

# Climathon Ferrara



**Join the Climathon movement,  
drive climate action!**

Climathon brings together the challenges of the world's cities with the people who have the passion and ability to solve them.

Climathon is a global 24-hour climate change hackathon, powered by Climate-KIC, which will take place simultaneously in major cities around the world on 27 October 2017.

**Create real solutions to your city's climate challenge,  
take action in your city**

#Climathon

[climathon.climate-kic.org](http://climathon.climate-kic.org)

Climate-KIC is supported by the  
EIT, a body of the European Union



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# The Challenge

Ferrara, like all the cities of art and tourism, has the dual need to protect its urban sphere while at the same time ensuring easy access to those coming from outside by different means. This is even more true for citizens of Ferrara and those who generally move for study or work.

In recent years, much has been done (for example, in relation to the use of bicycles). But there are some critical issues in transport, often common to many other cities like Ferrara. An Integrated Solution System to solve these problems should include the use of existing landscape elements, with the aim of organizing an intermodal mobility system that will allow the use of different types of public and light transport to reach easily every working district and polarity of the city. Technology has a key role in this strategy and it is necessary to create the conditions for new ideas to emerge.

The ultimate goal, therefore, is to identify innovative ideas for sustainable mobility within a hybrid connection between a landscape-based infrastructure system and innovative mobility technologies and intermodal systems.

The Municipality of Ferrara is now working on the new Sustainable Urban Mobility Plan (SUMP) to achieve the aforementioned objectives. The Climathon Ferrara 2017 will be therefore focused on the objectives of the SUMP: two winning proposals will be selected to be included in SUMP-related events to be organized in early 2018.

List of specific/operational objectives:

- systems and processes for the monitoring of flows and passengers of local public transport and bicycle, to estimate and tune transport services usage, and facilitate possible future improvements (e.g. dynamic systems based on webcams and VCC, GPS data from AVM systems, e-tickets and mobile apps, ...)
- system and processes to promote and certificate the adoption of a sustainable transport methods, and for the correct allocation of "mobility discount coupon" (e.g. incentives, CO2 credits, ...)

The objectives above can be treated in terms of ICT technologies and/or organizational/ economic aspects.



# What we offer Climathon innovators

Create real solutions to your city's climate challenge, take action in your city  
How will you benefit from Climathon?

- Help solve your city's local climate challenge, and make your city more resilient to climate change
- Network with local leaders from academia, business and public authorities
- Develop your skills in public speaking, innovative thinking, prioritisation, and explore new tools and methodologies
- Join forces with other like-minded entrepreneurs and innovators
- Become a part of a global community working together to take climate action!

**Register your interest now to join the Climathon global movement to take climate action**

## Application deadline 15 October 2017

## Climathon Sustainable Mobility - Innovative solutions for an integrated multimodal system in the UNESCO landscape

### 26th October

- 12.00 Welcome and registration
- 12.30 Objectives of the Sustainable Urban Mobility Plan of Ferrara
- 13.00 Technical presentations
- 16.00 Working themes
  - A1) monitoring of flows and passengers - technologies
  - A2) monitoring of flows passengers - processes
  - B1) systems for promotion and incentives - technologies
  - B2) systems for promotion and incentives - processes
- 23.00 Working group

### 27th October

- 09.00 Wrap-up
- 10.00 Presentations of ideas
- 11.00 Jury and announcement of the winning team
- 12.00 conclusion of the Climathon



**Note: This programme will differ in each city location**

# About Climate-KIC

Climate-KIC is the EU's largest public private partnership addressing climate change through innovation to build a zero carbon economy.

We address climate change across four priority themes: urban areas, land use, production systems, decision metrics and finance. Education is at the heart of these themes to inspire and empower the next generation of climate leaders.

Climate-KIC is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union.



## Contacts



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