



BETTER MOBILITY, BETTER LIFE

Prize for innovative urban mobility solutions

1. Background of the Competition

It is very important to improve the urban mobility for both the development of the city and the people's life. At present, our country government entities at all levels are investing largely in a supply of transport infrastructure, and hope that it can improve urban road construction level and upgrade the operation ability of different transport systems. However, the fact has told us that the large-scale construction hasn't not well solve the problem of urban mobility. The wider the road is, the more congestive the traffic becomes, and so the effectiveness of the overall mobility systems can't be exerted. Obviously, to solve the problems of urban mobility should not be confined to the construction of transport facilities and supply, but should be more concerned about the people's mobility in the cities, which is usually said that the "urban mobility", At the same time, with the combination of "software", such as demand management, to improve the functioning of the entire transport system. International experience shows that innovative solutions often with light financial and organizational costs can also ensure an improvement of the mobility for people.

To improve the urban mobility not only needs the large-scale transport infrastructure construction, transport policy, but also requires the participation of all sectors of the community. To do so, the City on the Move Institute/PSA Peugeot Citroën (IVM) and the Urban Planning Society of China associating with the Ministry of Environmental Protection, at the same time with the support of the office of Shanghai Expo 2010, launch the prize "Better mobility, better life."

2. Purpose of the Competition

The purpose of this competition is to discover some solutions which can improve the urban mobility through the "soft" ways with innovative ideas and to promote the use of these effective ways at home and abroad. In that case, we can maximize the efficiency of urban transport infrastructure performance, effectively reduce the environmental and security problems of urban transport, and improve the mobility of the vulnerable groups of the society.

3. The Participant

This competition will summarize the projects and measures which have been put into practice. The participant can be the sponsors or organizers of these projects and measures, or consortiums composed by them and college students.

4. Nature of the Competition

Proposed projects must put forward some innovative solutions based on the reality of the local city. The solutions must have been put into practice and demonstrated an adaptation to a specific local demand. Projects may present several solutions:

- Solutions for social equity initiatives for the poor or who have difficulties moving (e.g. transport services for persons with reduced mobility)
- Solutions for the flow of moving initiatives to ensure greater comfort and greater confidence in their mobility (e.g. multimodal transport, integrated information system)
- Solutions for an expanded supply of transport initiatives to provide transport services (e.g. taxi or collective transport on demand at the urban fringe)
- Solutions for the protection of the environment: initiatives to support walking or biking and another car use (e.g. multi functional neighbourhood favouring mobility of proximity, parking facilities for bicycles).

Applications with projects that cut across these solutions are encouraged.

5. Evaluation criteria

- Innovation: It is necessary that the project provides a new solution in the local context
- Sustainability: it is necessary that the project meets a real need for mobility and can be sustained over time
- Adaptability: it is necessary that the project has characteristics that are easily identifiable and adaptable to other contexts
- Cost of operation: it is necessary that the project does not require heavy

investment and meet requirements of financial efficiency (this excludes the large-scale public funding of infrastructure).

6. Rules of the selection

Phase I : Nominate candidate projects

We will choose 30 nominated candidate projects from all the projects submitted and the 30 projects will be admitted into the second round. Competition Organizing Committee will appoint experts to guide the 30 projects nominated and to assist the teams with the preparation of the final report of the project.

Phase II: Award winning projects

We will select the final three award-winning projects and a number of outstanding projects from the 30 nominated projects.

7. The Expression and Agenda

Phase I: Each team will submit a description of their project in Chinese. The length of the projects is confined to two A4 paper and the expression is not confined. The files should be sent to the Urban Planning Society of China before 1st November, 2010.

Phase II: Each team will submit a description of their project in Chinese and an English abstract. The length of the projects is confined to two A4 paper and the expression is not confined. The final files should be sent to the Urban Planning Society of China before 1st March, 2010.

8. The Prize

The result will be published in September, 2010, and the awarding ceremony will be held during the Shanghai EXPO 2010. The final three winning projects will be published in "Urban Planning" magazine in detail as well as the official website of the Urban Planning Society of China and IVM. At the same time they will be exhibited as a part of the Shanghai Expo 2010. The three winning teams will receive a prize of 4 000 euros each and their representatives will be invited to Europe for a study in the professional management of mobility.

All nominations will be assembled into the award-winning book which will be published, and they will also be published in the designated website as well as the "Urban Planning" magazine in summary form. Competition Organizing Committee Will invite two members of each nominated team selected at the first phase to participate in a seminar held in Shanghai.

9. The Contact Address

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