THE WORLD BANK | EMBARQ | WORLD RESOURCES INSTITUTE | PRESENT |

TRANSFORMING TRANSPORTATION™

Washington, DC | **January 15 - 16, 2015**

Submission Guidelines: Innovations in Mobility and Urban Development for Smart Cities
Parallel Sessions 1D (Thursday, January 15, 2015) and 3D (Friday, January 16, 2015)

Call for Submissions

The call for submissions to share creative innovations in urban development and mobility for smart cities is now open. You are cordially invited to submit a proposal for to present in a parallel session at **Transforming Transportation 2015**, to be held January 15-16, 2015.

Transforming Transportation (#TTDC15) is the annual conference co-organized by EMBARQ, the sustainable urban transport program of the World Resources Institute, and the World Bank. The event convenes leading transport and urban development experts from national and local government, finance institutions, foundations, civil society, and business to discuss the latest global trends, experiences, and best practices in sustainable transport.

This year's conference will focus on **Smart Cities for Shared Prosperity**, and will examine how smart, connected urban mobility can improve quality of life in cities. Through panels, presentations, and networking opportunities, discussions at Transforming Transportation 2015 will address how the upcoming United Nations Sustainable Development Goals (SDGs) impact urban transport, with an emphasis on data and technology, governance, and international financial flows. More information at www.transformingtransportation.org.

Your perspective and participation based on acceptance will be welcomed as a presenter at either the Parallel Session on "Innovations on Urban Development for Smart Cites" or the Parallel Session on "Innovations on Mobility for Smart Cities."

Objective

Presenters will present creative innovations showing how smart cities can improve urban development or mobility. The World Bank and EMBARQ believe transport is key to sustainable development as it is the world's second largest source of energy-related CO2 emissions – representing about 23%[1] of global emissions – and is growing at a

[1] http://www.internationaltransportforum.org/Pub/pdf/10GHGTrends.pdf.

faster rate than any other sector. It is expected that transport-related global climate change contributions will double between 2010 and 2050.[2] In addition, the growth of transport emissions is led by cities. Today, 50% of the world's 7 billion people live in cities with rapid urbanization trends indicating that, by 2050, this will rise to 70%.[3]

Background Information

Transforming Transportation seeks to bring attention to sustainable urban transport and urban development as mechanisms to improve and make cities more sustainable, economically viable, and healthy. Sustainable urban transport and urban development also have large benefits for the private sector, including new investment opportunities in infrastructure and transport operations, but also in improving the design of cities. A city that has more people walking, biking, and taking transit is a city that has a more vibrant business sector. Also, these cities can offer their inhabitants places to work and places to get their goods and services closer from where they live, which greatly improves quality of life.

Dates and Place

The event will take place at the World Bank Headquarters, 1818 H St NW, Washington, D.C. The keynote session date and time will be determined based on the availability of the speakers. Please note that while there is no registration fee for Transforming Transportation 2015, presenters are responsible for the costs of their travel and accommodations.

Submission and Selection Process

- Please submit presentation applications by 11:59pm on December 2, 2014 at the following link: https://embarq.formstack.com/forms/ttdc15_presentations. Only applications submitted online will be considered.
- Participants selected to present at Transforming Transportation 2015 will be notified via email by Wednesday, December 17, 2014.
- Selected participants will then have until January 7, 2015, to submit PowerPoint presentations.
- Selected participants will give presentations at Transforming Transportation at either the session "Innovations in Urban Development for Smart Cites" on Thursday, January 15, 2015, or at the session "Innovations in Mobility for Smart Cities" on Friday, January 16, 2015.

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[2] http://www.unep.org/transport/sharetheroad/PDF/SharetheRoadReportweb.pdf.
[3] http://urbansdg.org/.

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- The best innovative ideas will be publicly recognized at the closing session of Transforming Transportation 2015.

Presentation Guidelines

1. The presentation will consist of an oral presentation accompanied by a PowerPoint slide show demonstrating innovations or an innovative idea in either urban development or in mobility for smart cities. Please select the category in which you would like to participate.
2. Presentation will be 6 minutes and 40 seconds long with 20 slides timed and automatically changing every 20 seconds. A projector and computer will be available for use on the day of the presentations. More information at www.pechakucha.org.

We very much look forward to your submission to participate in this important forum and welcoming you to Transforming Transportation 2015.

Sincerely,

Holger Dalkmann
Director, EMBARQ