



REPORT 2023





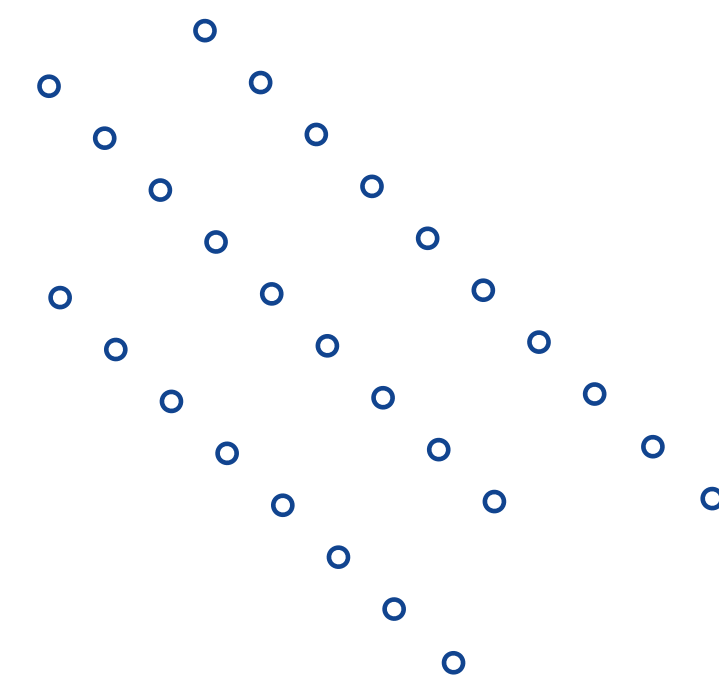
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**TOMORROW.MOBILITY
WORLD CONGRESS 2023**



CHANGING OUR MINDSET TO ADDRESS MOONSHOTS



They say that where there's a will there's a way. Emerging technologies are definitely changing the world around us and bringing up amazing ideas that require getting out of a linear mindset and jump in the deep end.

At TMWC23, we aimed to show attendees that there are opportunities to change the way we're doing things right now in the mobility field and that digitalization, Everything as a Service, electrification and automation are the way to a radical system overhaul where every move matters.

Over 25,300 attendees from more than 800 cities and 132 countries, 1,106 exhibitors (29.7% more than in 2022) and 577 experts believed so and shared the different experiences and strategies being deployed worldwide to tackle the mobility challenges cities are facing. They not only give the sense of the solutions, but more importantly, a sense of hope and a sense of courage as well.

Held together with Smart City Expo World Congress, Tomorrow.Building World Congress and Tomorrow.Blue Economy World Congress, the event, was divided into three main areas -the Congress, the Expo and Breakout Sessions- which enriched the discussion and contributed to record-breaking figures within a market that is expected to reach **US\$ 135.6 Billion by 2028**.

The idea that we have to shift ourselves out of our center and focus on big part of the ecosystem through impactful solutions and policies, and that innovation requires collaboration, pervaded the Congress' sessions where global speakers discussed how to address moonshots.

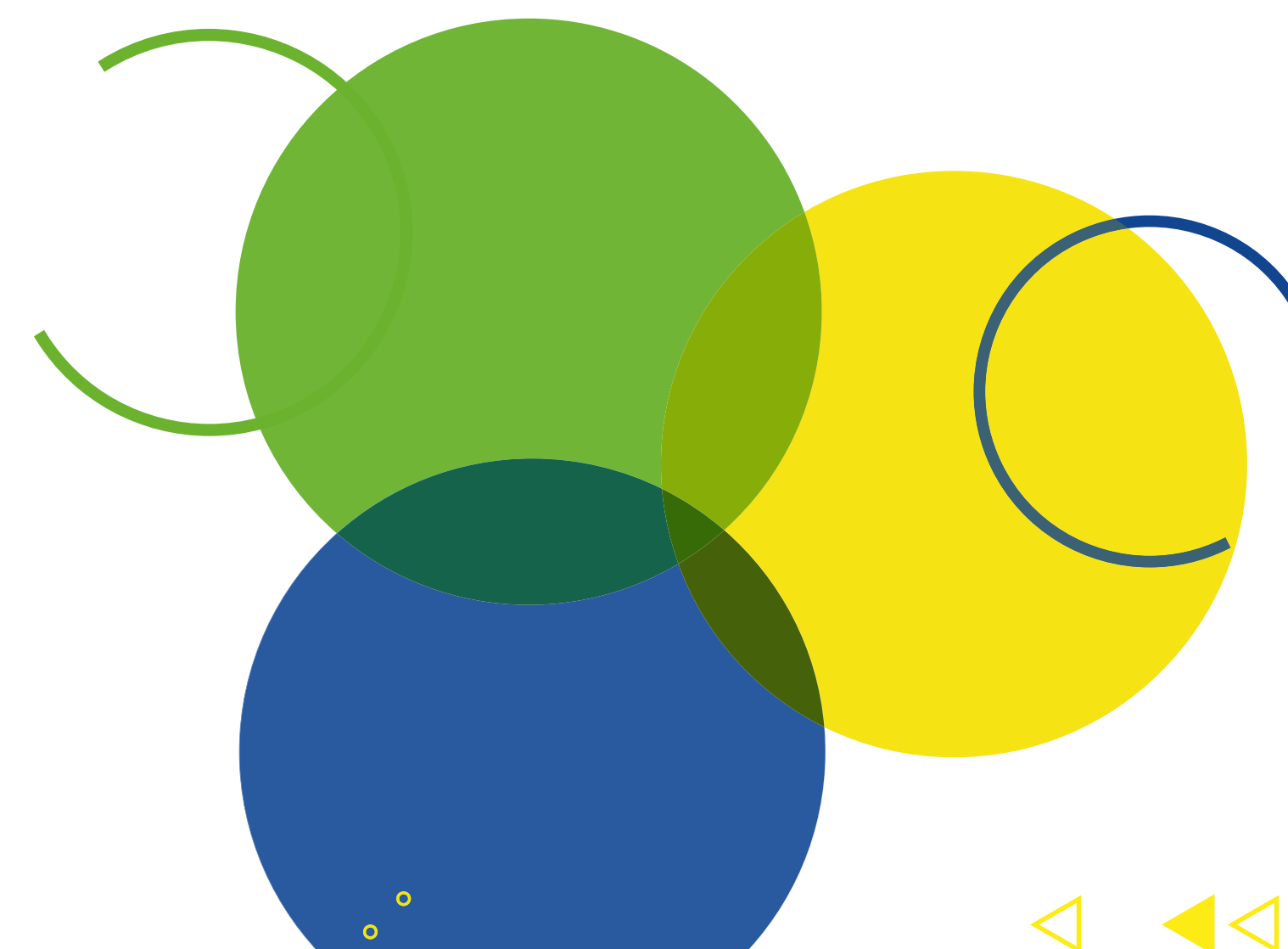
Besides, the Digital Program, featuring interviews and talks with worldwide experts and streamed by the Tomorrow.City platform, complemented the Congress' contents and broadened the discussion.

Moreover, the World Smart City Awards recognized Curitiba for its human approach in developing the smart city and its global strategies combining projects, initiatives, and policy implementations for their citizens. The gala also prized other groundbreaking projects from the four continents.

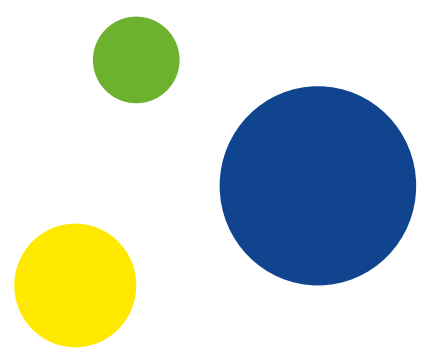
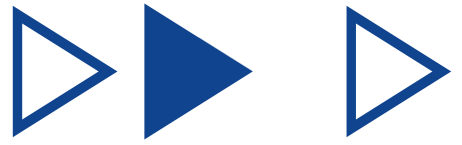
Barcelona, chosen as the global hub for the Smart City and Tomorrow Mobility joint effort, showed its commitment to build a climate-neutral, competitive, and equitable city by showcasing the latest innovations promoted by the city council and participating in different Congress sessions, beyond the inaugural tour.

The city also promoted the pan-European Meeting of Local Authorities that resulted in the Barcelona Declaration, a document enhancing that Europe needs to place core values at the center of its policy: solidarity, respect of freedoms and justice. The Mayor of Barcelona, Jaume Collboni, led the meeting.

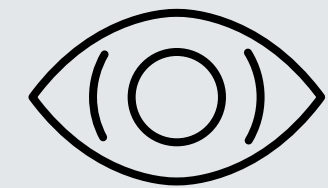
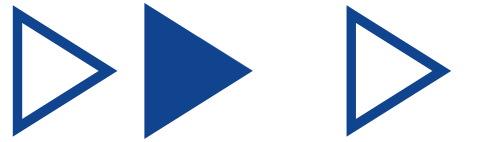
Overall, the 2023 edition of the Tomorrow.Mobility World Congress was once again a record-breaking edition where attendees felt great energy and could think on creative solutions for making their moves matter. The event will return to the Gran Via venue in Barcelona on 5-7 November 2024.







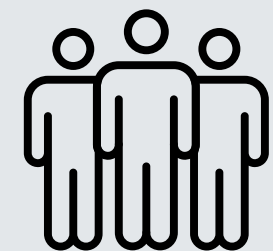
AN EXCITING RECORD-BREAKING EDITION 2023 FIGURES (TOGETHER WITH SCEWC)



