UITP Global Public Transport Summit 2023

Call for Expo sessions
(Exclusively for Exhibitors)
Guidelines

1. Introduction to the theme 'Bright Light of the City'

'Bright Light of the City', the theme of the Global Public Transport Summit 2023

The event programme will reflect the work programme and the theme **'Bright Light of the City'.**

Barcelona is a city where light shines brightly through its rich Mediterranean culture, beautiful architecture, art, food and social activities.

One pivotal element which allows people to embrace the magic of this charming city is through its well-connected public transport system.

Public transport is the 'Bright light of the city'. It gives passengers the freedom to discover the city, to commute, meet friends & family, or navigate wherever you need to go. Public transport brings light to any city and energises the lives of all those who use it.

It provides more than a necessary service; it brightens the urban landscape. It is simply the brightest decision you can make to move around the city.

Topics for the Global Public Transport Summit 2023 programme

Building upon this, the programme of the Summit will show how public transport interacts with the life of the city and is **fully part of the urban experience.** It will also **put the customer and its impact on people lives at the heart of the discussions.**

Both the impact of public transport on the city and customers will be addressed through the lenses of the main challenges faced by the sector at the moment. Abstracts are expected to address these two dimensions while considering the **new normal**, **digital transformation**, **decarbonization** and **resilience**.

The programme of the Summit will revolve around these six main topics.

1. Public transport and urban life

Public transport and urban mobility are critical components of the urban environment, local economies and city's life. **Public transport can transform urban life** and **steer the social and economic dynamic of cities** and territories. Transport investment has the ability to **unlock change in cities.**

To address future and ongoing challenges such as urbanisation and climate change, it is crucial for our sector to help optimise limited **urban space** with the goal of building **more liveable cities**. How do we do that? With **inclusive urban planning**, that **prioritises mass public transport** as the backbone of the city and complementing this with **active modes, on demand and shared services**.

Public and sustainable urban transport modes and planning can support and improve **social inclusion**.

- Transforming urban life with public transport, unlocking changes in cities with public transport, public transport projects and their urban environment
- Articulating urban transport policies to improve accessibility and equity for more inclusive, liveable & competitive cities
- Ensuring complementarity between public transport, walking and cycling, and shared and collective mobility in the urban fabric
- Automated mobility in the city
- Taxi and ride-hailing also keep cities moving
- Public transport lifestyle, active travel, and health
- Road safety
- Integrating the health benefits of public transport intervention
- Corporatisation of informal transport
- Stations and interchanges
- Suburban and regional mobility

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2. Renewing the public transport experience with a greater customer focus

Public transport is **a service provided by people for people**: the happiness of both the **staff** and **customers** are essential to the success of our business in the long run. It is a priority for public transport to **accelerate its journey towards customer centricity** in all aspects of its business and to provide a **renewed public transport experience** which will support the recovery of the ridership following the pandemic

The way forward must systematically consider passengers both current and potential, at the center of initiatives. Delivering **people centred mobility** will highlight how public transport can **put people first** and impact their wellbeing positively in all respects.

- Inclusive mobility planning
- Prioritising health and safety
- Diversity in public transport, women in public transport
- Engaging with the connected customer
- (Restablishing trust
- Creative mobility & art in transit
- The ongoing challenge of delivering excellent customer experience (from travel information, ticketing and payment to in trip services and experience, etc.)

3. Digital Transformation

Hyperconnectivity, **big data**, **artificial intelligence** and the **internet of things** are accelerating the transformation of society and public transportation in particular. The digital transformation of the sector is ongoing and impacting all aspects of urban mobility and of the public transport business. It has an impact on **services** and the **redefinition of public transport**, **operations,** and the **workforce** for instance.

- Training the workforce of tomorrow
- Data and digital sovereignty
- Data collection and management
- Deploying connected and automated mobility, from urban and regional rail to road transport, and their related challenges
- Asset management and maintenance
- Intelligent energy management systems

4. Decarbonisation and low emissions

The programme is expected to highlight our sector's commitment to deliver urban mobility transport systems which dramatically reduce local and global emissions.

