

TOMORROW. MOBILITY

WORLD CONGRESS

4 - 6 NOVEMBER 2025

BARCELONA



Fira Barcelona



Urban Mobility

Co-funded by the
European Union



COMMUNICATION KIT



www.tomorrowmobility.com



WHAT IS TOMORROW. MOBILITY WORLD CONGRESS?

Tomorrow.Mobility World Congress (4-6 November, Barcelona) is the leading global event for smart urban mobility, co-organised by Fira Barcelona and EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union.

In an era of rapidly expanding cities and accelerating innovation, this flagship congress brings together the visionaries shaping the future of urban mobility. From industry executives and business leaders to cutting-edge startups and researchers, over 25,000 attendees and 600+ international speakers from 850 cities will gather to explore how we can build mobility systems that are greener, more efficient, and inclusive.

Under the theme “**Move Better**”, the 2025 edition will focus on ten strategic enablers for sustainable mobility growth: active and micromobility; sustainable commuting; improving logistics; shared mobility services; autonomous mobility; mobility data; autonomous driving tech; urban mobility planning; safer mobility and zero pollution mobility.

This year's event will be the largest to date, growing its exhibition floorspace exceeding last year's record-breaking edition. It will take place alongside the Smart City Expo World Congress, Tomorrow.Building, and Tomorrow.Blue Economy, creating the most powerful international platform for urban innovation.



SHARE YOUR PARTICIPATION TO TMWC25!

Tomorrow.Mobility is approaching fast and it's time to spread the word about your participation.

Feel free to **follow us** and tag us on our main social media channels. We are providing some suggestions and ready-made social media content to help out!



SOCIAL MEDIA CHANNELS

Twitter, LinkedIn, Instagram, Facebook and BlueSky will be the main social media platforms used for the event. As co-organisers, we will be regularly “feeding” both TMWC25 and EIT Urban Mobility official channels with content and key information, so please follow:

TOMORROW.MOBILITY



click on the icons to access

EIT URBAN MOBILITY



#MoveBetter #TMWC25

Use the official hashtags **#MoveBetter** and **#TMWC25** when posting your content about the congress to increase engagement.

GRAPHICS

Check the ready-to use downloadable visuals to accompany your posts when spreading the word about TMWC and your participation.

Download visuals [here](#)

During the event a [photo gallery](#) will be updated.



MESSAGING

BEFORE TOMORROW.MOBILITY

FOR VISITORS



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Exciting news! I'll be in Barcelona for **#TMWC25**, the leading global platform driving smarter, greener urban mobility, from 4 to 6 November.

This year's edition comes at a crucial moment: Cities everywhere are rethinking mobility not just as a system of transport, but as a catalyst for social equity, sustainability, and smarter urban growth.

It's THE TIME FOR CITIES. It's time to rethink how we move through our urban spaces.

If you're attending, let's connect! Drop a comment or send me a message. Can't wait to meet on site and exchange insights.

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I'll be in Barcelona for **#TMWC25** from 4-6 Nov. to explore what's next in **#urbanmobility** with **@_TomorrowMob**.

It's the TIME FOR CITIES, the time to rethink how we move. Don't miss it! Let's connect there — drop a comment or DM!

FOR VISITORS



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Exciting times! We're gearing up for **#TMWC25** this 4-6 November in Barcelona!

We'll be showcasing our innovative solution at booth [number of the booth] and joining innovators, changemakers and city leaders as we rethink how we move.

Explore the ideas and solutions shaping the Century of Cities.

Get your pass: **<https://www.tomorrowmobility.com>**

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We're gearing up for **#TMWC25** this 4-6 Nov. in Barcelona!

Proud to be exhibiting at **@_TomorrowMob**, where the brightest minds in mobility meet to shape the Century of Cities.

Join us & explore solutions driving urban transformation.

Get your pass: **<https://www.tomorrowmobility.com/>**

MESSAGING

BEFORE TOMORROW.MOBILITY

FOR SPEAKERS - 1



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Big news! I will be speaking at **#TMWC25** in Barcelona from 4 to 6 November!

At @Tomorrow.Mobility, we'll be diving into how visionary mobility solutions are transforming the way people and goods move in our cities, by making them more sustainable, efficient, and inclusive.

THE TIME FOR CITIES is now. Get your pass and be part of it: <https://www.tomorrowmobility.com/>

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#NEWS Excited to speak at **#TMWC25** in Barcelona, from 4-6 Nov!

At @_TomorrowMob, we'll spotlight how bold, visionary mobility solutions are key to transforming the way we move in urban spaces.

The TIME FOR CITIES is now. Are you ready?

<https://www.tomorrowmobility.com/passes-prices/>

FOR SPEAKERS - 2



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The countdown is on for **#TMWC25**! Join me and industry leaders at **#TMWC25**, Barcelona, from 4 to 6 November to explore the future of sustainable urban mobility.

I'll be discussing [*main topic/talking points*] at the session [*session name*] on [*date and time*] [*in/at*] [*session location*].

Don't miss out on this opportunity! Reserve your spot now: <https://www.tomorrowmobility.com/>

#MoveBetter

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Countdown to #TMWC25!

Join me in Barcelona from 4-6 Nov., to explore sustainable #UrbanMobility at the session [*session name*]: <https://www.tomorrowmobility.com/>

MESSAGING

BEFORE TOMORROW.MOBILITY

FOR SPEAKERS - 3



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#TMWC25, I'll be sharing ideas around how we can reimagine urban mobility with technology, and more importantly, with intention. Mobility that serves people and places.

Together with other visionaries, I'll be at the session *[session name]* on *[date and time]* *[in/at]* *[session location]* discussing *[main topic/talking points]*.

It's THE TIME FOR CITIES. Don't miss this opportunity and be part of the conversation: <https://www.tomorrowmobility.com/>

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Only 1 week to **#TMWC25**, from 4-6 Nov.!

Join me while I share ideas around how we can reimagine urban mobility with tech, and intention, at *[session name]* on *[date]*.

See you there!

<https://www.tomorrowmobility.com/>



MESSAGING

DURING TOMORROW.MOBILITY

FOR SPEAKERS



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Excited to be at **#TMWC25** in Barcelona alongside industry leaders!

It's the TIME FOR CITIES: a moment to connect, innovate, and push the boundaries of **#SustainableMobility**.

If you're here, be sure to stop by [session location] on [date and time] to catch my session [session name] to discuss about [main topic/talking points]

See you soon!

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FOR EXHIBITORS & VISITORS



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Excited to be at **#TMWC25** in Barcelona alongside industry leaders!

It's the TIME FOR CITIES: a moment to connect, innovate, and push the boundaries of **#SustainableMobility**.

If you're here, be sure to stop by [session location] on [date and time] to catch my session [session name] to discuss about [main topic/talking points]

See you soon!

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MESSAGING

AFTER TOMORROW.MOBILITY

FOR SPEAKERS & EXHIBITORS



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That's a wrap on **#TMWC25**!

Three inspiring days of bold ideas and meaningful conversations for a smarter, more sustainable future for urban mobility.

A huge thank you to everyone who *[stopped by our booth / joined my session on X]* — your energy and insights made this edition truly special.

Already looking forward to **#TMWC26**!

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FOR VISITORS



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#TMWC25 was an unforgettable experience! Cities are moving fast, and this week in Barcelona showed how far!

Exploring the future of urban mobility alongside 25,000+ changemakers, startups, city leaders, and experts was nothing short of inspiring.

This is the TIME FOR CITIES: a time to connect, transform, and move better toward smarter, more sustainable mobility solutions.

Thank you to everyone who made it happen.

See you at **#TMWC26**!

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