1,106 EXHIBITORS

30% more vs. 2022

2022 853
2023 1,106



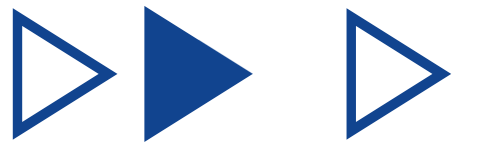
25,300 ATTENDEES

24% more vs. 2022

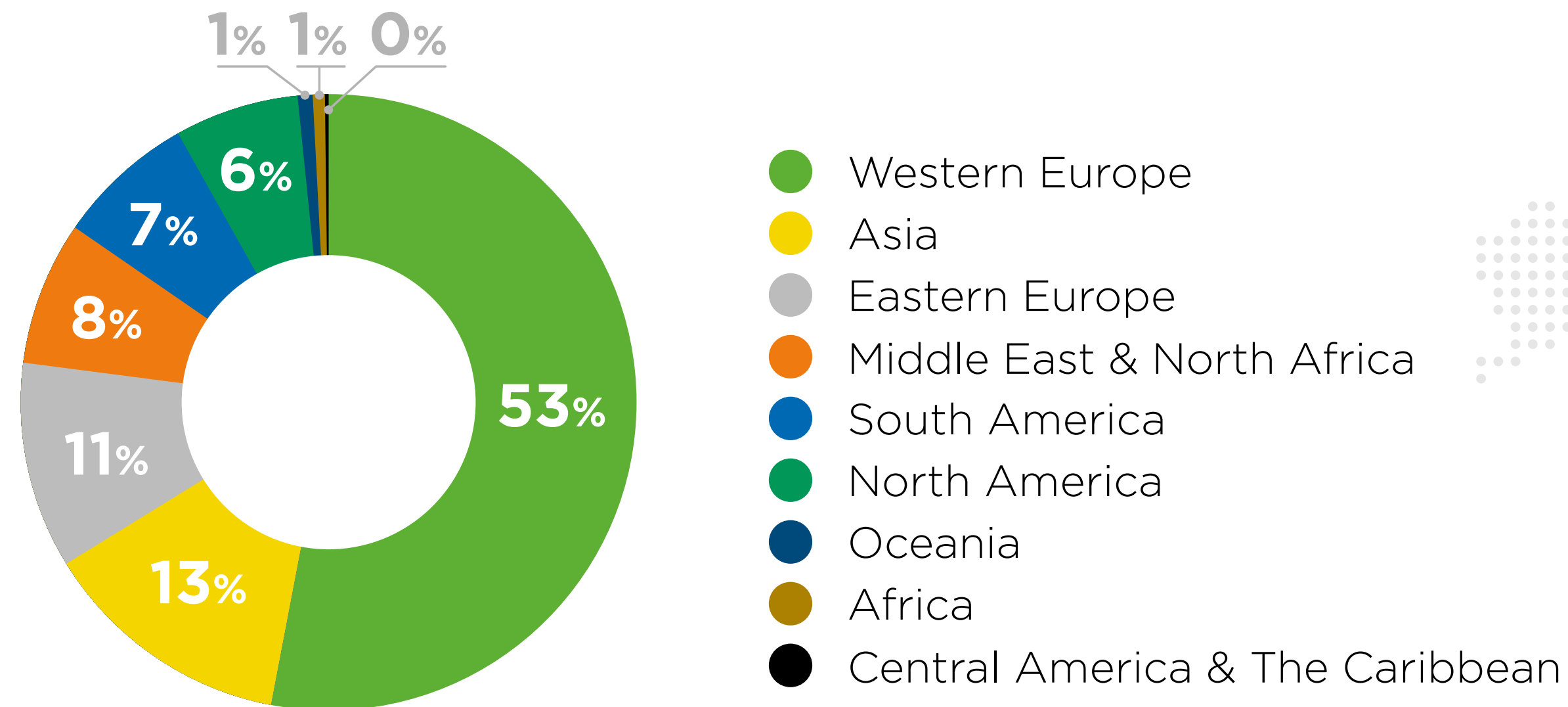
2022 20,423
2023 25,300



A DIVERSE INTEREST IN THE NEW URBAN ERA



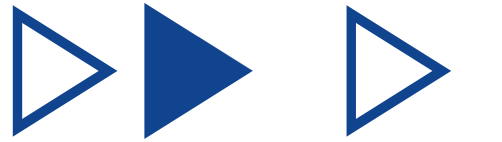
ATTENDEES' PROVENANCE



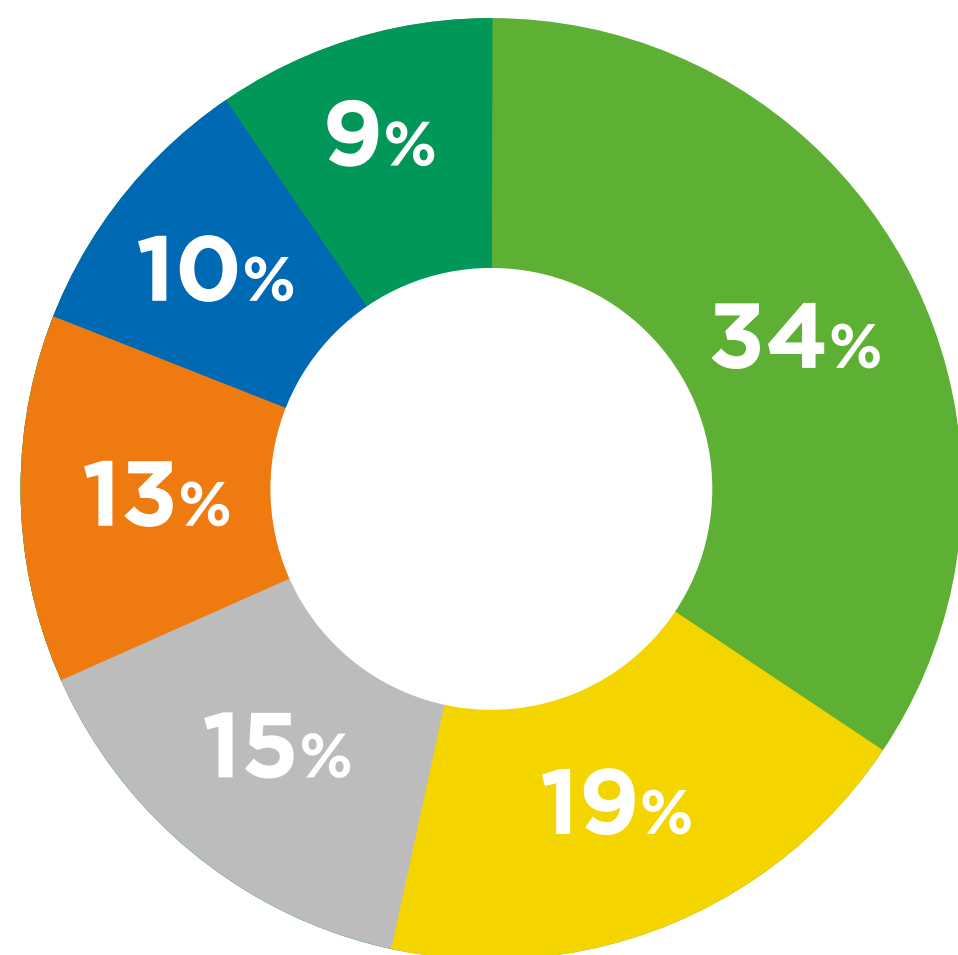
TOP VISITING COUNTRIES



A DIVERSE INTEREST IN THE NEW URBAN ERA

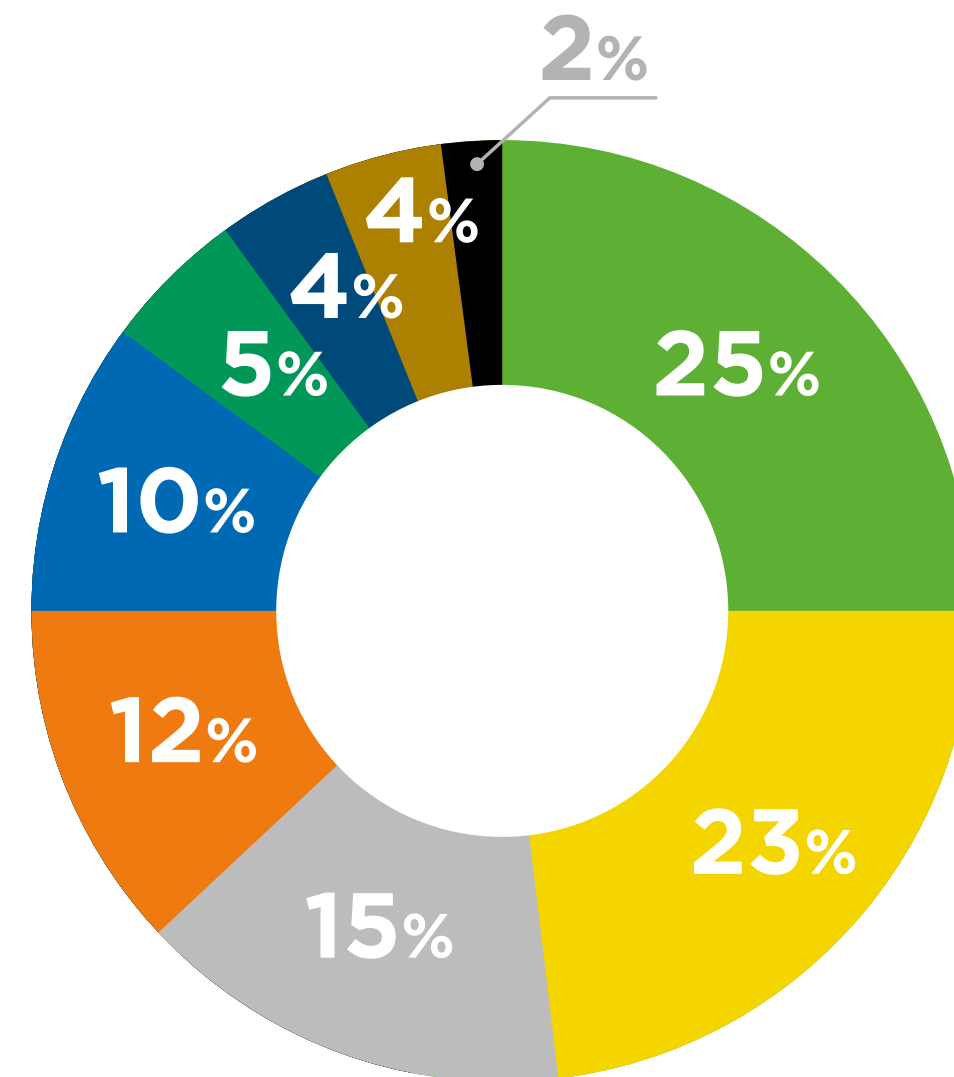


ATTENDEES' JOB FUNCTION



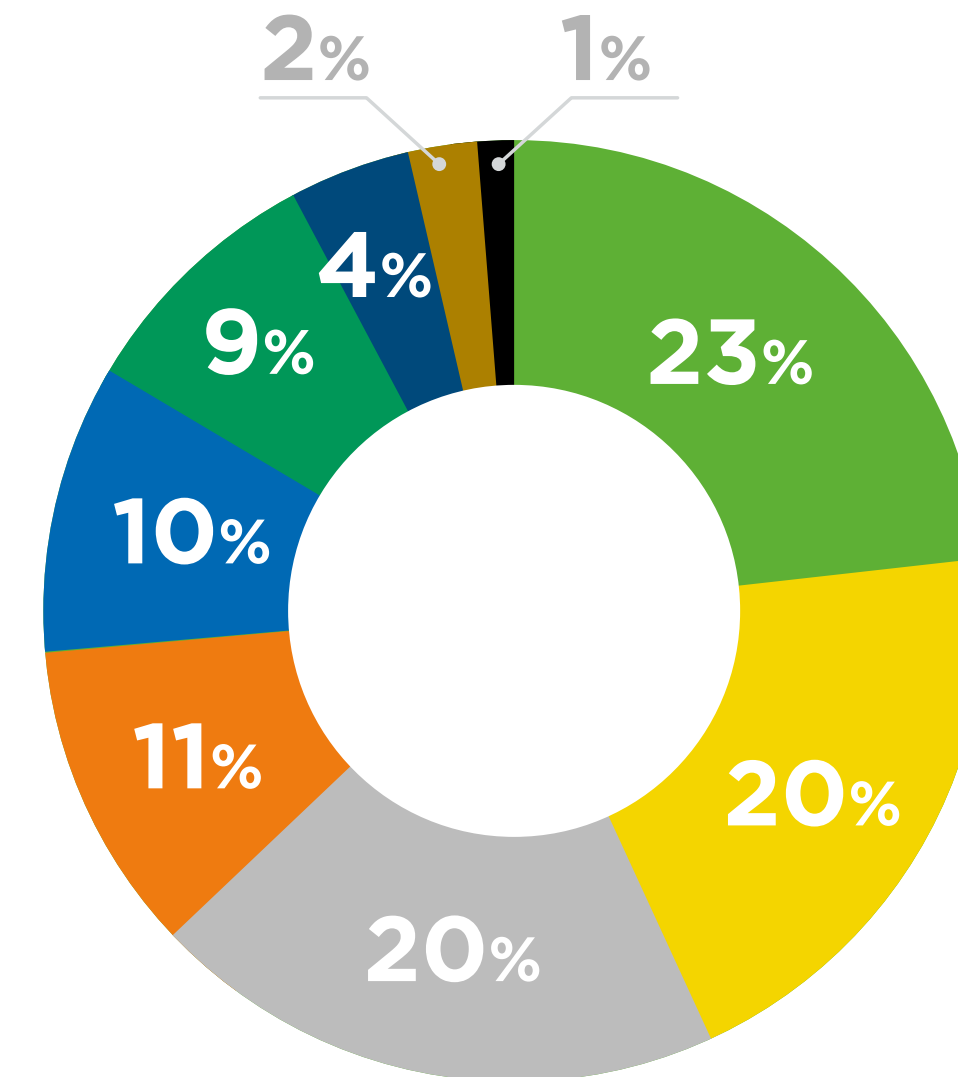
- High Level Management & Top Public Representative
- Senior Manager
- Technical Profile
- Specialist
- Consultant
- Others

ATTENDEES' JOB TOPIC

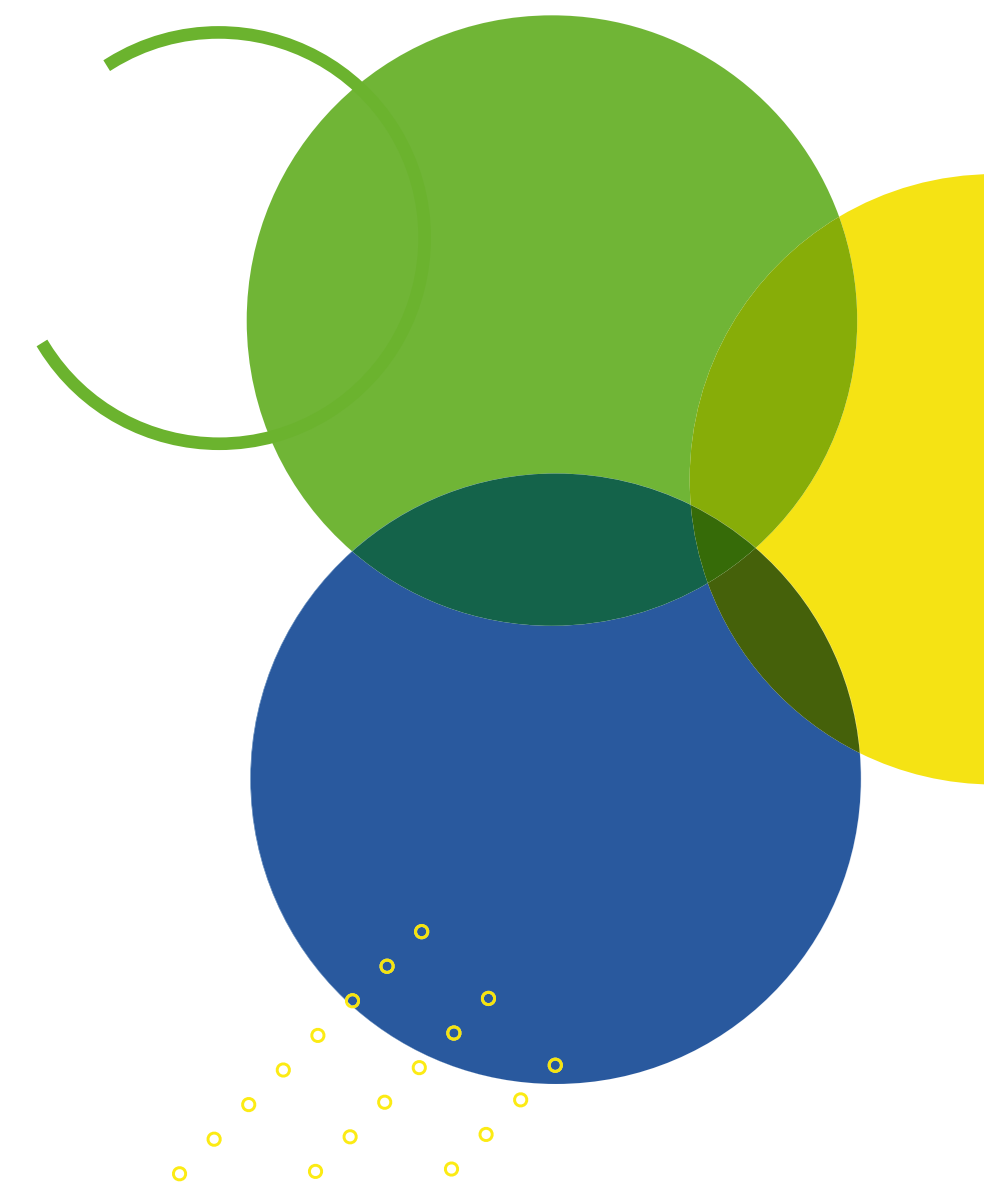


- Mobility
- Enabling Technologies
- Energy & Environment
- Infrastructures & Buildings
- Governance
- Living & Inclusion
- Economy
- Safety & Security
- Blue Economy

