



UITP ASIA-PACIFIC CONFERENCE 2020

CALL FOR VIDEOS

SUBMISSION GUIDELINES

The UITP Asia-Pacific Conference 2020 will take place on 22-23 October 2020 with the theme 'Reinventing Urban Mobility for the World of Tomorrow'.

'MEET THE START-UPS' AT THE CONFERENCE

In the mist of combatting COVID-19, urban mobility travel patterns have been alarmingly affected. The use of new technology in public transport has rocketed to respond to the disruption and adapt operations for essential travels in the safest conditions possible. Today, as the world learns to live with COVID-19 while maintaining economies afloat, urban mobility systems have to meet new paradigms with much greater emphasis on safety, data-driven decision-making and sustainability, both environmentally and financially.

UITP believes that start-ups that are innovation forerunners are critical in the future of public transport and mobility. As such, the UITP Asia-Pacific Conference 2020 is putting mobility start-ups in the spotlight through:

- Live pitch sessions including in the conference's programme.
- Pre-recorded videos of start-up pitches available on the conference's digital platform.

Interested to participate?

RESPOND TO THE CALL FOR VIDEOS

UITP is calling mobility start-ups to submit a video to take the opportunity to showcase their latest innovations for the sector.

UITP will select the **most innovative concepts of mobility services, products or applications that respond to the needs of the urban mobility sector post COVID-19**. Areas of interest are limited to the following:

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|--------------------------|--|
| A. Customer services | F. Mobility-as-a-Service |
| B. Payment and ticketing | G. Data analytics, artificial intelligence or Internet-of-Things |
| C. Safety and security | H. Green mobility |
| D. Active mobility | I. Urban delivery |
| E. On-demand mobility | |

A FEW TIPS FOR A SUCCESSFUL VIDEO

- Tell us who you are.
- Introduce the innovative concept and business model.
- Get concrete: show us how it works (through use-cases, explainer animations or testimonials).
- Make sure to highlight why your concept is new, cutting-edge and responding to the needs of the urban mobility sector post COVID-19.
- Share your ambition for 2021.

LENGTH AND OTHER TECHNICAL DETAILS

- Length: 4 to 5 minutes
- In the application form, you will need to copy an unlisted (not publicly available) Youtube/video link or a direct download link. (Video format: MP4/MOV/AVI/MKV; size: under 500MB)

WHAT TO WIN?

- All selected start-ups will be entitled to register to UITP Asia-Pacific Conference for free!
- Best ideas will be invited to present live during the conference in front of a jury of innovation experts!
- Other great concepts will be entitled to upload their recorded pitch video on the conference's digital platform.
- Jury will pick out the two best pitches among the live presenters. Winners will be announced at the conference's closing and interviewed by UITP for an in-depth discussion. Interviews will be published on UITP website and social media in November 2020.

THAT'S AMAZING, HOW SHOULD I APPLY?

Fill the application form and upload your video [here](#) before **1 October 2020!**

ANY QUESTIONS?

Please ask at clemence.morlet@uitp.org.