Sustainable urban mobility

Are you also bothered by the fact that we don't take advantage of the opportunities offered by car sharing? Do you want to be more environmentally aware when it comes to public transport? Do you have a great idea how we could innovate the transporting system?

Introduction to the challenge

The mobility challenge aims to help people to live in a more energy-saving world by using the opportunities of public transport. This way Yettel is looking for solutions that help people get from one point to another in the most easy, efficient and green way, using the fastest and preferably the greenest available vehicles.

With gas prices at record highs and their automatic reflection in consumers' electricity bills and little prospect of the situation improving in the first few months of the year, the energy price crisis will continue to be one of the European Union's major headaches in 2022. Using more often and easier the existing e-vehicles or sharing options can save energy and help people to become „greener".

Couple of ideas: such as better timetables, shared-vehicle locations, improved availability around the city, social travel/transport system (monitoring user), type of transporting category (e.g.:cycle, walkink, roller, motor, car).

Implementation and technology

Your digital data driven solution can be but is not limited to: apps for smartphones and IoT - devices, web services and applications for data and knowledge sharing, the use of open data, artificial intelligence solutions and other novel ideas supporting Urban Mobility initiatives.

Judging criteria

The jury members of this challenge will ask the following questions while evaluating the projects:
- Does It Offer Any Value to Businesses?
- Does It Make People Go, "Wow?"
- Can It Be Done in the Real World?
- Was It the Most Innovative Solution?

And also use the following criteria:
- Fresh point of view
- Impact/Value
- Prototype
- Technology – following trends
- Sustainability
- Presentation

Prizes

The best project of the challenge is going to win 2,500 €.