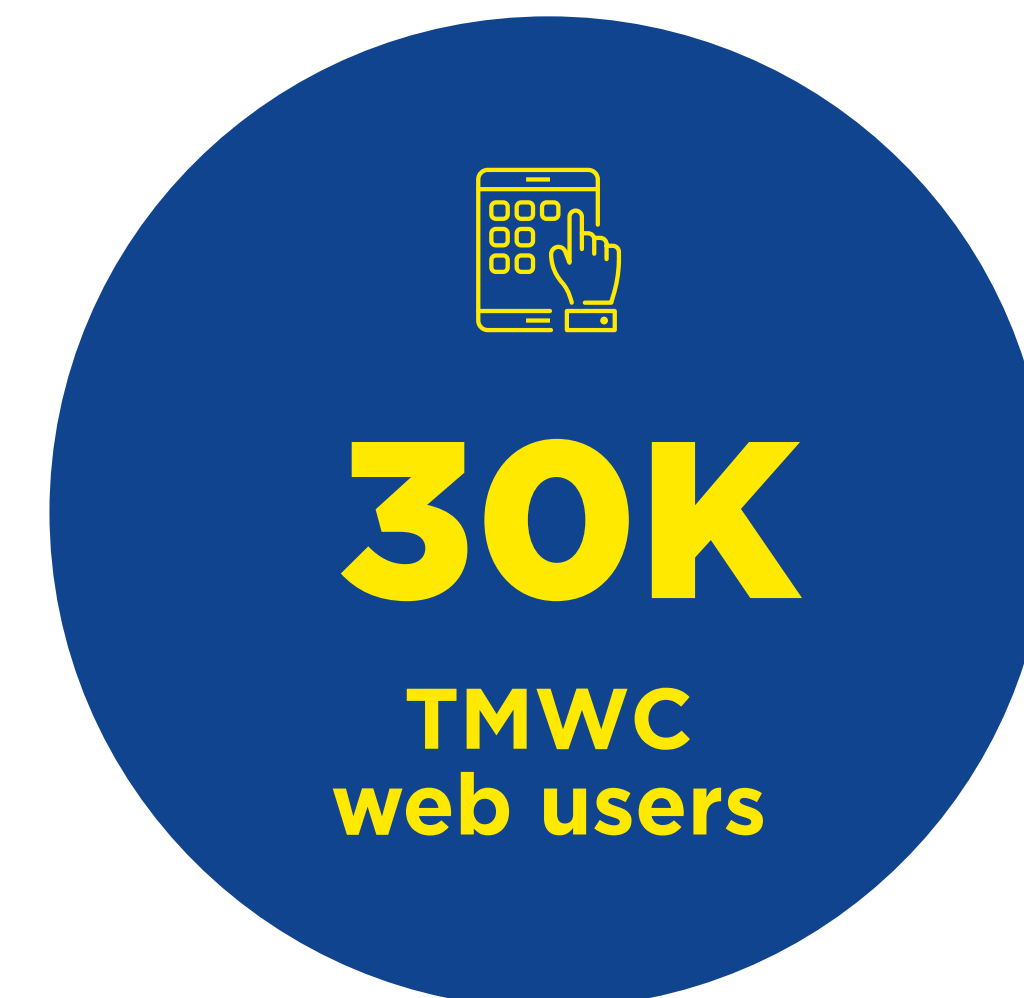
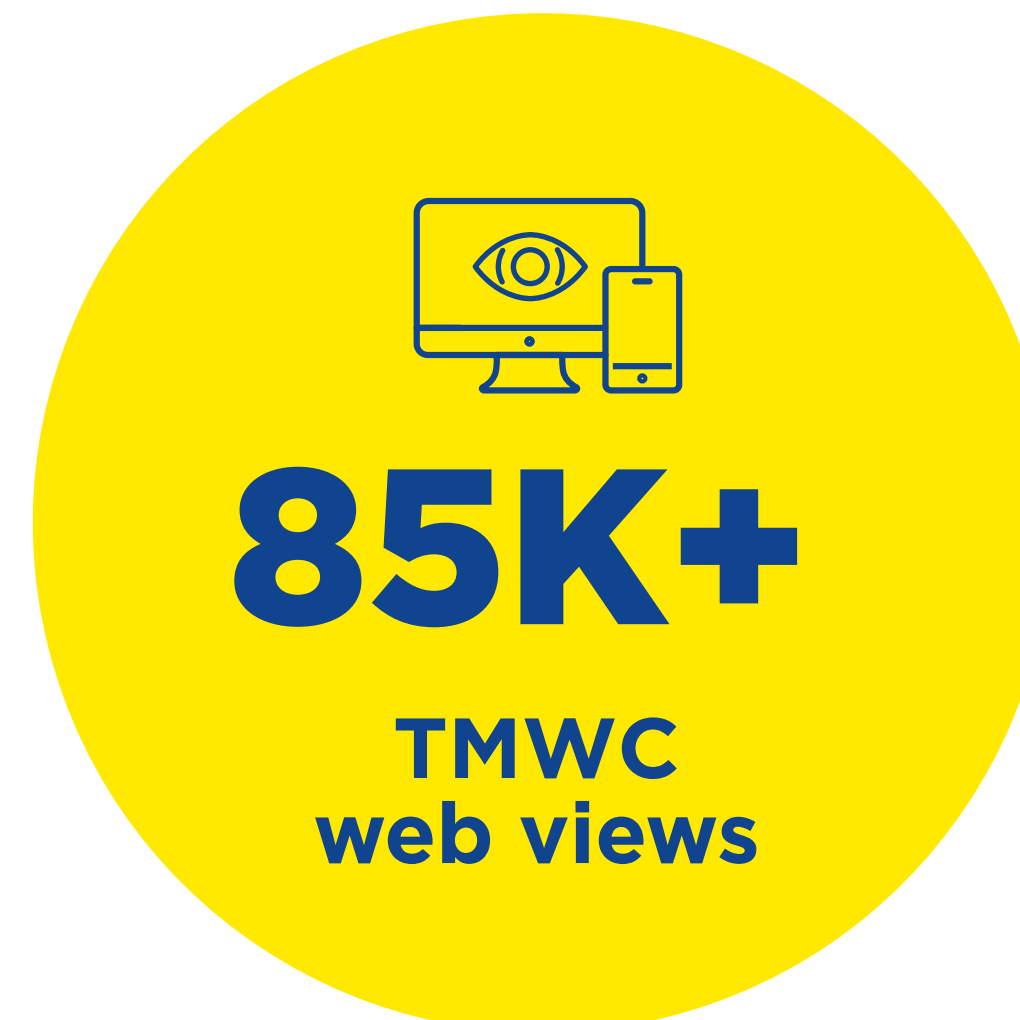
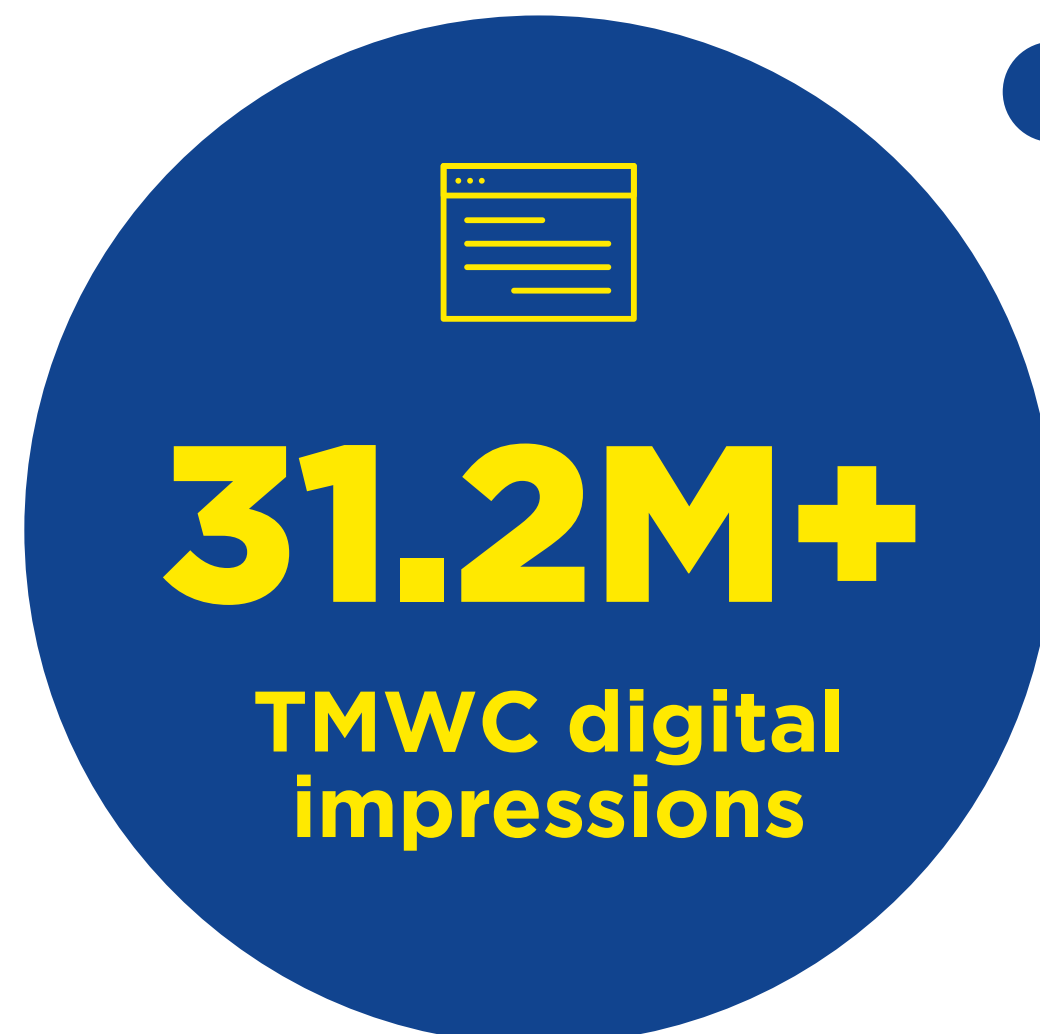
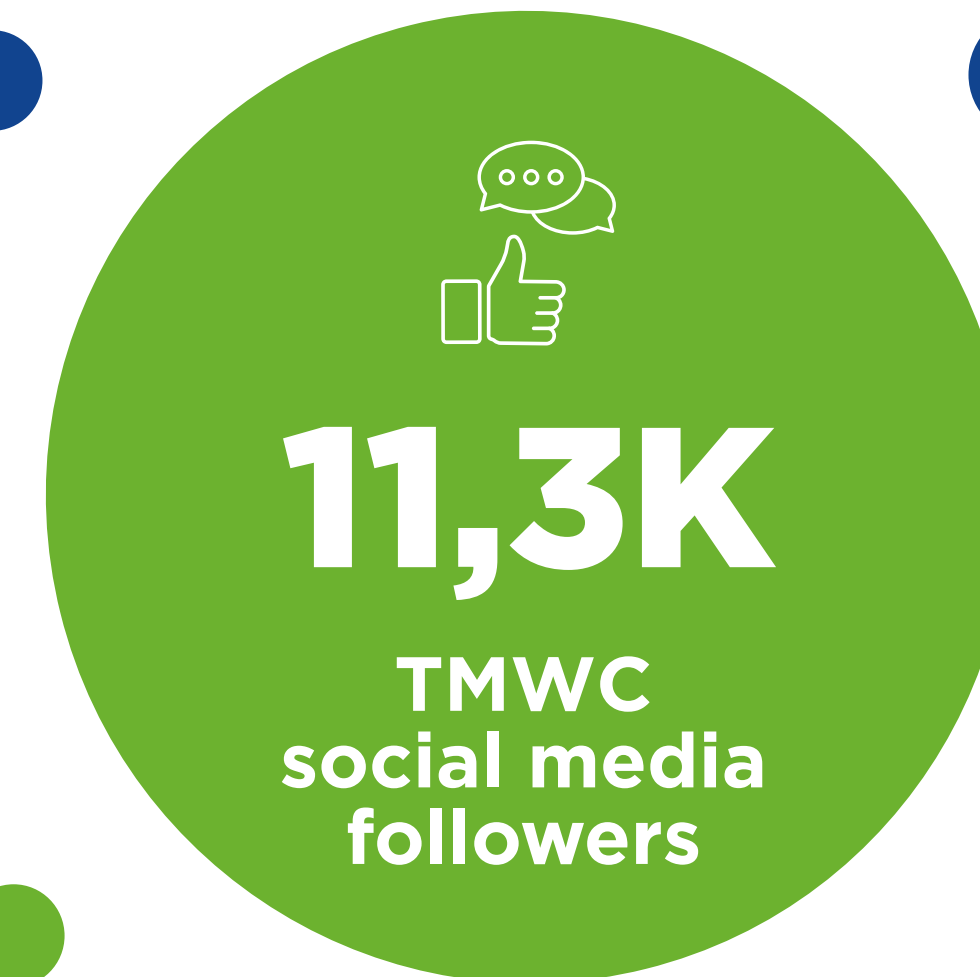
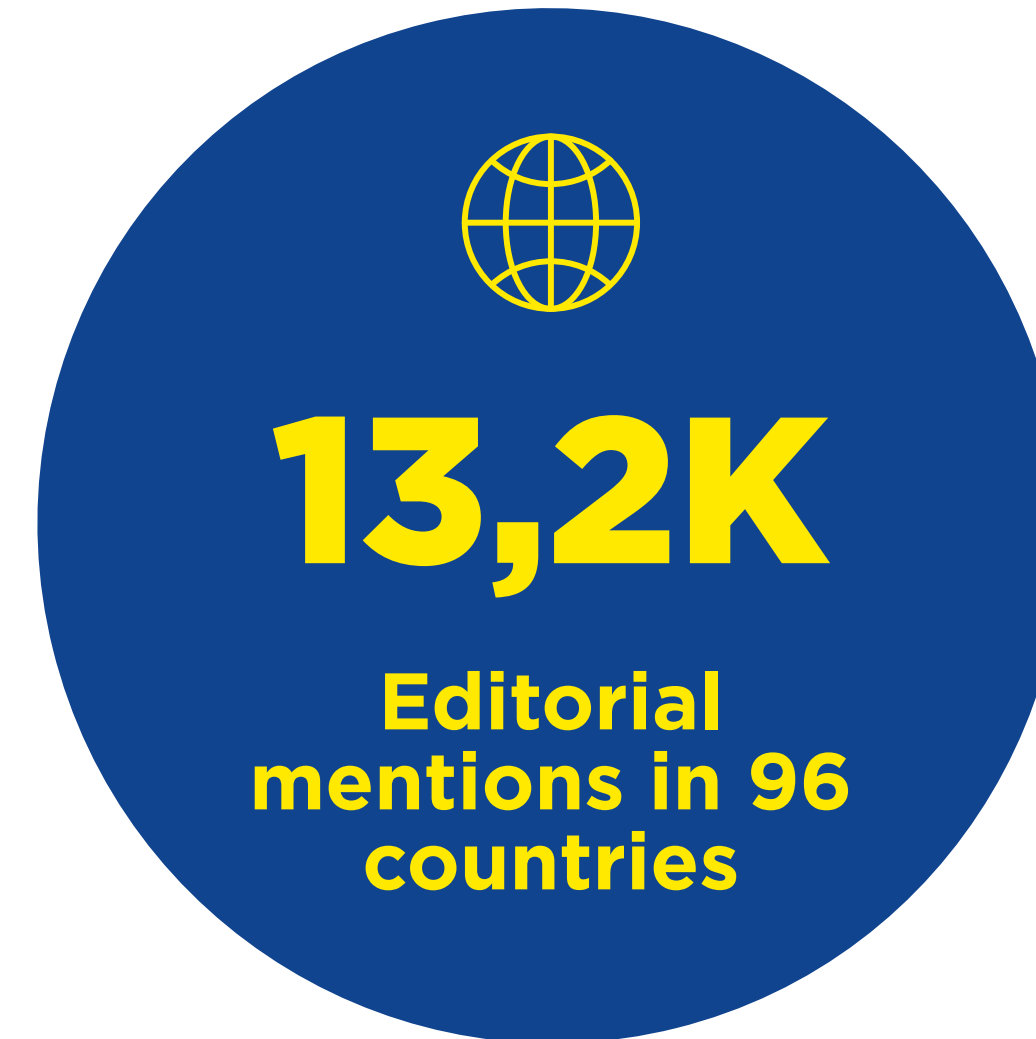
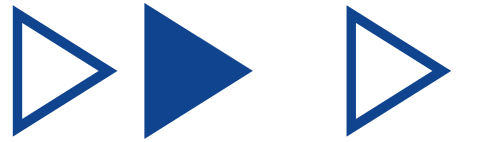
ATTENDEES' ORGANIZATION PROFILE

