

INTERNATIONAL OPEN CALL

Las Rozas Innova joins the Global Mobility Call by launching a sustainable mobility challenge for startups

- The Las Rozas Public Innovation Company joins the Global Mobility Call 2023 from 24 to 26/October at the IFEMA Trade Fair Centre in Madrid as an Innovation Partner.
- It calls on the ecosystem of innovation, startups and entrepreneurs to participate in The Last Mile Mobility Challenge.
- The Last Mile Challenge seeks to identify original and scalable initiatives to make the mobility of people and the logistics of goods in cities more sustainable.
- Entrepreneurs and start-ups can present their solutions from today until September/22 [here](#).
- The six finalists will present their projects on October/ 25 at the Global Mobility Call. An expert jury will choose the winners [here](#).
- The winners will share prizes worth 30,000 euros: 18,000 in cash and the rest in kind from more than 15 partners.

28 de junio de 2023.- Las Rozas Innova joins as an "innovation partner" to the second edition of the [Global Mobility Call](#) (GMC), the international event on sustainable mobility that takes place at Ifema from 24 to 26/October at the IFEMA Trade Fair Centre in Madrid. The Public Innovation Company from Las Rozas (Madrid) will encourage the participation of the entrepreneurial ecosystem to which it calls from today to solve a challenge: **How can technology and innovation help cities improve the mobility of people and goods to make it more sustainable and efficient?**

The objective of this challenge is to identify and reward the best innovative proposals from anywhere in the world, which are replicable and scalable especially in medium and small cities, with less than 500,000 inhabitants.

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"We are proud to have the support and participation of **Las Rozas Innova**, the Public Innovation Company from Las Rozas (Madrid). It is a leading city in providing innovative and efficient solutions to improve the lives of its citizens. Initiatives like this will make Las Rozas a centre of attraction for talent and innovation, leading the transition to new, sustainable, digital and safe mobility in Madrid", said David Moneo, director of Global Mobility Call.

"With this call we aim to identify, support and involve startups and entrepreneurs in the great challenges of cities like Las Rozas de Madrid, where we are aware that the present and the future involve introducing technology and innovation in meeting challenges such as the one we are launching today with Global Mobility Call, the international benchmark event that will bring together all the players that make up the sustainable mobility ecosystem in Madrid in October", said the **president of Las Rozas Innova and mayor of Las Rozas de Madrid, José de la Uz**.

OCTOBER/25: PRESENTATION OF FINALISTS AND AWARDS

The call for the challenge that opens **today and closes on 22/September**. It will result in 6 finalist projects that will have the opportunity to present their solutions at an event to be held on **October 25 at the Global Mobility Call**, the international forum that for three days brings together all the agents of the mobility ecosystem in Madrid.

On October/25, after the presentation of the projects of the six finalists, the jury will choose the two winning projects, which will distribute prizes for a total value of 30.000 euros, of which a total of **18.000 euros** will be in cash and the rest will be prizes in kind provided by organizers and the more than 15 partners of the challenge, such as a free six-month stay at the **Hub Las Rozas Innova** with access to all its services for start-ups, or the chance to present their project and have a booth at the **2024 Global Mobility Call**.

CATEGORIES AND PRIZES

The call to participate in the Last Mile Challenge opens with **two categories** to which startups and entrepreneurs can submit their solutions as of today:

- **Idea/Project Category**. Solutions whose technological project has not yet reached the market. A **cash prize of 5,000 Euro** from Las Rozas Innova, plus **1,000 Euro from Talgo**, sponsor of the challenge.

- **Startup/Emerging Company Category.** Solutions with proof of concept or minimum viable product deployed and being validated, carried out by an established company, for which purpose the necessary documentation proving this must be provided prior to the presentation of the project. **Cash prize of 10,000 Euro** from Las Rozas Innova, plus **2,000 Euro from Talgo**. You can see the prizes [here](#).

THE PARTNERS

In addition to this prize, there is also a contribution from the more than 15 partners that have joined the Last Mile Challenge. They are ActúaUPM, Alsa, Amazon Web Services, Centre for Innovation in Development Technologies of the Polytechnic University of Madrid (ItD UPM), Centre for Innovation in Logistics and Freight Transport (CITET), ClimAccelerator, Connected Mobility Hub, DHL Express Iberia, Fundación Andalucía Emprende, Fundación Universidad Empresa, IAG Cargo, Iberia, Indra, Opinno, Renfe, Talgo and TrenLab. You can see all the partners [here](#).

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ABOUT THE CHALLENGE

The growing population concentration in cities and the rise of electronic commerce has turned last-mile transport (people and goods) into one of the great challenges of cities in their quest to optimize processes and avoid environmental impact.

Innovation and technology can provide solutions that allow to considerably improve the impact on sustainability and the improvement in the way both goods and people move in cities.

This challenge and the possible solutions involve both the private and public sectors and, above all, people. The objective of this open call is to involve the innovative entrepreneurial ecosystem in solving this challenge shared by all

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cities in the world. A challenge that seeks technological and innovative solutions to help to make the mobility of people and logistics more sustainable and efficient in the so-called “last mile”: The last stretch of a journey before the final destination.

ABOUT THE GLOBAL MOBILITY CALL

Global Mobility Call, organised by IFEMA MADRID and Smobhub, under the auspices of the Ministry of Transport, Mobility and Urban Agenda, to be held from 24 to 26 October, will be divided into two segments: GMC espacio Congress, which will bring together business leaders, institutions and experts in mobility, and GMC espacio Expo, which will promote multi-sectoral relations between companies, institutions, associations and experts, and will present the latest developments in each sector. TRAFIC will also be held within this framework, with valuable contributions to the development of safer and more sustainable mobility.

Global Mobility Call was created as a strategic event to position Spain as the international hub for sustainable mobility, in a decisive context of post-pandemic recovery and in an environment of business development and investment opportunities fostered by the Next Generation EU funds, the biggest stimulus ever seen in Europe, as well as the European Green Deal, the roadmap to make Europe the first carbon-neutral continent by 2050. With a global vision, the second GMC event will bring together leaders from all the sectors involved to share their vision for the development of sustainable mobility policies and business initiatives at the Madrid Trade Fair Centre from 24-26 October 2023.

ABOUT LAS ROZAS INNOVA

[Las Rozas Innova](#) is the Public Innovation Company from Las Rozas de Madrid, created to promote the development of the city through innovation, technology and talent. It is the commitment of the municipal authorities to turn Las Rozas into a sustainable and smart city, centred on people and based on the efficient digitalisation of citizen services and the connection of its business and entrepreneurial ecosystem. The company has an [Innovation Hub](#) to support startups and companies in their growth and consolidation in the city.