

## CALL FOR STARTUPS

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### **Las Rozas Innova and Global Mobility Call join forces again to launch a Workplace Mobility Challenge**

- For the second consecutive year, Las Rozas Innova partners as an “Innovation Partner” with the international sustainable mobility forum held at IFEMA MADRID from November 19 to 21, 2024.
- An international call is launched to attract innovative technological solutions that help improve workplace mobility.
- Entrepreneurs and startups wishing to submit their projects can do so from [today](#) until September 16.
- The six finalists will present their projects on Demoday, held at the GMC, in front of a jury of experts.
- The winning startup will receive a prize of €10,000 to develop a pilot project in Las Rozas. The winning idea will receive a prize of €5,000 for the development of its solution.

**JUNE 27, 2024** - [Las Rozas Innova](#) is once again joining [Global Mobility Call](#) (GMC) as an “Innovation Partner” to jointly launch a challenge to the entrepreneurial ecosystem. This is an open call to seek, identify, reward, and implement a pilot project in Las Rozas with innovative solutions that promote sustainable mobility in cities, helping people commute to their workplaces, thus improving their quality of life and aiding companies in attracting and retaining talent.

With the [WORKPLACE MOBILITY CHALLENGE](#), Las Rozas Innova, the Public Innovation Company of Las Rozas, and Global Mobility Call [are partnering for the second consecutive year](#) in a new international call, the results of which will be announced during the GMC, to be held from November 19 to 21 at IFEMA Madrid.

## How can technology and innovation help us promote sustainable mobility at work to reduce emissions and improve people's quality of life?

This is the question that Las Rozas Innova & GMC is asking the entrepreneurial ecosystem in the **#MobilityToWorkChallenge** in which entrepreneurs from anywhere in the world can participate [from today](#), as long as their solutions are replicable and scalable, and as long as technology and innovation play an important role.

The goal of the challenge is to identify, highlight, reward, and test solutions that help reduce the polluting emissions from commutes not only to workplaces but also those that occur throughout the workday.

“These kinds of initiatives that we host at Global Mobility Call exemplify society's progress towards the development of innovative and efficient cities. In this case, the Workplace Mobility Challenge we organize with Las Rozas Innova is a key demonstration of how new, sustainable, and digital mobility solutions can improve citizens lives”, **stated Félix Pérez-Fajardo, head of Global Mobility Call.**

“Cities have a duty to work towards improving the quality of life and offering the best services to our residents. Therefore, in Las Rozas, we continue to activate levers to generate innovation in the city: because we want to involve talent in the challenges we face as a city and because we firmly believe in the role of technology in meeting people's needs,” said **José de la Uz, president of Las Rozas Innova and mayor of Las Rozas.**

“With this challenge, we seek to identify ideas, projects, and solutions that help us improve mobility in Las Rozas and that can be scaled to other cities worldwide. Partnering with Global Mobility Call, the largest international meeting of all actors within the sustainable mobility ecosystem, is a guarantee of success,” adds De la Uz.

[SUBMIT YOUR IDEA OR PROJECT HERE](#)

## DEADLINES

The call opens today and the deadline for submitting proposals is **September 16**. Once the call closes, an expert jury will select six finalists, three for each category of the challenge: startup and idea.

The six finalist projects will have the opportunity to present their solutions in the final or Demoday, which will be held in the *Innovation Arena* at the Global Mobility Call.

After the finalists' presentations, the jury will select the two winning projects (one from each category) live.

[ALL THE INFORMATION ABOUT THE CHALLENGE HERE](#)

## CATEGORIES, PRIZES, AND PARTNERS

The call for participation in the Workplace Mobility Challenge opens with two categories to which startups and entrepreneurs can submit their solutions starting today:

- **Idea Category.** Solutions whose technological project has not yet reached the market. Prize of €5,000 in cash from Las Rozas Innova for the development of the idea.
- **Startup Category.** Solutions with proof of concept or minimum viable product deployed and in validation, carried out by an established company. The necessary documentation to prove this must be provided prior to project submission. Prize of €10,000 in cash from Las Rozas Innova to conduct a pilot project in Las Rozas.

The sustainable mobility challenge for commuting to work is the second one launched by Las Rozas Innova, together with Global Mobility Call. Last year, the call received 58 proposals from seven different countries. The startup Moevo (offering innovative solutions to facilitate electric mobility in cities, including energy recharge and storage) [was the winner of the challenge](#). In the idea category, "Motordisc," a rapid vehicle hybridization system, took the first prize.

## ABOUT THE CHALLENGE

Traffic congestion and air pollution are just some of the negative consequences of unsustainable transportation. These issues not only harm the environment but also directly impact people's quality of life by causing stress, increasing commuting times, and health problems.

Currently, transportation accounts for 25% of total greenhouse gas emissions in Europe and has been increasing in recent years, as highlighted in the [European Green Deal](#).

Cities face numerous challenges to reduce greenhouse gas emissions, among which sustainable travel is a priority.

On June 16, 2021, the European Commission approved the [Recovery, Transformation, and Resilience Plan \(PRTR\)](#). To comply with this European regulation, the Council of Ministers approved the Sustainable Mobility Bill this year, defining sustainable mobility as essential to improving citizens' quality of life and their employment opportunities. According to the draft Sustainable Mobility Bill, companies with more than 500 employees or 250 employees per shift will be required to have sustainable commuting plans for work, as it is crucial for enhancing employment access for the population.

This entails adopting efficient and eco-friendly transportation methods, such as active mobility, public transportation, shared mobility, and electric mobility. These measures will not only promote more sustainable and healthier commuting to work but also positively impact the quality of life of workers.

In an urban environment where people's commutes are complex and distances are not short, effectively implementing measures to promote sustainable commuting at work requires the application of technology and innovation. **This is where the challenge presented by Las Rozas Innova and Global Mobility Call comes into play.**

Furthermore, thanks to this Challenge and the participation of ideas and startups, interested companies will gain access to a catalog of solutions and receive guidance from Las Rozas Innova to pilot and assess their definitive incorporation to enhance their employees' mobility.

## ABOUT LAS ROZAS INNOVA

[Las Rozas Innova](#) is the Public Innovation Company of Las Rozas de Madrid, established to drive the city's development through innovation, technology, and talent. It represents the municipal administration's commitment to transforming Las Rozas into a sustainable and smart city, focused on its citizens and based on the efficient digitalization of services and the connection of its business and entrepreneurial ecosystem. The company operates the [Las Rozas Innova Hub](#), the Innovation and Entrepreneurship center designed to support startups and businesses in their growth and consolidation within the city.

#### ABOUT GLOBAL MOBILITY CALL

Organized by IFEMA Madrid and Smobhub, with sponsorship and support from the Spanish Ministry of Transport, Mobility, and Urban Agenda (MITMA), [Global Mobility Call](#) aims to position Spain as the international hub for sustainable mobility. This strategic event is crucial in the post-pandemic recovery context and amidst opportunities for business development and investment facilitated by funding initiatives. Next Generation EU, the largest stimulus package ever seen in Europe, along with the European Green Deal, the roadmap to make Europe the first carbon-neutral continent by 2050. With a global vision, GMC will gather leaders from all involved sectors in its third edition from November 19 to 21, 2024, at the IFEMA Madrid Exhibition Center. The event aims to facilitate the sharing of visions on the development of policies and business initiatives for sustainable mobility.

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