

## AWARDS AT THE UITP 58<sup>TH</sup> WORLD CONGRESS AND EXHIBITION

### OPENING CEREMONY, 8 JUNE 2009



**'UITP award for an outstanding holistic transport concept'** was awarded to the Siemens Mobility Concept. Siemens organised a technological world première at the Mobility & City Transport Exhibition and conducted broad press campaigns related to their activities in Vienna.

Dr Michael Lichtenegger, Managing Director of Wiener Linien, and UITP Secretary General Dr. Hans Rat handed over the award to Dr Hans-Jörg Grundmann, CEO of the Siemens Mobility Division.



**'UITP Special award for the best marketing campaign'** went to Bombardier.

UITP commended the comprehensive and highly professional marketing strategy which also substantially contributed to promoting the UITP public transport mission. The award was presented to Sharon Christians, Vice President Communications and Public Affairs of Bombardier Transportation

### TUESDAY 9 JUNE



The **Cultural Actions Award** rewarded the project developed by London Underground 'Art on the Underground' which commissions high calibre contemporary artworks for London Underground. The award was presented by Alain Flausch, UITP President-elect and President of the Design & Culture platform, to Mrs Tamsin Dillon from London Underground.

## YOUTH AWARDS, CLOSING CEREMONY, 11 JUNE 2009



**Special award for the action undertaken** went to Delhi Integrated Multi Modal Transit System (DIMTS), India.

This project developed positive campaigns targeted to a young audience. Its aim was to educate them in order to gain their support for the development of new public transport projects.

Mr Jaspal Singh, coordinator of the DIMTS project, received the award.



**Best Internship Project** was awarded to São Paulo Metro, Brazil, The Metro of São Paulo was commended for its ability to create over 400 jobs for young people in a very short lapse of time, developing new concrete opportunities for them. Mrs Valeria Cabral picked up the award.



**Special prize 'civil courage'**, went to Leipziger Verkehrsbetriebe, (LVB), Leipzig, Germany.

LVB run a campaign for the promotion of civil courage in public transport aimed at the young users of the network.

Mr Christof Bunke and Mrs Nadin Krockner, project leaders, received the award.



The **Best Marketing Project** was awarded to RATP, Paris, France. The Imagine R card, a special ticket for students under the age of 26, attracted over 70,000 young people. RATP was rewarded for its ability to significantly develop the youth market in Ile-de-France. Mr Patrick Vautier, Head of marketing, received the prize.



**Special prize culture and education** was given to CUTCSA, Montevideo, Uruguay. This award acknowledges the outstanding impact of CUTCSA's cultural and educational initiatives in several sectors such as art, culture or health as well as their ability to combine them with public transport. Alvaro Santiago, General Manager and Ruben Reira, author of the 'Rock' n ruedas' project received the prize.



Martin Lajoie from Canada, CUTA, received the award for the **best young manager 2009** and Robert Olivier of the CUTA Executive Committee, received the **UITP best project on Youth**.