



Madrid, September 27th, 2022

Boosting the production of a pioneering and innovative project

EMT launches an “ideathon” to design the bus of the future with the Concept Bus project

- The competition also includes technical assistance and consultancy within the manufacturing process of a full-scale prototype.
- The Concept Bus will help to capture and transmit the most innovative ideas of the best designers by redefining the customer experience on Madrid's buses.
- The aim is for the bus to be an attractive and innovative benchmark for sustainable urban mobility.
- The deadline for submitting projects is 24 October.

Empresa Municipal de Transportes de Madrid has launched a call for ideas to select the technical proposal that will define and design the bus of the future for the city of Madrid. The tender also includes technical assistance and consultancy within the manufacturing process of the new concept. The project will culminate in the production of the Concept Bus, a full-scale prototype that will capture and bring to the streets of Madrid the most innovative ideas of the best designers with the aim of promoting the attractiveness of public transport and redesigning the customer experience. This exercise will allow the municipal company to incorporate the best ideas in terms of functionality and design in its next bus tenders from 2024 onwards.

EMT is immersed in a process of profound technological transformation. In line with the Madrid 360 Environmental Sustainability Strategy, its new Strategic Plan foresees an investment of more than one billion euros up to 2025 to achieve a decarbonised company with an energy sustainable model, customer-oriented from excellence, financially sustainable and deeply innovative in technological matters. In addition, the electrification of the municipal bus fleet, which will reach 25% by 2025, will entail a significant investment in charging infrastructure and transformation of facilities.

At this key moment of technological innovation, the municipal company is aware that the customer experience on board municipal buses must also be redesigned to make the bus a benchmark of attraction and innovation, both in the bus sector and amongst the public, and thus promote sustainable urban mobility. To this end, EMT is launching this competition with a jury, set up specifically for the occasion, which will evaluate the proposals submitted on the basis of criteria such as alignment with EMT's image, exterior

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design and its integration into the urban environment and the functional design of the interior and all the elements that make it up.

In the technical assessment, special weight will be given to the degree of technological and digital innovation presented, as well as the level of specification and justification of the technical solutions. The jury will also take into account social and environmental values such as the incorporation of measures for inclusion, equality and accessibility, as well as those that underline the sustainability of this means of transport.

Based on these premises, the jury will select a single winning proposal and a runner-up (prize of a smaller amount) with a detailed explanation of the reasons why it considers these projects to be winners, as well as a reasoned pronouncement on the rest of the proposals. The winner will receive a cash prize of 100,000 euros and the runner-up 50,000 euros. In addition, the team of the winning proposal will provide technical assistance and consultancy services for the prototype manufacturing process, with an estimated value of 300,000 euros for these services. The deadline for submitting ideas is 24 October.

EMT has always been a pioneer in the implementation of new technologies applied to transport and this constant commitment to innovation has made it a benchmark in the mobility sector. Its innovative character and great capacity for adaptation has strengthened the municipal company's leading position in this field. Once again, EMT is committed to innovation and technology, orienting it towards service excellence to offer a better customer experience with the aim, as a global operator, of promoting sustainable urban mobility. /

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