

# CATEGORIES AND DESCRIPTIONS



**AWARDS**

2023

## CATEGORY NAMES

CLIMATE AND HEALTH  
DESIGN  
DIVERSITY AND INCLUSION  
MARKETING CAMPAIGN  
MULTIMODAL INTEGRATION  
OPERATIONAL EXCELLENCE  
PUBLIC AND URBAN TRANSPORT STRATEGY  
TECHNOLOGICAL INNOVATION  
YOUNG RESEARCHERS

## CATEGORY DESCRIPTIONS

### **CLIMATE & HEALTH**

This category will recognise courageous leadership and vision in sustainable transport and urban liveability. These efforts should improve mobility for all residents, reduce greenhouse and air pollution emissions, and enhance accessibility to urban opportunities, making an essential and positive contribution to the UN Sustainable Development Goals and Paris Climate Agreement.

It includes, for instance, initiatives which are explicitly aimed at reducing the negative impact of mobility on health as part of a comprehensive urban policy, transport plan or strategy, and so on.

Projects eligible for consideration can cover topics such as, but not limited to:

- Making sustainability a core part of a company supply chain strategy to achieve measurable sustainability goals within their own operations and/or supply chains (e.g. sustainable procurement initiatives)
- Corporate sustainability/social responsibility (CSR) initiatives that have contributed to increasing awareness of staff and/or customers to public transport's positive contribution to health and climate change
- Introduction of digital and green energy technologies, including the deployment of clean vehicles
- Etc

### **DESIGN**

The award will be given to a design project which has strengthened public transport attractiveness. The winning project would have successfully implemented design management processes, including creating an ambitious and innovative design of products and/or spaces (architecture, graphics, industrial design, rolling stock, etc.).

Additionally, keeping with the theme of the Global Public Transport Summit, *Bright Lights of the City*, we would also like to encourage projects related to purposeful lighting-the use and importance of light in design (products, vehicles, stations, buildings, etc.)

Projects eligible for consideration can cover topics such as, but not limited to:

- Passenger accessibility
- Information design
- Inclusion of innovative digital technologies in design processes
- Customer experience and customer satisfaction
- Etc

### **DIVERSITY & INCLUSION – GENDER EQUALITY**

Men and women have differing travel related needs and behaviors. Additionally, the public transport sector counts too few women at all levels of the workforce. We know that increasing gender balance in the workforce brings multiple benefits to the sector. It is a key to designing

networks and services which make traveling by public transport more suitable and attractive to women. The award will be given to an initiative which has successfully done some or all of the below:

- Contributed to a more diverse and inclusive staff culture by setting policies and processes in place to facilitate more women to join the sustainable transport workforce and/or
- Contributed to the (re)design of a network or service with a view to making it more attractive to women passengers.

### **MARKETING CAMPAIGN**

The award will be given to a marketing campaign that is creative, original and result-oriented, making a positive impact on the perception of public transport, while reinforcing the services provided. It can be a stand-alone campaign or part of a larger one aligning with the strategy and objectives of the company/organisation, for instance increasing public transport ridership, addressing the contribution of public transport as one of the elements positively affecting the climate issues and so on.

### **MULTIMODAL INTEGRATION**

The award will be given to a project, a policy or an initiative which has significantly introduced or reinforced multimodal integration at the urban/regional transport system level resulting in a demonstrated improvement in access and attractiveness of the mobility transport solutions for a significant number of customers.

Projects eligible for this award can cover areas such as:

- Mobility hubs
- Integrated on-demand transport
- MaaS schemes
- Governance framework and regulations supporting cooperation, multimodal integration and encouraging a more sustainable modal shift
- Etc

### **OPERATIONAL EXCELLENCE**

The award will be given to a project demonstrating excellence in planning and execution of public transport operations that result in the efficient running of networks and safe travel.

Projects eligible for consideration can cover areas such as, but not limited to:

- Improvement of service delivery processes
- Refurbishment of existing systems and infrastructure
- Effective network and schedule planning
- Resource optimization
- Etc

### **PUBLIC AND URBAN TRANSPORT STRATEGY**

The award will be given to a mobility strategy, project or policy which shows visionary leadership, smart financial planning, and has contributed to increasing the public transport market share worldwide by developing infrastructure projects, innovative business plans and so on.

Projects eligible for consideration can include those implemented in the following areas:

- Public transport development plans which integrate land use and transport planning
- Strengthening or creating new revenue sources
- Proposing an evolution of the public transport traditional business model
- Projects encouraging lasting changes in individual mobility behavior that support sustainable mobility (traffic calming measures, pricing, parking policy, land-use

planning, etc) and encourage modal shift in favor of public transport, soft modes and combined mobility

- Etc

### **TECHNOLOGICAL INNOVATION**

Technology is central to innovation. This category recognizes the companies that are revolutionizing the capabilities and reach of the digitalization of public and urban transport. The award will be given to a project demonstrating inventive use of technology to ensure modern efficient travel. Projects eligible for consideration can cover areas such as, but not limited to:

- Implementation of digitalization for improvement/maintenance etc
- Use of technology for decarbonization
- Technology-based solutions for innovation
- Etc

### **YOUNG RESEARCHERS**

The Young Researcher Award recognizes and rewards outstanding young talent making a significant contribution to the field of research in urban mobility and thus having a positive effect on society.

Researcher must be 35 years of age or under to qualify.