This requires continued effort to **decrease the emissions of public transport** operations at **the local and global level**. Thus delivering on **climate and health objectives.**

- Deployment of fleets of electric buses
- Reduce local air and noise emissions
- Vehicle propulsion and technology
- Urban transport systems management
- Communication and advocacy concerning Public Transport and the climate benefits
- The evolution of energy production and markets and the impact on public transport
- Decarbonising cities and their transport system
- Energy for clean public transport
- Green financing

5. Resilient urban and public transport

The COVID-19 pandemic has reinforced the need to build a resilient transport system. This means building – by design whenever possible, the ability to react, manage and adapt to external events.

External events such as pandemics, extreme weather, and other behaviours and attacks can threaten the integrity of networks and services.

- Creating a safe and secure mobility ecosystem, ready to face threats to its integrity from behaviours and attacks, monitoring threats and building security by design.
- Cybersecurity
- Adjusting and strengthening our services, making them more resilient, by developing more flexibility in our operations, exploiting the opportunity of a redefined public transport sector by implementing various sustainable urban transport mode.
- Greater resiliency of shared and collective mobility avoiding a systematic fall back on the private car.

- Building a healthy public and urban transport system. By showing the resilience, ofour sector which delivers on its objectives of supporting health and safe public transport
- Resilient governance models are required to enable the necessary agility of public transport
- Health and safety of workers and travelers
- How to manage future pandemics
- Building resilient cities

6. New normal

In a world where change and crisis must be continuously expected, mobility patterns are changing, and so is city life. Public transport has to adapt and create a framework for this so called New Normal situation.

How can we restructure **business models**, or improve **financial sustainability** to ensure the mobility services we offer are sustainable and for life? The sessions under this stream will explore how to tackle this challenge.

- Rebuilding transport finances after COVID-19: the evolution of funding and investment strategies, public private partnerships, managing risks
- Changing cost structures and their impact
- Complementary revenue sources for public transport
- The evolution of contracts and governance (role of authorities, risks, business models, tender processes, etc.)
- Fare policies
- Supporting the financial resiliency of the sector in a New Normal.
- Managing the demand for mobility, addressing the challenge of peak hours and planning for the changing pace of cities
- Restoring trust and getting back our customers.
- The management and legacy of the COVID-19 pandemics on our sector New challenges to secure skills and workforce for public transport

Through these topics, the programme of the event is expected to reflect activities which are developed by UITP and its members in the framework of the Integrated Global Work Programme *Mobility for Life*.

2. What is a UITP Expo Session?

The **Expo Sessions ensure interaction between the Congress part and the Exhibition part of the Summit**. They are part of the Summit programme and are **presented by exhibitors in dedicated locations in the exhibition halls**. In brief, the Expo Sessions are platforms for presentations where the exhibitors present their innovations and **provide**

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Summit's delegates and exhibition visitors with an opportunity to learn more about recent technology innovations and business development opportunities.

3. Rules for submissions

The selection of the submitted papers and the definition of the Expo Sessions programme is carried out by the Expo Sessions Selection Committee composed by UITP experts and is based on the papers submitted to the Selection Committee by exhibitors.

The Call is **exclusively reserved for exhibitors** of the UITP Global Public Transport Summit – Barcelona 2023 and only presentations referring to products, technologies and equipment presented in Barcelona will be selected. The number of presentations per organisation will be limited.

An Expo Session lasts 75 minutes and includes 4 speeches of about 15 minutes, plus a Q&A and discussion time of approximately 15 minutes. Some Expo Sessions will last 60 minutes, including 3 speeches only.

The Expo Sessions application process is online: **Click here to access the online application system**.

In addition to a detailed description of their presentation, applicants will be asked to write a short biography and to upload a portrait photograph (ID card format). All information is to be provided **in English only**. Applications will be selected on the basis of the presentation description, with a focus on quantifiable results and/or effects, the quality and significance, relevance and value to the audience as well as the experience of candidates. In order to ensure variety in the final selection, UITP particularly encourages profile diversity as well as geographical balance. Applications are to be submitted exclusively by ONE candidate.

UITP does not cover travel, accommodation or any other costs for the speakers.

Nevertheless, speakers enjoy a premium registration fee policy to attend the Summit's sessions: free-of-charge registration for speakers attending the Summit on the day of their presentation only; a reduced registration fee applies for the other days in case the speaker wants to register for the other days as well.

4. Milestones

The Call for Expo Sessions **opens on the 19th of September 2022** and **closes on the 25th of January 2023 – 23:59 CEST**. Confirmation and announcements will be made to successful candidates after the review by the Selection Committee.

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5. Contact

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