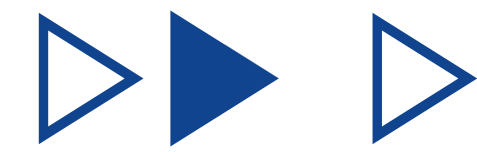


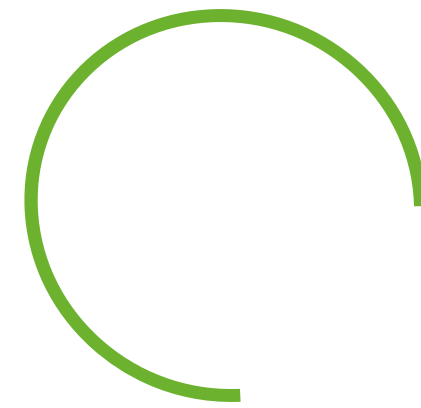
- Governments
- Local Companies & SMES
- Large & Global companies
- Startups
- Institutions & other entities
- Academia
- Inter-governmental organizations
- Media & Culture
- Investors



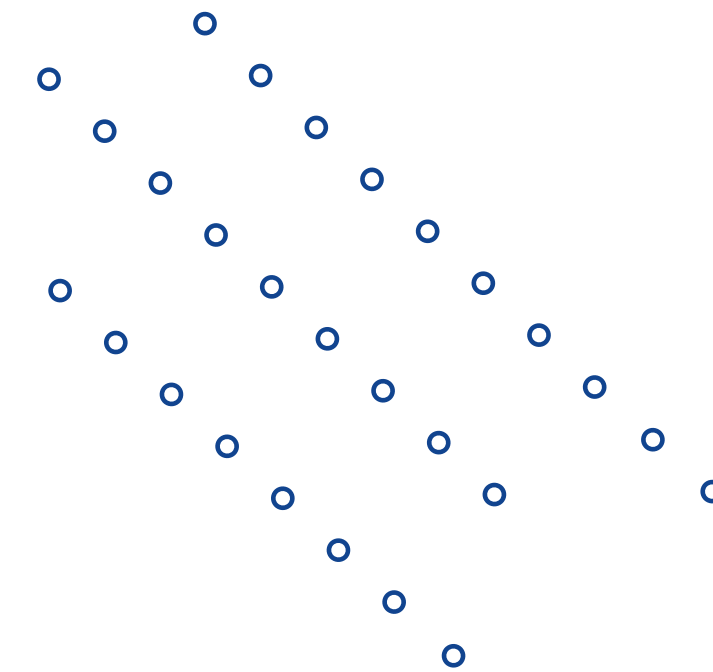
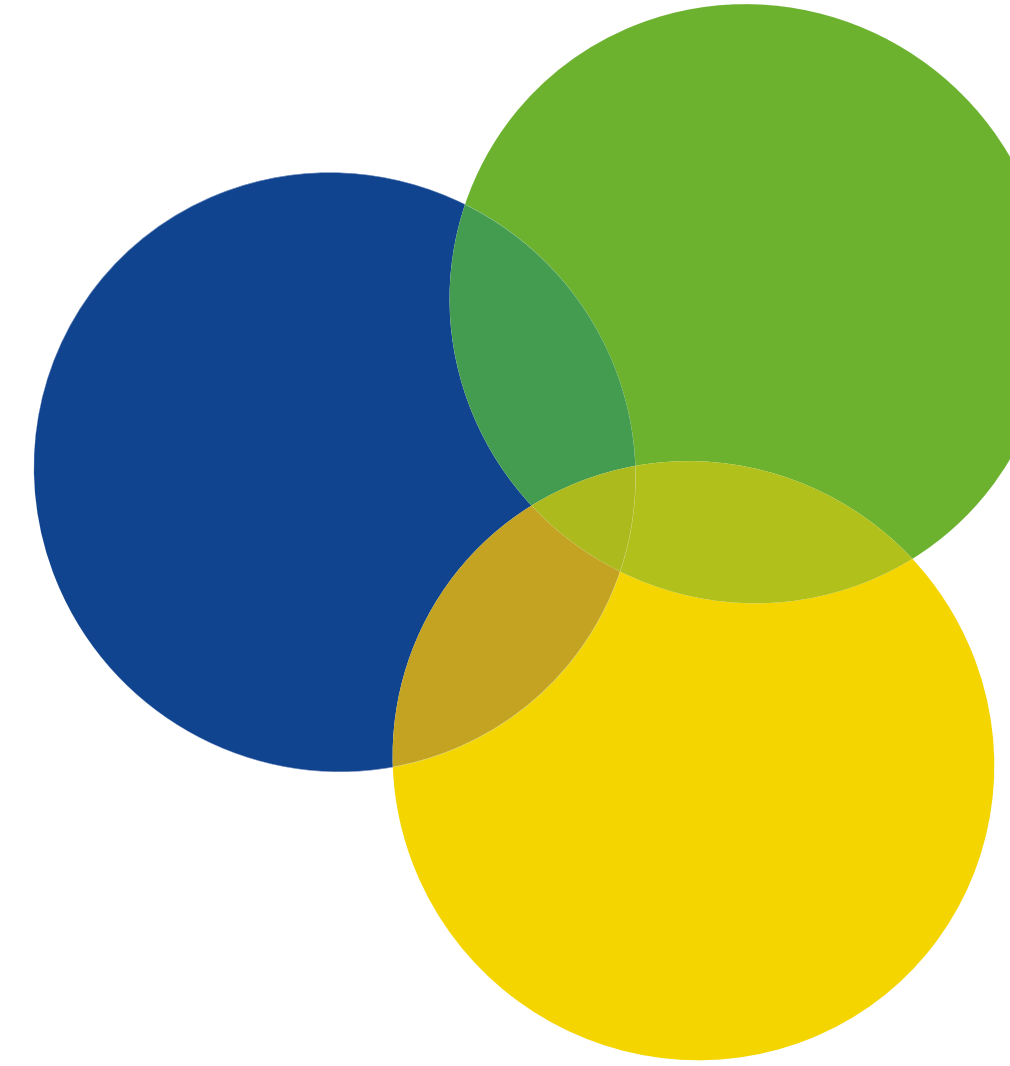
A GLOBAL WIDE REACH



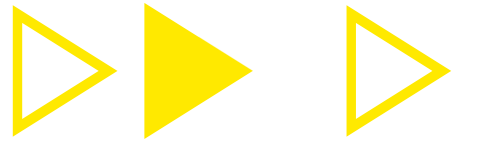




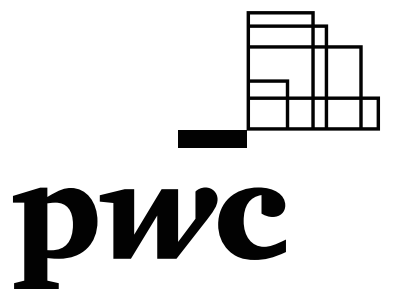
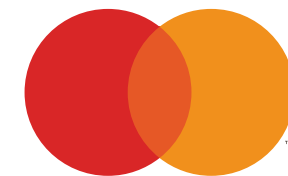
PARTNERS



CORPORATE PARTNERS



GLOBAL PARTNERS

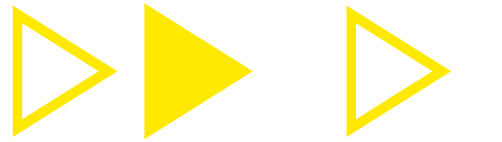


“

One of the great things about the Tomorrow.Mobility World Congress is that we can meet our customers and that it's actually one of the best worldwide events to meet with prospects. I think it gives the pulse. There are a lot of different partners and stakeholders and it's a great way to Veolia to benchmark its services and also to find new partners, because that's also what we are looking for.”

