



*Better mobility,  
Better life*

机动性,  
让生活更美好

[ --- Prize for  
innovative  
urban mobility  
solutions ]

[ --- 城市交通出行创新实践竞赛 --- ]

[www.city-on-the-move.com](http://www.city-on-the-move.com)  
[www.ivmchina.org.cn](http://www.ivmchina.org.cn)





### 1. Background of the Competition

Better urban mobility is of great importance both to the development of cities and individual quality of life. At present, government entities at all levels in China are investing heavily in building up transport infrastructure, with the aim of improving the rate of urban road construction and enhancing the operational qualities of different transport systems. However, the fact is that large-scale construction has not proved an effective solution to the problem of urban mobility. The wider roads become, the more traffic congestion increases, with the result that there is no overall improvement to mobility. Obviously, building transport facilities and increasing supply is not enough to solve the problems of urban mobility. A combination of tools is required, including demand management, to improve the performance of the entire transport system.

International experience shows that innovative solutions, not necessarily entailing significant financial and organizational cost, can also bring about great improvements in urban mobility.

Improving urban mobility requires not only the construction of large-scale infrastructure and centralized transport policies, but also the participation of all sectors of the community. To echo the theme of the Shanghai Expo 2010 "Better City, Better Life", the City on the Move Institute, the Urban Planning Society of China and Tongji University, with the support of the Centre for Environmental Education and Communication of Ministry of Environmental Protection and the French Embassy in China, are launching "Better Mobility, Better City - Prize for Innovative Urban Mobility Solutions".

### 2. Purpose of the Competition

The purpose of this competition is to explore existing solutions within society (social organizations, communities, companies or individuals) which can bring about improvement in urban mobility through "soft" tools and innovative ideas, and to promote such effective solutions in China and abroad. The ultimate goal is to optimize the performance of urban transport infrastructures, to effectively reduce the environmental and safety impact of urban transport and to improve mobility amongst vulnerable social groups.

### 3. The Participants

This competition will identify innovative projects and measures that have achieved practical success on the ground. The participants may be the sponsors or organizers of such projects and measures, or groups of individuals or college students.

### 4. Evaluation Criteria

Projects submitted must propose innovative solutions based on local urban reality. The solutions must have implemented and must demonstrate adaptation to a specific local demand. Projects must meet at least one of the following criteria:

- Solutions for social equity: initiatives targeting various groups, especially the poor or people who have problems with movement (e.g. transport services for persons with reduced mobility)
- Solutions for fluid mobility: initiatives to enhance the comfort and reliability of mobility processes (e.g. multimodal transport, integrated information system)
- Solutions for an expanded transport supply: initiatives for transport provision (e.g. taxi or on-demand collective transport in urban fringes)
- Solutions for the environment: initiatives to support walking or biking and alternative car use (e.g. mixed-function neighbourhoods encouraging local mobility, bicycle parking facilities).

Submissions with projects that combine these criteria solutions are encouraged.

### 5. Nature of the Competition

Projects submitted need to meet the following basic requirements:

- Implementation costs: the project should not require heavy investment and should be financially efficient (this excludes large-scale public infrastructure funding).
- Innovation: the project should provide a new solution within a local context
- Sustainability: the project should meet a real mobility need and be sustainable over time
- Adaptability: the project should have easily identifiable characteristics that are adaptable to other contexts

### 6. Selection rules

**Phase I: Nomination of candidate projects**  
Thirty nominated projects will be chosen from the submissions; those 30 projects will be admitted into the second round. The competition organizing committee will appoint experts to guide the 30 nominated projects and to assist the teams in the preparation of their final report.

**Phase II: Winning projects**  
The final three winning projects will be selected from the 30 nominated projects as well as a shortlist of outstanding projects.

### 7. Content and Agenda

**Phase I:** Each team will submit a description of their project in Chinese. This document must be no more than two A4 pages in length and the content may take any form. The files should be sent to the Urban Planning Society of China before December 1, 2009.

