



## New solutions to boost sustainable urban mobility

How can we improve urban mobility by developing new traffic and public space management services and reducing emissions in urban areas?

### Challenge context

#### Key facts

According to the European Environment Agency (EEA), urban mobility accounts for a third of all energy consumed and a quarter of greenhouse gas emissions. The level of atmospheric pollution, in addition to being very harmful to the environment, directly affects the health of urban inhabitants (70% of the world's population).

#### Problem description

- The massive expansion of urban areas causes inefficiencies in mobility, increasing pollution levels and impairing the activities of citizens on a daily basis.
- The high growth of Low Emission Zones requires an efficient management capacity to meet emission reduction targets.
- There is a lack of innovation initiatives aimed at smart management of park-and-ride lots, sidewalks and loading and unloading zones.
- There are no mitigation solutions that can absorb the traffic volume in large cities.



Photo by Chris Dickens on Unsplash

### Challenge goals

Identify and implement technological solutions and smart mobility tools that allow us to reduce the environmental impact caused by inefficiencies in urban mobility management in the following categories:

- **Urban mobility elements with high congestion rates (intersections, traffic circles, urban highways)**  
We are looking for innovative solutions that allow us to improve safety and efficiency in traffic management, taking advantage of different technologies (traffic lights, smart signaling, cameras, etc).
- **Low Emission Zones (urban centers)**  
We are looking for innovative solutions associated with efficient management that improves environmental impact and fluidity/efficiency in urban mobility.
- **High-rotation parking zones, RPA (Residential Priority Area), park-and-ride lots, sidewalks, fords and loading and unloading zones**  
We are looking for innovative solutions and new lines of development that allow us to move towards a smart city.

Solutions must be easy to implement to ensure scalability.

### What are we looking for?

We are looking for innovative solutions that:

- Act as levers capable of reducing emissions of greenhouse gases caused directly or indirectly by urban mobility.
- Guarantee an adequate and fluid development of economic activities in the areas where the solutions are to be implemented.
- Ensure a better quality of life for the people who transit through these urban areas.
- Improve the acoustic quality of the most affected areas during peak hours.

### Expected impact

- Contribute to urban spaces becoming emission free zones or mitigate existing ones as much as possible.
- Facilitate sustainable, accessible and safe urban mobility for both residents and visitors.
- Encourage the emergence of new actors to foster the implementation of smart mobility initiatives.
- Contribute to improve the quality of life of citizens.

### Target audience

This challenge has a global scope and is aimed at the entire professional innovation community such as UTEs, research centers, universities and startups.