”

Aude Giard
Chief Digital Officer | Veolia



INDUSTRY PARTNERS

B:SM Barcelona
de Serveis
Municipals

Deloitte. **moventis**

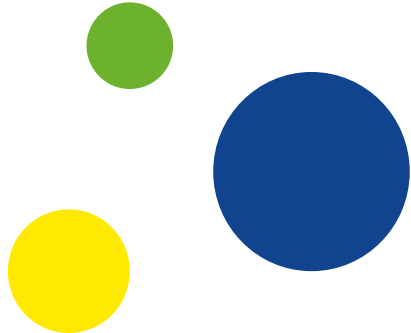
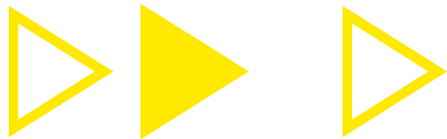
RACC
Mobility
Club

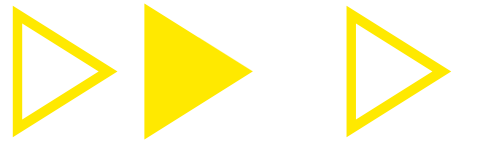
renfe

“ It’s clear that this event that I have been fortunate to witness since its inception has significantly enriched the global discourse and stands as a global benchmark. Undoubtedly it’s a forum for networking, and for idea dissemination. I think this is tremendously positive. ”

Manel Villalante
General Manager of Development
and Strategy | Renfe







EVENT PARTNERS



SPONSORS



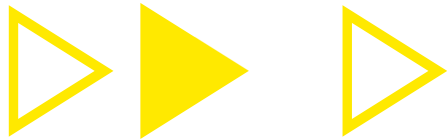
HOSTED BY



ORGANIZED BY



ECOSYSTEM PARTNERS



SUPPORTING INSTITUTIONS





























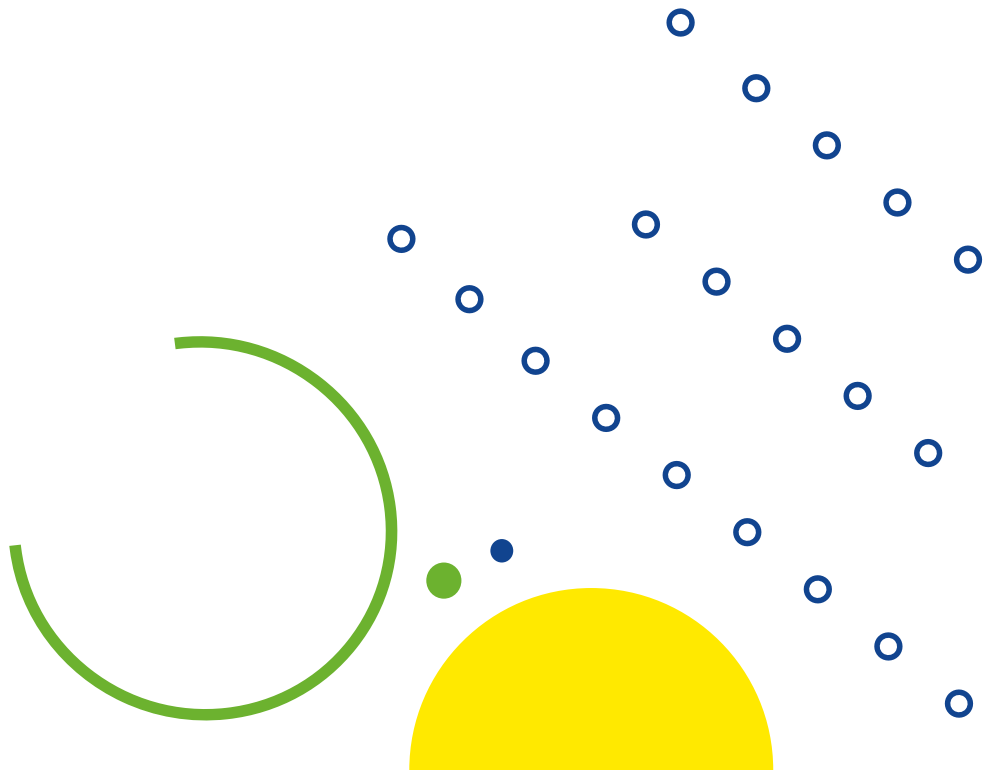
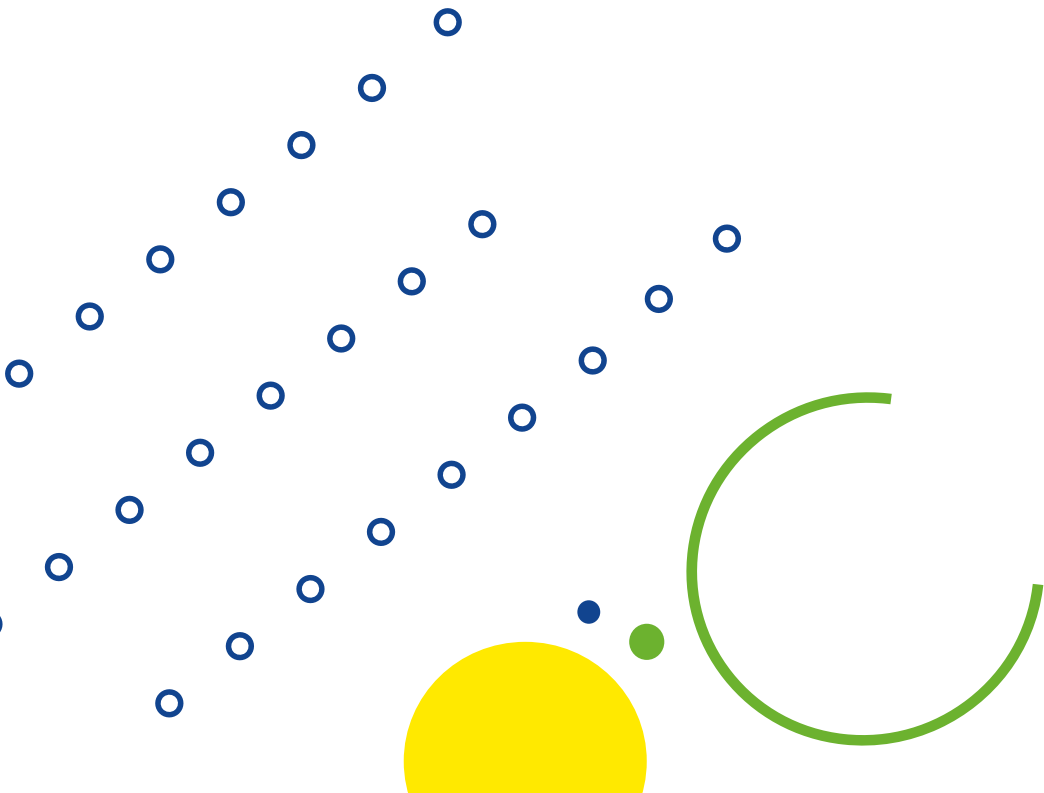


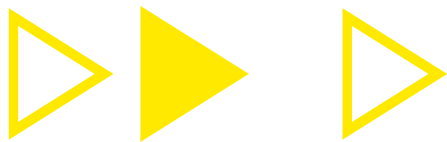




“ I’ve been coming for this event for ten years now. And there’s no other place in the world like it. It’s a family at the end of the day! It’s a family that grows each year but also in all the spaces growing, in all the solutions, in all the challenges we’re facing. So, I think it’s an essential place for cities, for anybody who cares about the future of our cities. ”

Jeff Merritt
Head of Urban Transformation | World Economic Forum





STRATEGIC ORGANIZATIONS



Asociación Latinoamericana de Metros y Subterráneos



Asociación Colombiana de Ciudades Capitales



CNCA



cideu
Centro Iberoamericano de Desarrollo Estratégico Urbano



CIRCULAR BUILDINGS COALITION



Cities Coalition for Digital Rights



FAM
Federación Argentina de Municipios



FEMP
FEDERACIÓN ESPAÑOLA DE MUNICIPIOS Y PROVINCIAS



FIA



FRANCE URBAINE
MÉTROPOLES, AGGLOS ET GRANDES VILLES



FNP
FRETE NACIONAL DE PREFEITOS



GLOBAL NEW MOBILITY COALITION



MERCOCIUDADES



NET ZERO CITIES
EU MISSION PLATFORM
CLIMATE NEUTRAL AND SMART CITIES



OPEN & AGILE SMART CITIES



OSGP ALLIANCE



RACC
Mobility Club



RECI SmartCities
Red Española de Ciudades Inteligentes



innpulso
Red de ciudades Ciencia e Innovación



RESILIENT CITIES NETWORK
For a safe and equitable world



Smart Cities Marketplace



Smart City Institute Japan



Covenant of Mayors for Climate & Energy EUROPE



Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط



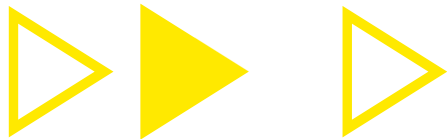
WeGO
World Smart Sustainable Cities Organization

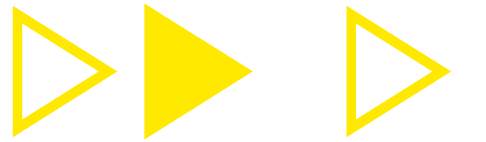
COLLABORATING ORGANIZATIONS



“ I think an event like Tomorrow.Mobility World Congress is something that can really help foster the dialogue and the potential collaboration between countries, actors, private and public organizations in terms of finding solutions that are better equipped for the future and for the people who will actually live and inhabit these urban spaces. ”

Tamira Snell
Futurist and Senior Advisor | Copenhagen Institute for Future Studies



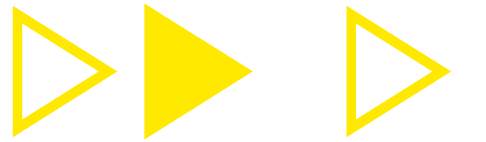


RESEARCH & ACADEMIA PLAYERS



SCALE-UP PLAYERS





MEDIA PARTNERS



3

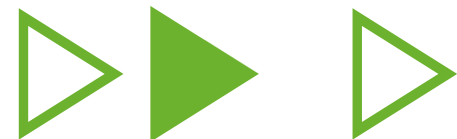
**THE EXPO:
AN AMAZING PANOPLY
OF COMPANIES AND CITY
REPRESENTATIVES**



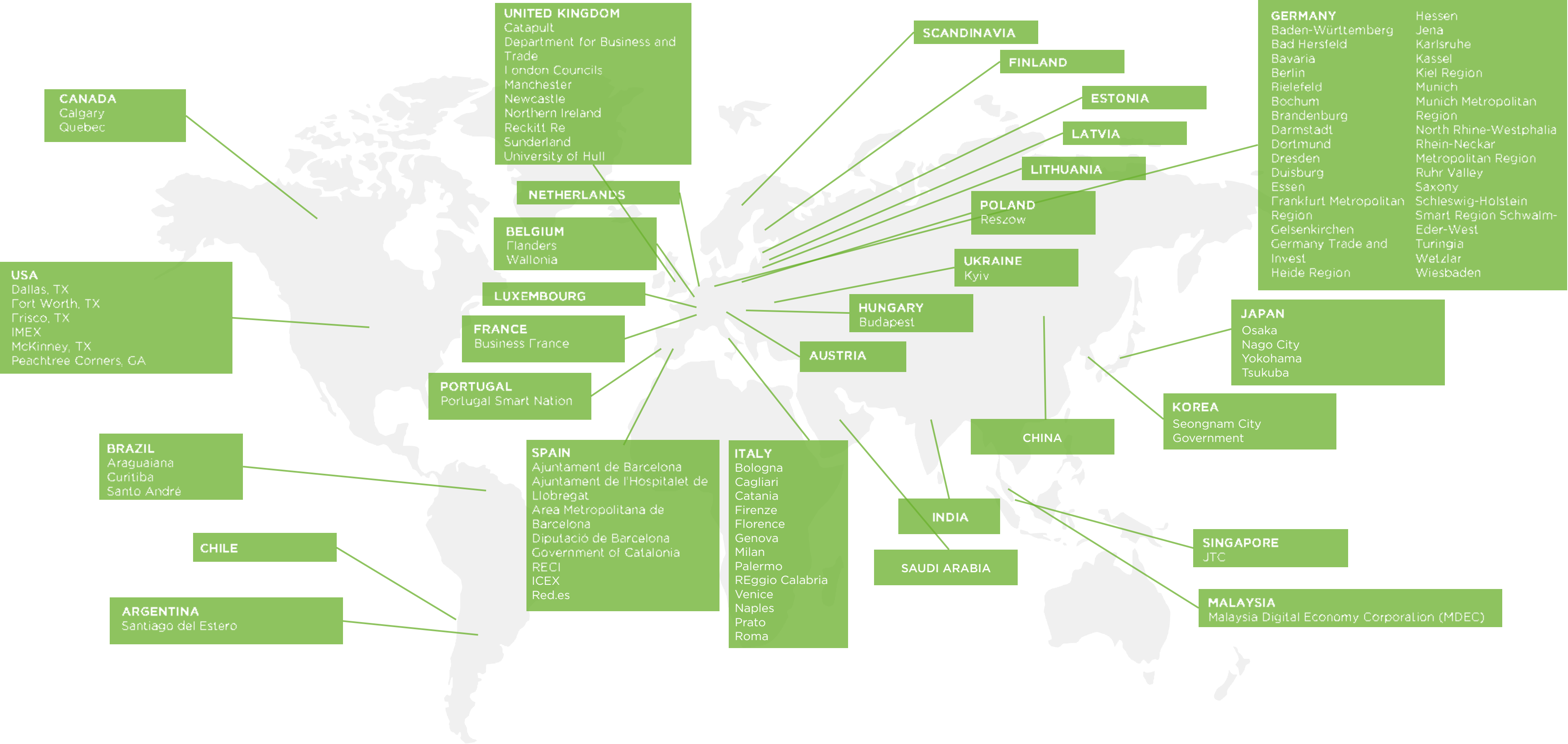
**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS

