

The City on the Move  
Institute and  
its partners  
are now launching  
the 2014 prize.

1. Background  
of the Prize

Better urban mobility is of great importance both to the development of cities and to individual quality of life. At present, Chinese government organizations at all levels are investing heavily in building up transport infrastructure, in order to speed up the pace of urban road construction and improve the operational performance of different transport systems. However, the fact is that building transport facilities and increasing supply are not enough to solve the problems of urban mobility. A combination of methods, including demand management, is required to improve the performance of the entire transport system. In 2010, to enhance levels of mobility and promote sustainable urban development, the Institut pour la ville en mouvement [City on the Move], in partnership with the Urban Planning Society of China, the Environment Ministry's Center for Information and Communication, Tongji University and other high-ranked Chinese universities, successfully organized the first Better Mobility, Better Life Prize. Three innovative mobility solutions selected by an international jury received their awards at an official ceremony held on the Shanghai 2010 Expo Site: a residential carpooling programme in Wuhan, a public bicycle rental service in Shanghai and a parking exchange solution in Ningbo.

2. Purpose of the  
Competition

The purpose of this competition is to explore existing solutions within society (social organizations, communities, companies or individuals) that can bring about improvement in urban mobility through "soft" tools and innovative ideas, and to promote such 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, groups of individuals or college students.

4. Qualification  
criteria

Submissions must propose innovative solutions based on local urban reality. The solutions must have already been implemented and must be able to show that they meet a specific local demand. Projects must fulfil at least one of the following criteria:

- Social equity solutions: initiatives targeting specific groups, especially the poor or people who with mobility problems (e.g. transport services for persons with reduced mobility)
- Fluid mobility solutions: initiatives to enhance the comfort and reliability of travel processes (e.g. multimodal transport, integrated information system)
- Solutions that enhance transport supply: transport provision initiatives (e.g. taxis or collective on-demand suburban transport)
- Environmental solutions: initiatives to encourage walking or cycling and alternative car use (e.g. mixed-function neighborhoods promoting local mobility, bicycle parking facilities).

Project submissions that combine these criteria are encouraged.

5. Evaluation criteria

Submissions must 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 B

**NOMINATION OF PROJECT ENTRIES**  
Thirty projects will be nominated from the total submissions and admitted into the second round. The competition organizing committee will appoint experts to assist the 20 nominated projects and to help the teams prepare their final report.

Phase B: WINNING PROJECTS

The final three winning projects will be selected from the nominated projects together with a shortlist of outstanding projects. The jury will meet in October 2014.

7. Content and  
Timetable

**Phase B:** Each team will submit a description of their project in Chinese with an English abstract. This document must be no more than two A4 pages in length and the content may take any form. The entries should be sent before June 15, 2014.

Phase B:

Each team will submit a detailed description of their project in Chinese that should include information about users, financial elements and evaluation analysis. The final entries should be sent before Sep. 15, 2014.

8. Awards

The results will be announced at the end of 2014 and the award ceremony will be held at that time. The final three winning projects will be published on the official websites of the City on the Move Institute (IVM). They will also be recommended to the magazines Urban Planning and Urban Transport and to other magazines for publishing. The three winning teams will each receive a prize of 4000 euros. The final three winning projects and a selection of nominated projects will be compiled in a special publication and will also be recommended for online publication and in summary form in certain magazines.

9. Contact Address:

Please send the documents to the following addresses:

IVM - City on the Move  
Institute Shanghai Office  
Add. Room1007, Tongji  
Planning Building, 38  
Guokang Rd., Yangpu District,  
Shanghai 200092 China  
Tel. +86-21-65982131  
(Answering Time: Thursday,  
9:00-11:30 am. 1:00-3:00pm.)  
Fax +86-21-65982131  
Email: ivmchina@126.com

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2012 AWARDS AND MUCH MORE:  
[WWW.BETTERMObILITYBETTERLIFE.COM](http://WWW.BETTERMObILITYBETTERLIFE.COM)

About the  
organizers

**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 urban mobility  
solutions. 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. In  
China, the IVM has since 2001  
been a focus of both resources  
and action. Its programme has  
included international  
conferences; urban workshops  
bringing together European and  
Chinese experts to explore  
concrete issues; a chair of  
urban mobility based at the  
University of Tongji;  
architectural competitions on  
the topic of sustainable  
mobility; exhibitions, and  
publications and books.

机动性，让生活更美好  
——城市交通出行创新  
实践竞赛  
2014年

法国动态城市基金会及其合作单位共同举办的2014年第四届“机动性，让生活更美好—城市交通出行创新实践竞赛”正式启动。

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，用于加速城市道路建设步伐和改善各种交通方式的运营能力。然而，现实的情况是要解决城市交通问题不应仅仅局限于交通设施的建设 and 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。

为提高城市机动性水平，促进城市的可持续发展，2010年法国动态城市基金会与中国城市规划学会及同济大学等高校，在国家环保部宣传教育中心的支持下，成功举办了第一届“机动性，让生活更美好—城市交通出行创新实践竞赛”。国际评审委员会评选出了三个获奖项目并在上海世博园区举行了正式的颁奖仪式。三个获奖项目分别为：武汉的邻里合乘拼车项目、上海的公共自行车租赁服务项目及宁波的停车泊位“共享+分享”项目。

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的交通出行条件。

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，考虑到特殊群体的需要，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20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。评审委员会将于10月在上海召开提名候选项目评审会议。

（2）第二阶段：评选获奖项目

将从参选的提名优秀项目中，评选出三个获奖项目。2014年10月，由国际评委会进行评选。

七、 成果表达和时间安排

第一阶段：参选团队应提交一份中文的项目介绍，并附英文简介；长度不得超过A4纸两页，内容格式不限。介绍文件须在2014年6月15日前寄出。

第二阶段：参选团队应提交一份中文的项目详细介绍，内容包括：使用者、运作的财务要素和评估分析。这份文件应在2014年9月15日前寄出。

八、 奖品设置

最终的评选结果将于2014年年底公布，颁奖仪式在年底举行。最终的三个获胜项目将在法国动态城市基金会上详细刊登，并推荐在《城市规划》、《城市交通》等杂志上发表。三个获胜团队每个团队获得4000欧元的奖金。

所有提名获奖项目和最终获奖项目将选择集结成册出版，也将以概要的形式推荐刊登在指定的网站以及指定杂志上发表。

九、 联系方式

请将资料同时发送给以下联系方式：

法国动态城市基金会  
地址：上海杨浦区国康路38号  
同济规划大厦1007室  
邮编：200092  
电话：+86-21-65982131  
传真：+86-21-65982131  
(接听时间：周四上午9:00-11:30；  
下午1:00-3:00)  
邮箱：ivmchina@126.com  
您如需上传申请，访问参赛规则，了解2010年至2012年竞赛获奖成果及其它更多信息，请登陆网站：  
[www.bettermobilitybetterlife.com](http://www.bettermobilitybetterlife.com)

主办方：

法国动态城市基金会

法国动态城市基金会由标致雪铁龙汽车集团于2000年6月发起成立，旨在为城市机动性提出解决方案，汇集了企业界和学术界的代表、研究人员等，为一些研究项目联合展开工作。2001年对中国城市进行资源投入并开展具体项目，包括举行国际论坛；成立城市论坛；在同济大学设立城市机动性国际教席等。（详见[www.city-on-the-move.com](http://www.city-on-the-move.com), [www.ivmchina.org.cn](http://www.ivmchina.org.cn)）



同济大学  
Tongji University  
[www.tongji.edu.cn](http://www.tongji.edu.cn)



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