility. **Auditorium**

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**10:30 – 12:00** | All aboard! The future of transport is public. This session will also be presenting the results of first study on micro-incentives for mobility. [Tomorrow.Mobility Room](#)

**12:00 – 13:30** | **Keynote:** Tim Papandreou, CEO of Emerging Transport Advisors, on how the latest technological innovations will impact our mobility systems. [Auditorium](#)

**12:30 – 13:30** | Public-private partnerships for impact-driven mobility innovation. [Auditorium](#)

**12:30 - 13:15** | Agora session led by ACATECH: 'Launch deployEMDS project. [Tomorrow.Mobility Room](#)

*The deployEMDS project, funded by the European Union, will develop innovative services for sustainable urban mobility indicators and traffic information in various European cities and regions. By ensuring compliance with existing EU legislation, the project will establish a secure and controlled data-sharing infrastructure. Notably, it will collaborate with a wide array of partners, including research institutions, transport authorities, and technology companies. The project will actively support real-life implementation projects across nine cities and regions, including Barcelona (ES), Île-de-France (FR), Milan (IT), Lisbon (PT), Flanders (VLO), Sofia (BG), Stockholm (SE), Tampere (FI), and Hamburg (DE).*

**13:45– 15:15** | Unlocking the potential of mobility data. [Tomorrow.Mobility Room](#)

*Join this discussion examining the complex topic of data and the role cities can play in leading the way to making an EU-wide mobility data space a reality. The session will present the results of the new study conducted on the potential of a data-based mobility economy in Europe, in providing not only technical solutions, sovereignty but also creating new business and service models.*

**15:00 – 15:30** | Tour of latest innovative mobility start-ups. meeting at the [EIT Urban Mobility Booth](#).

**15:45 - 17:15** | Fair moves: towards just and accessible urban mobility for all. [Tomorrow.Mobility Room](#)

WEDNESDAY 8 NOVEMBER

**9:45 – 10:15** | **Keynote:** Seleta Reynolds', Los Angeles Metro's Chief Innovation Officer, on leadership and how practitioners can drive positive change for their communities with improved mobility options. [Auditorium](#)

**10:15 – 11:00** | Extreme Weather events call for extreme action in the mobility sector. [Auditorium](#)

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*The panel will include high level representatives from the City of Leipzig, Union for the Mediterranean, WRI Ross Centre for sustainable cities, European Cyclists' Federation, International Road Federation, City of Copenhagen. The panel will be headed by Akshat Rathi, Senior climate Editor at Bloomberg.*

**11:30 – 12:15 | Press briefing by Maria Tsavachidis, CEO of EIT Urban Mobility and President of Tomorrow.Mobility on the state of play and future of mobility. [Room 42 - Level 1 – Upstairs](#)**

**12:30-13:30 | The power of cross-border journalism – networking lunch with Clean Energy Wire CLEW. [Press room.](#)**

A chance to meet your colleagues, to get to know the Clean Energy Wire CLEW and to learn about its opportunities to collaborate with journalists from across the globe. Big transformation challenges like fixing the climate crisis, building sustainable mobility and cities or creating an inclusive digital environment have one thing in common: solutions and problems go beyond national borders. During the networking lunch, the non-profit's director Sven Egenter will also present CLEW's latest grant opportunity for journalists on the question of what a just green transition in Europe can look like.

**13:30-14:00 | Demo zone presentation by Gareth Macnaughton, Director EIT Urban Mobility. [Meeting at the demo zone.](#)**

**13:00h - 14:30 | Powering the Electric Mobility Transition. [Tomorrow.Mobility Room](#)**

**15:00 - 16:15 | Venture capital crunch: a crisis for mobility start-ups? [Tomorrow.Mobility Room](#)**

THURSDAY 9 NOVEMBER



**9:30 – 11:00 | Why we should care about autonomous mobility. [Tomorrow.Mobility Room](#)**

**11.00 – 12:00 | Networking Brunch at [EIT Urban Mobility's booth.](#)**

**12:45 – 13:15 | Keynote:** Tamira Snell, Senior Advisor at Copenhagen Institute for Futures Studies on how evolving behaviours can be harnessed to shape a brighter mobility future. [Auditorium](#)

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## Press registration

If you wish to cover Smart City Expo World Congress and Tomorrow.Mobility World Congress, you can apply for a press/analyst pass : [Press Registration | Tomorrow.Mobility World Congress](#)

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## BACKGROUND

### About EIT Urban Mobility

*EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union, aims to accelerate solutions and the transition towards a user-centric, integrated and truly multimodal transport system. As the leading European innovation community for urban mobility, EIT Urban Mobility works to avoid fragmentation by facilitating collaboration between cities, industry, academia, research, and innovation to solve the most pressing mobility challenges of cities. Using cities as living labs, its industry, research and university partners will demonstrate how new technologies can work to solve real problems in real cities by transporting people, goods and waste in smarter ways. For more information visit [www.eiturbanmobility.eu](http://www.eiturbanmobility.eu). Follow EIT Urban Mobility on:*     

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