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A GLOBAL AND UNMISSABLE MEETING POINT

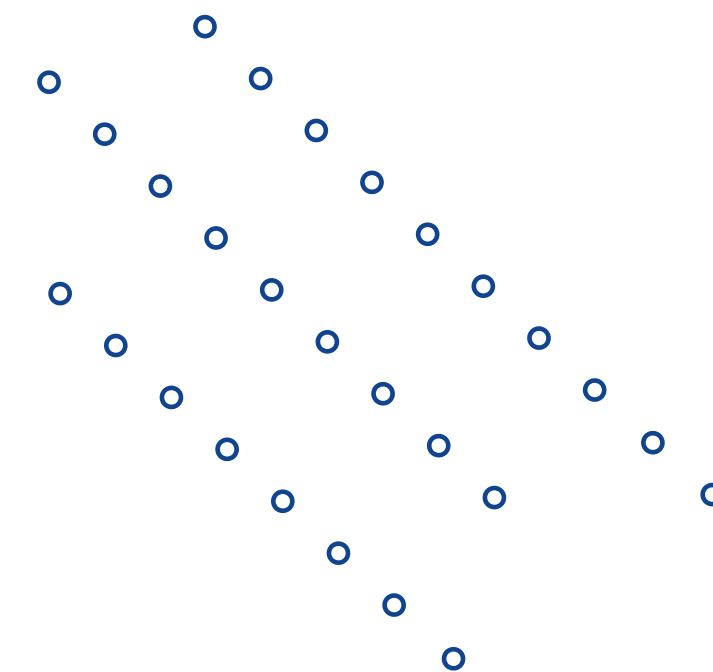
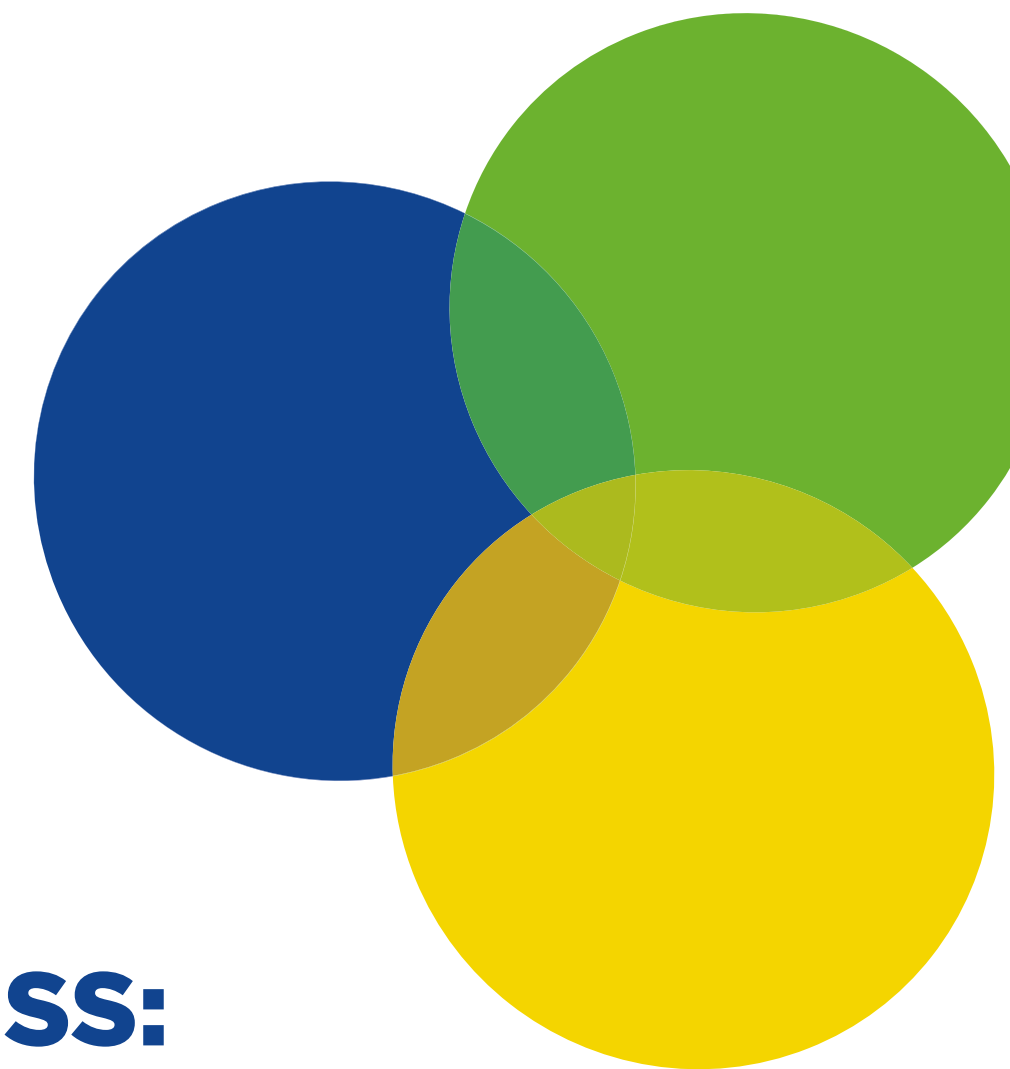


Nearly 100 cities, regions, and countries built their individual pavilions showcasing their perspectives on implementing smart solutions, endorsing local businesses, and collecting insights from various stakeholders. Delegates orchestrated numerous activities aimed at fostering substantial partnerships and diverse collaborations with global firms and institutions.

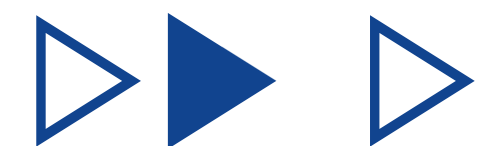


4

**THE CONGRESS:
AN IMPRESSIVE LINEUP**



KEY ISSUES TO RESHAPING URBAN MOBILITY



The TMWC23 congress delved deeper into eight strategic enablers for sustainable mobility growth: Mobility Data Spaces; Inclusivity, Affordability and fairness; Connected, Cooperative & automated mobility; Sustainable urban logistics; Multimodality; Urban air mobility; Energy transition; and Active mobility. Various formats, ranging from roundtable discussions to dialogues and interviews, were employed to address them, enabling exploration of crucial topics from a creative standpoint.





Key industry players shared their expertise on four massive trends currently defining the mobility landscape: Digitalization, Everything as a service, Electrification and Automation.



Timothy Papandreou
CEO | Emerging Transport Advisors



Seleta Reynolds
Chief Innovation Officer | Los Angeles County
Metropolitan



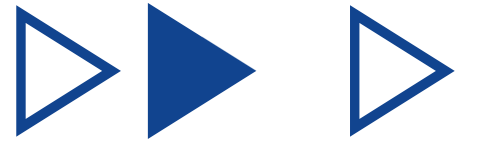
Tamira Snell
Futurist and Senior Advisor | Copenhagen
Institute for Futures Studies



Maria Tsavachidis
CEO | EIT Urban Mobility



COLLABORATION IS THE WAY FORWARD



The debate at the Congress made it clear that there are opportunities to change the way we are doing things, that emerging technologies can radically change the world around us even if there's going to be a transitional period, that getting ahead is about having the courage to take the first step and that transformation is not a destination but a continuous state of evolution.

Nearly 600 thought-provoking leaders and global innovators such as Timothy Papandreou, CEO of Emerging Transport Advisors; Seleta Reynolds, Chief Innovation Officer of Los Angeles County Metropolitan; Tamira Snell, Futurist and Senior Advisor at Copenhagen Institute of Future Studies; and Maria Tsavachidis, CEO of EiT Urban Mobility reflected on viable solutions to achieve this transformation and thus a better tomorrow.

Both the Auditorium and the Mobility Room were at their full capacity during the three days.

How to address moonshots, what is the road to zero-emission mobility, why we should care about autonomous mobility and how to be “optimistic and realistic at the same time” were some of the subjects covered.

“ We need to think about alternatives ways for the future.
The future is not linear. ”

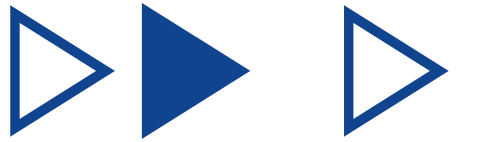
Tamira Snell

Futurist and Senior Advisor | Copenhagen Institute for Future Studies



Key Takeaways

AN IMPORTANT SHIFT IN THE WAY FORWARD

**#1**

Digitalization and liquid consumer expectations have an impact in mobility patterns. The future is about people.

#2

Digitalization, Everything as a Service, electrification and automation are going to change the way we see the world around us.

#3

The main challenges to zero-emission mobility include infrastructure and investment, data collection and reliability, tech vehicles, education and skills, as well as policies and coordination.

#4

Data is key to transforming the hardest bit of our mobility services and mobility sector. But we don't have a data sharing culture yet.

#5

Public transportation is the best way to decarbonize the mobility sector. But we all have to take responsibility in this ecosystem change.

#6

To achieve autonomous mobility we need collaboration and double down on data. Piece meal doesn't work.



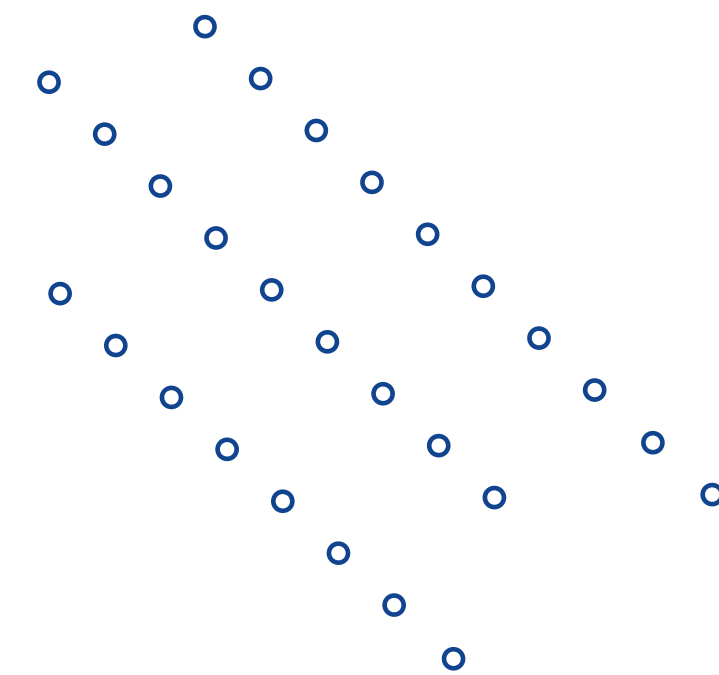
“ We need an ecosystem, not an egosystem. That's an important shift in the way forward. ”

Timothy Papandreou
CEO | Emerging Transport Advisors

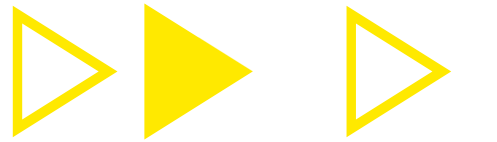
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BREAKOUT SESSIONS & ACTIVITIES



BREAKOUT SESSIONS FOR EXTRA KNOWLEDGE



An extensive lineup of engaging breakout sessions organized by leading organizations and companies actively involved in the mobility change took place during the TMWC. They all dug into the core of significant mobility challenges and attracted lots of attendees. The 2023 program boasted 149 dedicated sessions that included:



En asociación con **Deloitte**

Advanced Decision-Making Tools in Urban Mobility

This session showed the most important conclusions obtained from a deep analysis developed by RACC, Deloitte, Nommon and Aimsun. It also hold a round table with 3 experienced guests, who talked about their experience and the different roles needed in transport planning projects.

more info

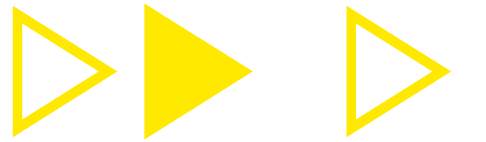


Decarbonization Of Freight & Last Mile Deliveries

This session dealt with how policy is ready to welcome and host the model to provide real decarbonization effects onto freight and last mile operations. It made it clear that there are challenges ahead but discussed whether all stakeholders are ready to face and accommodate them. A real decarbonization scenario may only be effective if triggered from the operations reality landscape.

more info





Co-funded by the
European Union



European
Commission

Innovative Public Transport Changes For Climate-Neutral Cities

Moderated by Eurocities, Mission cities Rome, Lisbon, Oslo, Bologna and EIT Urban Mobility's Director of Innovation discussed the ambition and systemic approaches within sister projects UPPER and SPINE to rapidly increase the use of Public Transport to become climate neutral by 2030.

more info

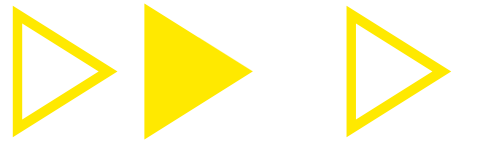


Scaling Up Mobility and Energy Projects with Innovative Business Models

The session focused on the state of European smart cities business models and financing schemes that were implemented in EU funded Smart Cities and Communities projects. The focus were on how these projects harnessed innovative funding models to support the implementation of cutting-edge mobility and energy solutions, paving the way towards a greener and more sustainable urban landscape and how they could be replicated in other cities.

more info





Smart Mobility Workshop: Projects and Challenges in European Cities

ICEX organized a workshop with European experts in urban mobility who presented city challenges, as well as projects in the pipeline, and bidding procedures.