**Phase II:** Each team will submit a description of their project in Chinese and an English abstract. The document must be no more than two A4 pages long and the content may take any form. The final files should be sent to the Urban Planning Society of China before April 1, 2010.

### 8. The Prize

The results will be announced in September 2010, and the award ceremony will be held during EXPO 2010 in Shanghai. The final three winning projects will be published in Urban Planning magazine and on the official websites of the Urban Planning Society of China and of the City on the Move Institute. They will also be exhibited as part of the Shanghai Expo 2010. The three winning teams will receive a prize of 4000 euros each and their representatives will be invited to Europe for a field trip on professional mobility management. All the nominated projects will be assembled in a special publication and will also be published online and in summary form in Urban Planning magazine. The competition organizing committee will invite two members of each team selected in the first phase to participate in a seminar in Shanghai.

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About the Institut pour la ville en mouvement (City on the Move) Launched by PSA Peugeot Citroën in June 2000, the Institut pour la ville en mouvement (City on the Move) seeks to contribute to the emergence of innovative solutions for urban mobility. It brings together representatives of the corporate and academic worlds, researchers and practitioners from the social, cultural and voluntary sectors, along with municipalities, to work on joint action-research projects. It seeks to test concrete solutions, to promote international comparisons, to identify the most original urbanistic and architectural approaches. In Asia, America, Africa and Europe, City on the Move mobilizes experts and expertise from multiple disciplines, disseminates knowledge and raises public awareness of the challenges that mobilities represent for the societies of today. In China, the City on the Move Institute has since 2001 been a focus of both resources and action. This action consists of international conferences in Chengdu, Beijing and Shanghai on the big challenges of development in transportation and mobility; city workshops in Shanghai, Wuhan, Canton and Chongqing, bringing together European and Chinese experts to explore concrete issues; a university chair of urban mobility at the University of Tongji which hosts international specialists three times a year; an architecture competition on the topic of sustainable mobility with 80 European and Chinese students; architecture and urban design exhibitions providing a focus for subsequent encounters; and finally, publications arising out of partnerships with leading Chinese journals and publishing houses.

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### 一、竞赛背景

交通改善对一个城市的发展及人们的就业和生活都有十分重要的影响。目前,我国各级政府对于改善城市交通出行进行了大规模的投资,用于提高城市道路建设水平和提升各种交通方式的运营能力。然而,现实的情况是大规模的建设并没有很好地解决城市中的交通出行问题。道路越建越宽,交通越来越堵,人们在城市中的交通出行越来越困难,城市综合交通系统的整体效能也未得到真正发挥。可见要解决城市交通问题不应仅仅局限于交通设施的建设和供给,应更多地关注人在城市中的可移动能力,即通常说的“城市机动性”,并结合需求管理等“软件”来改善整个交通系统的运转。国内外经验也表明,通过创新,有时投入很少的成本也能够显著改善人们的交通出行条件。

城市交通出行条件的改善需要大规模的交通基础设施的建设,政府部门的交通政策,也需要社会各界人士的参与,采取更加有效的措施,改善交通出行。为呼应2010年上海世博会“城市,让生活更美好”这一主题,法国动态城市基金会与中国城市规划学会、同济大学等高校,在国家环保部宣传教育中心以及法国驻中国大使馆的支持下,举办此次“机动性,让生活更美好——城市交通出行创新实践竞赛”。

### 二、竞赛目的

本次竞赛的目的是发掘在社会组织、社区、企事业单位及普通民众之中已经存在着的许多“软性”(组织管理)的、具有创造性的解决方案,并促进这些有效的方法能够在国内外得到推广应用,最大限度地发挥城市交通基础设施的效能,有效地减少城市交通的环境问题、安全问题,同时改善社会弱势群体交通出行条件。

### 三、参与对象

本次竞赛旨在归纳总结已经付诸实践的具有创新性的项目和措施,参加者可以是国内这些项目和措施的发起人或组织者,也可以是他们和高等院校及科研机构组成的联合体。

### 四、评选标准

参赛项目必须从当地城市的实际出发,提出适合当地情况的已经实施的且具有创新性的项目,至少满足以下标准之一:

