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DESCRIPTION OF AWARDS CATEGORIES



UITP AWARDS
2019

CATEGORIES

- DESIGN PROCESSES AND PRODUCTS
- DIVERSITY AND INCLUSION
- MARKETING CAMPAIGN
- MULTIMODAL INTEGRATION
- OPERATIONAL AND TECHNOLOGICAL EXCELLENCE
- PUBLIC AND URBAN TRANSPORT STRATEGY
- SMART FUNDING, FINANCING AND BUSINESS MODELS
- YOUNG RESEARCHERS

DESCRIPTIONS

DESIGN PROCESSES AND PRODUCTS

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

Projects eligible for consideration can cover topics such as:

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

DIVERSITY AND INCLUSION

The award will be given to a project or an initiative which has successfully contributed to create a more **diverse workforce** in the organisation/company and/or have successfully contributed to create a more **inclusive culture for staff and customers**, while promoting the acquisition of increased and nuanced talents and skills.

MARKETING CAMPAIGN

The award will be given to a marketing campaign that is **creative, original** and **results-oriented**, making a positive impact on perception of the operator, public transportation, and reinforcing customer satisfaction in 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 and working towards increasing ridership and a positive image of sustainable transport.

MULTIMODAL INTEGRATION

The award will be given to a project, a policy or an initiative which has delivered in significantly reinforcing the multimodal integration at the scale of the urban transport system. It will have, for instance, reinforced the integration between modes of transport, between authorities, between operators, or between public transport and new mobility services. The project should have resulted in a



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demonstrated strong improvement of the access and attractiveness of the multimodal transport solutions for an important number of customers.

Initiatives, policies or projects eligible for this ward can cover challenges such as:

- Interchanges
- Governance framework and local regulations supporting multimodal integration and cooperation
- MaaS platforms

OPERATIONAL AND TECHNOLOGICAL EXCELLENCE

The award will be given to a project demonstrating excellence in public transport operations and/or in the technologies deployed. Projects eligible for consideration can cover areas such as:

- The introduction of digital and green energy technologies
- The improvement of service delivery processes
 - cost-efficiency
 - reliability
 - safety
 - security
- The use of digitalization for greater maintenance
- The refurbishment of existing systems and infrastructure

PUBLIC AND URBAN TRANSPORT STRATEGY

The award will be given to a strategy, a project, a policy or a transport / mobility plan which shows visionary leadership and has contributed to the public transport sector strategy objective of doubling the market share worldwide by 2025.

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

- Comprehensive public transport development plans successfully integrating land use and transport planning
- Implemented projects and plans fostering a balanced mobility landscape, encouraging the modal shift in favour of public transport, soft modes and combined mobility
- Projects encouraging lasting changes in individual mobility behaviour that support sustainable mobility (traffic calming measures, pricing, parking policy, land-use planning, etc)



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SMART FUNDING, FINANCING AND BUSINESS MODELS

The award will be given to ambitious and innovative approaches for developing infrastructure projects and innovative business models. Projects eligible for consideration can include those implemented in the following areas:

- Strengthening or creating new revenue sources for either operational or capital expenses
- Applying new/alternative financing mechanisms for capital projects
- Adapting governance frameworks for implementing new solutions

YOUNG RESEARCHERS

The Young Researcher Award recognizes and rewards outstanding young research 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.

SPECIAL RECOGNITIONS

In addition to the awards, UITP may also present special recognition prizes for any or each of the above categories. UITP encourages submissions from all parts of the world. Provided submissions and projects are of high quality and have not already won the award for said category, UITP reserves the rights to acknowledge deserving work from specific geographic areas.

For further questions please contact Indira Khara, Indira.khara@uitp.org, +32-2-663 66 14