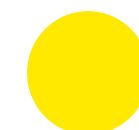
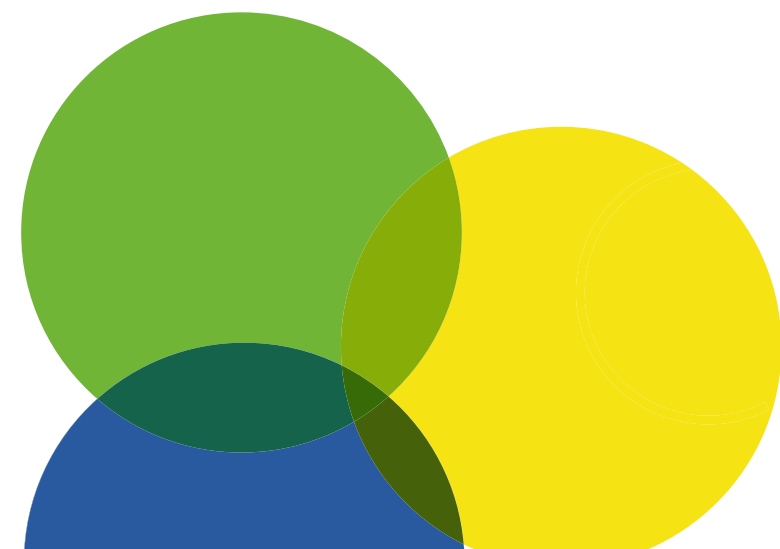
[more info](#)



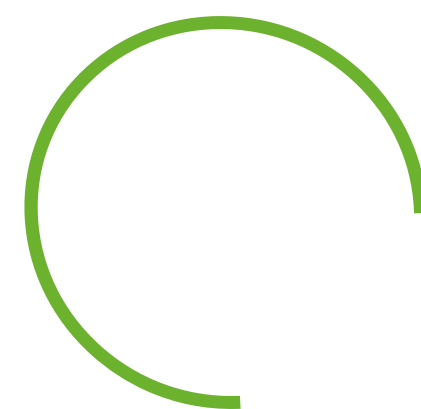
City Mobility Managers Meeting

Barcelona City Council and the European city network IMPACTS held this meeting aimed at exchanging experiences and knowledge on Parking strategies and curb management.

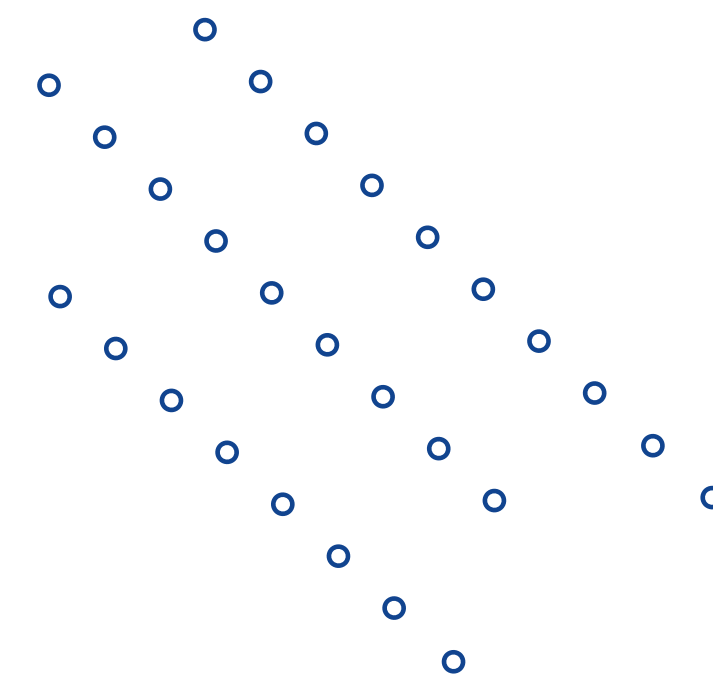
[more info](#)



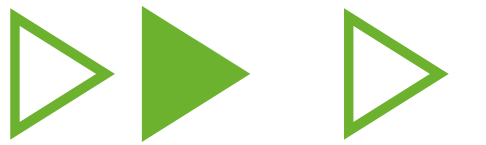
6



**WORLD SMART CITY
AWARDS**



REWARDING COURAGEOUS IDEAS



In this turbulent times, putting together groundbreaking ideas to change the world as we know it takes courage and effort.

Therefore, the 2023 edition of the World Smart City Awards wanted to recognize the most innovative ideas and projects that are fostering sustainable and inclusive development in urban areas worldwide.

All the 411 proposals sent in from 63 countries -another record-breaking figure- undoubtedly brought hope to build a better tomorrow.

This edition, 10 distinct categories covering key smart cities issues and significant contributions of living professionals were considered for the competition:

ENERGY & ENVIRONMENT AWARD

MOBILITY AWARD

GOVERNANCE & ECONOMY AWARD

SAFETY & RESILIENCE AWARD

LIVING & INCLUSION AWARD

INFRASTRUCTURE & BUILDING AWARD

ENABLING TECHNOLOGIES AWARD

INNOVATION AWARD

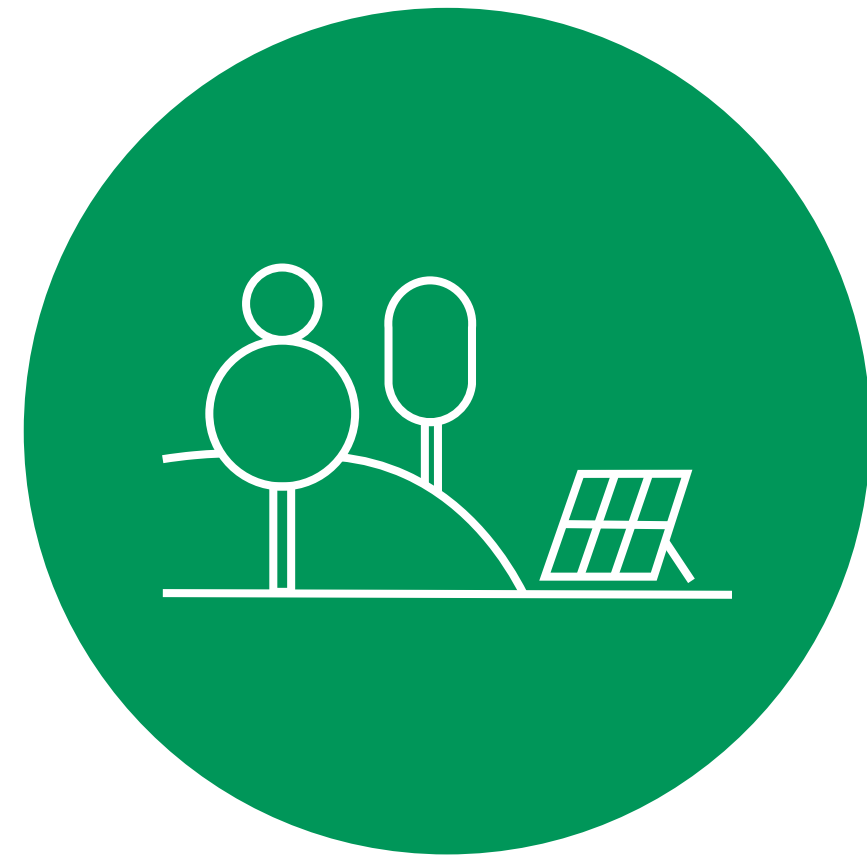
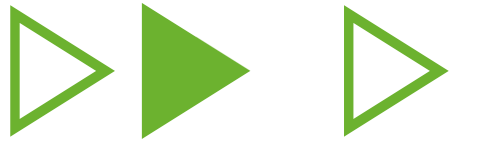
LEADERSHIP AWARD

CITY AWARD

Winners were announced at a gala held the second day of the event.



THESE WERE THE WINNING PROJECTS:



ENERGY & ENVIRONMENT AWARD

Beyond raw metrics: measuring citizens' perception of urban heat, Bordeaux Métropole – France

As a consequence of global warming, the temperatures recorded in Bordeaux are often among the highest in France. The project was recognized for creating tools to get reliable indicators not only on the temperatures but also on the sensations felt, on the subjective thermal comfort of the inhabitants.

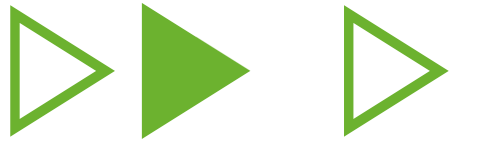


MOBILITY AWARD

Bicycle tram, Konya Metropolitan Municipality, Meram – Turkey

This project was awarded because it involves restoring old trams and making them available exclusively for cyclists, with the aim of increasing bicycle awareness in the city and developing a new transportation model for cyclists.





GOVERNANCE & ECONOMY AWARD

Building Our Future Cities Together, US Mayoral Roundtable, USA

The U.S. Mayoral Roundtable is a collaboration-based platform focused on catalyzing digital transformation across cities while supporting mayors to accelerate and design the construction of our future cities.

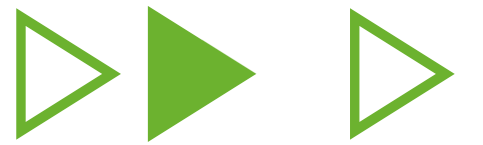


SAFETY & RESILIENCE AWARD

Seamless Urban Resilience for Everyone, Everywhere and Everytime, Gangnam-gu Office - Republic of Korea

Gangnam district actively promotes tailored support policy for marginalized groups in blind spots of welfare, ensuring all residents envision a happy, safe future. By bolstering social safety nets, this projects aims to proactively address crises and build a resilient city where everyone is protected.





LIVING & INCLUSION AWARD

Bereikbaar Breda Applicatie, City of Breda – Netherlands

In the Netherlands, 2.5 million people are reluctant to enter the city center and festivals, due to physical or mental issues. With relevant info for a visit, presented on the website of the venue, this project makes it easier for them to participate.

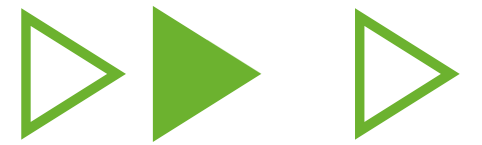


INFRASTRUCTURE & BUILDING AWARD

A'amer: Elevating urban living through integrated citywide services and facility management, Saudi Aramco Dhahran Smart City, Dhahran – Saudi Arabia

A'amer is a platform that seamlessly integrates the power of IoT and AI to transform the way cities manage their facilities and services. It automates infrastructure and building operations while enhancing citizen experiences. The result: a sustainable, efficient, and connected urban environment.





ENABLING TECHNOLOGIES AWARD

AI & insight enabled urban services - Social value through data, City of Tampere - Finland

Tampere is developing an urban-social digital twin, harnessing its Data & Insights platform to make data-driven decision making for purposeful urban services. It has enabled Tampere to accelerate innovation for a more livable, sustainable and connected city.



INNOVATION AWARD

This prize was awarded to two projects:

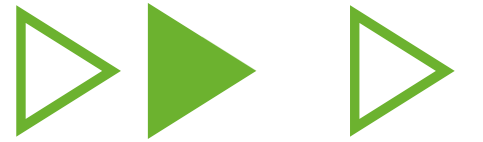
SPIRE: Smart Post-Industrial Regenerative Ecosystem, Baia Mare - Romania

This initiative developed by Baia Mare City renatures urban polluted soil with a Nature-based Solution monitored through an iGIS smart system.

ECO-HEROES: socio-professional integration of young people through an eco-guide training, Pikala Bikes, Marrakesh - Morocco

ECO-HEROES is a vocational training preparing youngsters to seize the opportunities of ecotourism in the city.





LEADERSHIP AWARD

Anna Lisa Boni, Former General Secretary of EUROCITIES and Deputy Mayor, Bologna - Italy

Claudio Orrego, Governor of the Santiago Metropolitan Region - Chile

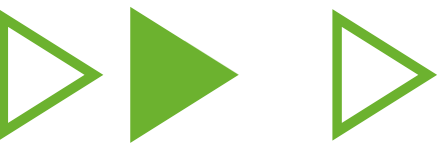


CITY AWARD

Curitiba, Brazil

Curitiba is facing urban challenges with a sustainable approach to smart urban planning, socioeconomic growth and environmental sustainability. The city is prepared for the future while taking care of its present, building a smart and sustainable city that enhances the quality of life for citizens.