——从社会公正的角度出发,考虑到各种群体的需要,特别是中低收入或特殊人群的机动性问题(如针对行动不便人群的交通服务);

——从交通出行的角度出发,如何使出行更舒适便捷(如多模式交通,信息系统整合);

——从交通需求的角度出发,如何满足日益增长的多样化的交通需求(如城市边缘地区灵活的交通服务);

——从环境保护的角度出发,如何更好地支持步行、自行车以及小汽车更高效使用方式(如单位同事的拼车,改善自行车的行车环境,改善居住区和城市中心的步行环境)。

尤其欢迎提交跨越不同专业和视角的项目。

### 五、参赛要求

参赛项目需满足以下基本要求:

(1) 可操作性: 方案必须是已经付诸实施的方案,不需要大量的资金投入,却能取得比较广泛的效果(大型的公共基础设施项目不在候选范围)。

(2) 创新性: 方案须提出在当地城市发展背景下的新的解决方法。

(3) 可持续性: 方案须满足机动性的一个具体要求,并可以持续下去。

(4) 适应性: 方案须通俗易懂,易于普通市民理解,并同时适用于其它城市的发展需求。

### 六、评选规则

(1) 第一阶段: 提名候选项目从所有提交项目中评选出30个提名获奖项目,进入第二阶段的评选。竞赛组委会将委派专家指导深化提名项目,并协助提名项目团队编制最终报告。

(2) 第二阶段: 评选获奖项目30个提名项目将参与最终的评选,选出最终的三个获奖项目,及若干个优秀项目。

### 七、成果表达和时间安排

第一阶段: 每个项目提交一份中文的项目说明,篇幅不超过2页A4纸,表达形式不限。参赛材料须于2009年12月1日前提交至中国城市规划学会。

第二阶段: 每个项目提交一份中文的完整成果以及英文摘要。篇幅不超过4页A4纸,表达形式不限。最终报告须于2010年4月1日前提交至中国城市规划学会。

### 八、奖品设置

最终的评选结果将于2010年9月公布,颁奖仪式将在世博会期间举行。最终的三个获胜项目将在中国城市规划学会和法国动态城市基金会官方网站上详细刊登,并在《城市规划》杂志上予以介绍,将利用2010年上海世博会的机会予以展出。三个获胜团队每个团队获得4000欧元的奖金,团队代表将应邀至欧洲考察各城市的机动性管理。

所有提名获奖项目将集结成册出版,也将以摘要的形式刊登在指定的网站以及《城市规划》杂志。组委会将资助第一阶段评选出的各个提名获奖团队中的两名成员参加在上海召开的研讨会。

### 九、联系方式

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### 关于法国动态城市基金会

法国动态城市基金会是由标致雪铁龙汽车集团于2000年6月发起成立的。该基金会旨在为城市机动性提出创新性的解决方案。其汇集了企业界和学术界的代表、研究人员、社会从业人员、文化部门、志愿组织,以及各市政机构,让他们共同为一些研究项目联合展开工作。为寻求具体的解决方案,其推动国际间的比较分析,找出具有独创性的城市规划建设和建筑设计方式。在亚洲、美洲、非洲和欧洲的城市,动态城市基金会调动了不同学科的专家学者,传播知识和提高公众意识,以此应对当今城市社会的机动性挑战。法国动态城市基金会从2001年开始对中国城市进行资源投入并开展具体项目。这些项目包括在成都、北京这些在交通和机动性发展问题上都面临很大挑战的城市,举行大型的国际论坛。而上海、武汉、广东和重庆的城市工作室则将欧洲和中国的专家联合起来,对这些问题进行探讨并配合举办建筑和城市设计的主题展览。此外,基金会在同济大学设立城市机动性国际教席,每年三次邀请世界各地的城市规划与交通专家到上海举办讲座;基金会还举办以可持续机动性为主题的国际建筑竞赛,吸引了欧洲建筑学院和中国大学共约80位在校大学生组队参加竞赛;最后,基金会还与中国的专业期刊杂志合作,合作出版研究成果和专著。

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