



Bringing people what they need.

The 2022 Movin'On Challenge is to design a mobility solution to provide essential services to all people in a safe, efficient and sustainable way.

Technology has transformed society's expectations into a global culture that demands the rapid delivery of goods. But the future of mobility is much more than simply moving people and goods and must include the delivery of services, especially essential services, to all people.

Nearly 30 percent of the world's population lives outside urban centers and an equal number reside in economically depressed urban areas with substandard infrastructure. We must ensure services, including essential services, are readily available to people with limited access to transportation.

Some things to Consider:

- Identify the people or communities that your solution would serve, including research and how it will improve their quality of life.
- Build on the foundation of inclusive design to enhance the human experience and not simply to make services more convenient to those who already have access.
- Illustrate how your solution will deliver services to people.

The entry portal for submissions will open on September 1, 2021 and close March 1, 2022. Entries are judged by a prestigious international jury, including heads of advanced design for major mobility organizations. The three winners will be recognized during the 2022 Movin'On Summit as guests of the organizers.

Scan for additional information.

#MOCD2022