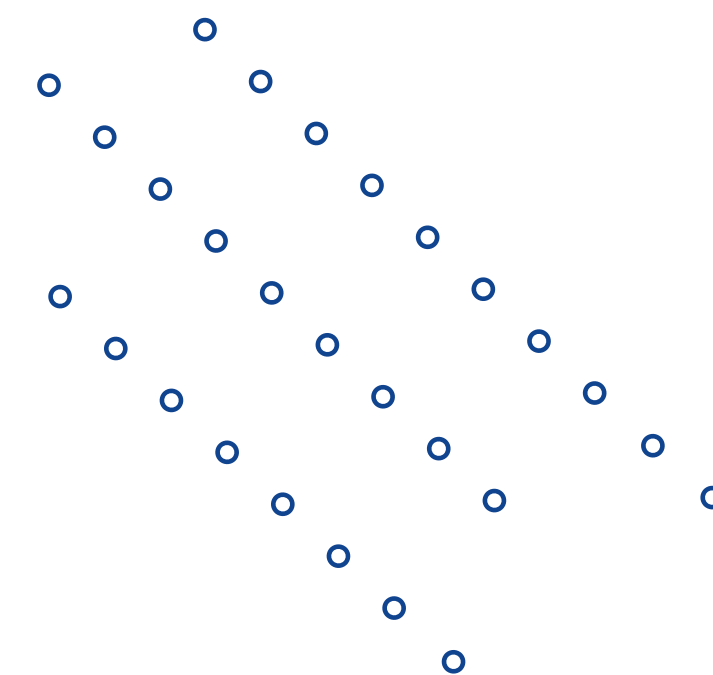




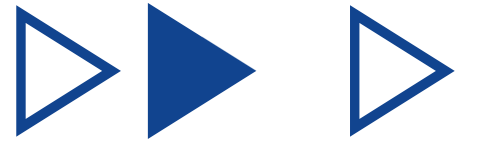
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SUSTAINABILITY AND DIVERSITY

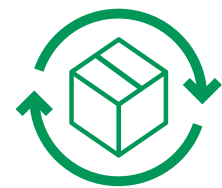


A SUSTAINABLE EVENT



Tomorrow.Mobility World Congress and Smart City Expo World Congress have been working for 12 years towards creating efficient and sustainable cities that leave no one behind, and as an event we should lead by example. So we put together the Towards Zero Waste Initiative. Also, Fira Barcelona has obtained ISO 14001 [certification](#), the most widely recognized international standard in the field of environmental management.

We're proud to say that the 2023 edition has been the most sustainable edition ever. These are the best practices we've been putting in place to reduce our environmental footprint, enhance equity, and promote green consciousness:



CIRCULARITY: Everything got a second life

- 9,180 kg carpet recycled.
- 1,503 kg of material were reused.



USING LESS PAPER

- The event app for all the event information hit 21,795 downloads.



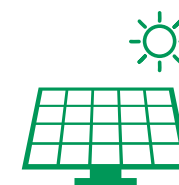
LIMITING FOOD WASTE

- Retrieved food was collected and donated to the NGO Nutrition Without Borders and distributed by community kitchens.



FULL ACCESSIBILITY WAS ENSURED

- Electric scooters and reserved places for people with reduced mobility.
- Accessibility and guidance for the visually impaired.
- Vegan, halal and kosher menus available
- Convenient prayer rooms.



A GREEN-POWERED VENUE

- The venue and the offices were powered only by renewable sources.
- 5.86 GWh per year.



NO SINGLE-USE PLASTICS

- 2,134 kg of plastic waste. avoided.
- 1,618 kg of selective collection.



HELPING THE PLANET BREATHE

- Money from merchandising helped us plant 886 trees for the Planting for Doñana reforestation project.
- All emissions generated by the event were offset.

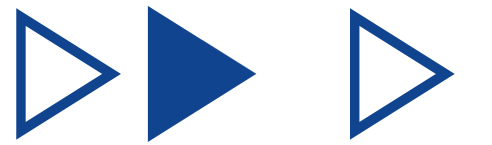


A CONGRESS CELEBRATING DIVERSITY

- Equal gender representation within our 600+ speaker roster.
- Conference program with specific sessions about gender inclusivity, equality, accessibility and barrier-free design.

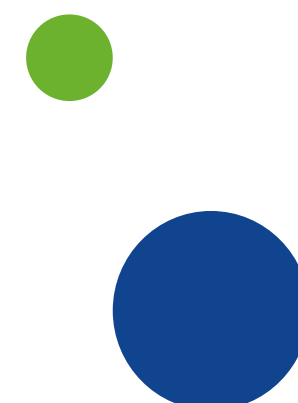
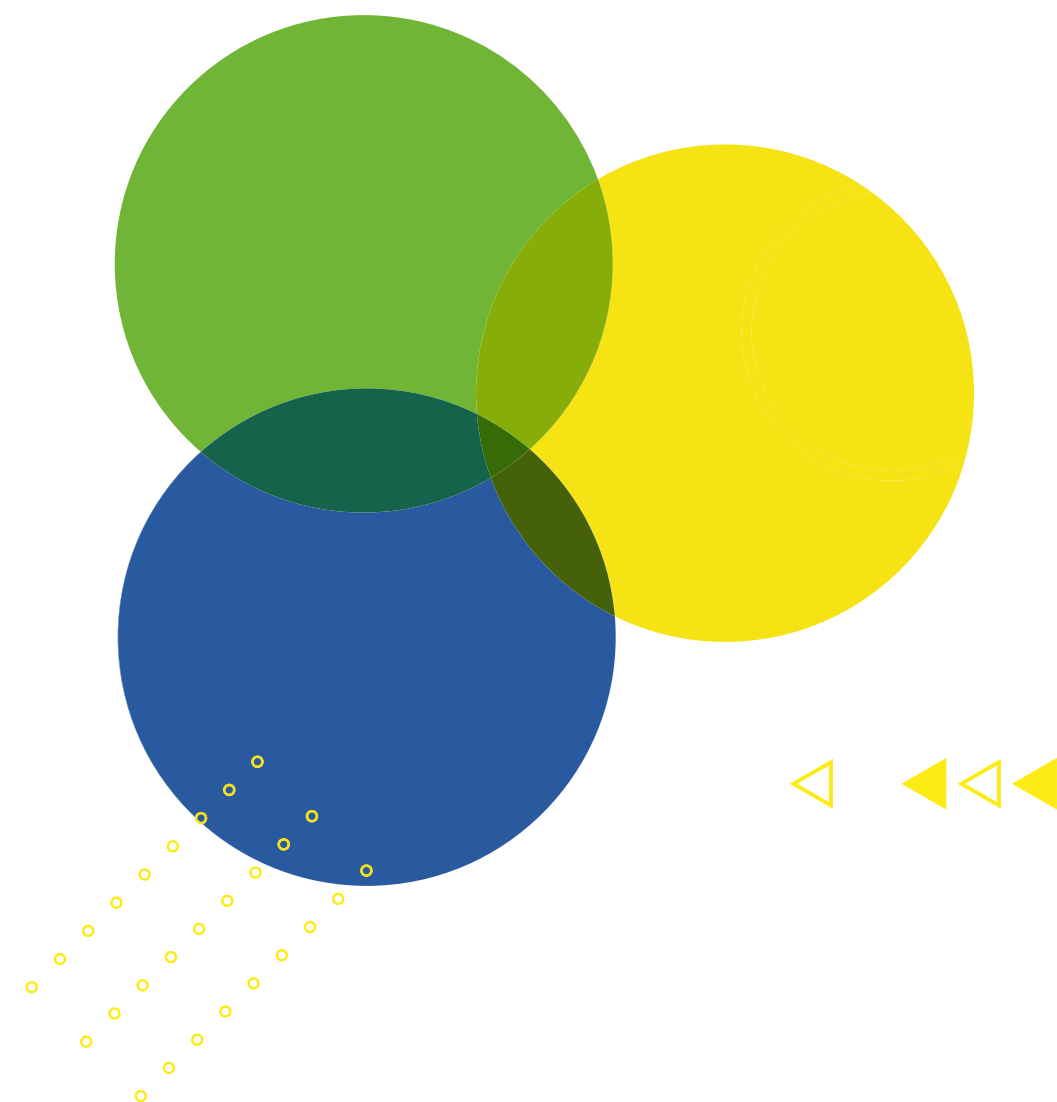


2023 GREEN EXHIBITOR AWARD



With a tree in the middle of the booth and singing plant pots that powered up the space, [@biopower](https://www.biopower.com) turned into the winner of the 2023 Green Exhibitor Award, which is part of our Towards Zero Waste Initiative.

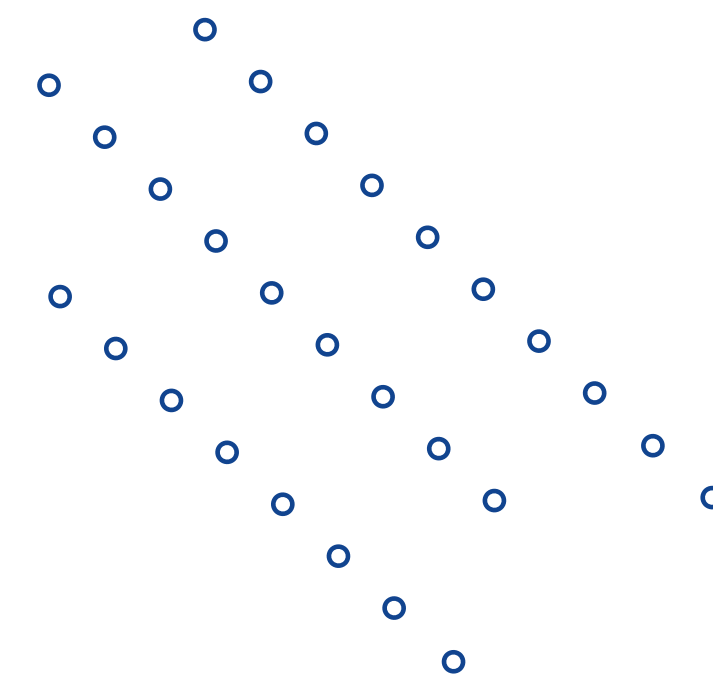
Its magnificent stand saved loads of energy thanks to Bioo's game-changing creation, the Bioo Panel, which taps into natural microorganisms to create power, absorb carbon, and conserve water. It also proves that nature-based solutions for sustainable construction and cities are within reach. That's what the Green Exhibitor Award stands for -showcasing these values in our own event.



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CO-LOCATED EVENTS



SMARTCITY

EXPO WORLD CONGRESS



Smart City Expo World Congress is the leading International event for the smart city sector, a key meeting point for experts and leaders of the world's most innovative cities, companies, research centers and international organizations seeking to push the boundaries of urban transformation forward and shape a new exciting urban era around the world.

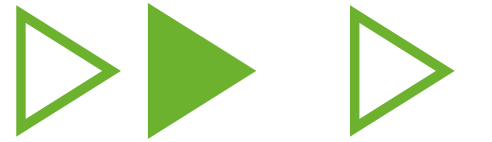
This year, the event focused on nine main tracks touching the most pressing issues facing cities (Enabling Technologies, Energy & Environment, Mobility, Governance, Living & Inclusion, Economy, Infrastructure & Building, Safety & Security, and Blue Economy) and gathered 25,300 attendees, 832 cities and 132 countries.



TOMORROW.

BUILDING

WORLD CONGRESS



Tomorrow.Building World Congress is the new global event empowering the green and digital transition of buildings and urban infrastructures. Celebrated within the framework of Smart City Expo World Congress, the event focused on seven strategic topics covering the crucial issues for sustainable construction: Design Tech, Green Districts, Decarbonized Infrastructure, PropTech, Liveable Cities, Urban Strategies & Management, and Smart Building.

“ Doing events like the Tomorrow.Building World Congress actually is a catalyst for great minds to start thinking faster, getting more inspiration on how to integrate new tools in their own projects and practices. ”

Chantal Matar

Founder and Experiential Design Director | Studio Chantal Matar



TOMORROW. BLUE ECONOMY

WORLD CONGRESS

According to the World Bank, the blue economy is the “sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystem.”

Tomorrow.Blue Economy World Congress brought together the experts and companies making waves within the sector, showcasing the interrelation between environment, society and economy through an interdisciplinary focus on innovation, entrepreneurship, sustainability and education.

“ Coastal cities need to prioritize Blue Economy because the times that are coming will not allow us to use the ocean the way we’ve been using it so far. ”

Emma Cobos

Director of Innovation & Business Strategy | Port of Barcelona

Hosted by:



Global Partner:



Strategic Partners:



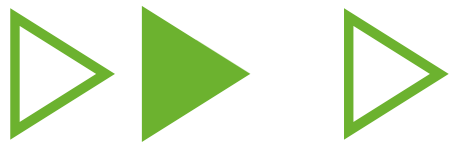
Organized by:



PUZZLE XTM

PUZZLE X is the world’s first platform to convene the most bleeding-edge of Frontier Tech for a more sustainable and prosperous future with a focus on MATTERverse: The physical world that we live in.



The event brought together the world’s biggest visionaries, industry leaders, and innovators to discuss about what was once deemed science fiction: quantum computers, printing atoms, sentient cities, molecular food, synthetic biointelligence, ultimate connectivity and virtual-physical hybrids.





See you next edition:
5-7 November 2024

Meanwhile you can relive all congress sessions
on Tomorrow.City and catch up on the discussion
through our website and social media.



www.tomorrowmobility.com

#TMWC23     