

# Jalon Mobility Awards

## Rules and criteria

### General conditions for eligibility

- The initiative presented must be: (1) carried out in Quebec by Quebec residents or (2) implemented elsewhere in Canada insofar as Jalon sees the potential of the project to have an impact on the Greater Montreal area or elsewhere in Quebec.
- The project must be initiated after April 1, 2017.
- A project cannot win an award in the same category twice. However, you can resubmit a project that was previously nominated but didn't win.
- **The file must be completed and submitted online between April 15, 2019 and September 13, 2019 at 11:59 pm.**
- The project can be submitted in more than one category.
- The rules outlined here can be modified at any time on an exceptional basis.

### For more information

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### Rules

- By submitting your application, you give Jalon and their partners the right to use your name, logo and elements from your file to promote the event and your application across various print and digital platforms with no time or geographical limits.
- Every participant and/or candidate is responsible for taking the necessary precautions to protect their intellectual property, including the patentability of an invention given that the presentation of a project could constitute the public disclosure of an invention according to the Patent Act (R.S.C., 1985, c. P-4).
- The project must be submitted in English or French.
- Jalon or the jury can refuse a project if it fails to meet the selection criteria and/or rules.
- The jury reserves the right to transfer a project to a different category.
- The application forms are the property of the contest organizer.
- The jury grants an award to one of the registered participants in each category. They can decide to grant more than one award in a category or to grant none at all. They can also create a new award. These deliberations are confidential and their decisions are final.
- If the number of projects submitted is insufficient in one of the contest categories or if the projects submitted fail to meet the general and specific criteria, the jury can:
  - Select no finalist in the category
  - Move said projects to another category
  - Cancel the granting of a prize in a given category

# Presentation criteria

All of the elements below must be submitted by email to [prixjalon@jalonmtl.org](mailto:prixjalon@jalonmtl.org) for the application to be considered by the jury. This email must include:

- **The completed application form**
- **Photos, illustrations, logos – please provide:**
  - 2 to 5 digital photos or illustrations of the project in 72 dpi and 300 dpi formats with a minimum resolution of 1,200 pixels wide x 630 pixels high.
  - A photo of the person or the team leading the project in 72 dpi and 300 dpi formats, including a caption of the people who appear on the photo (name and role)
  - Logo of the organization (if applicable) in vector format

Please respect the following nomenclature when naming the photos or illustrations of the project: **Project name\_category\_company\_photo credits\_01.jpg**

The images or illustrations provided must be professional quality and royalty free, including the professional photo credits, if applicable.

Note that we may use the images in our communication tools (newsletter, social media, website, program, etc.) and other partners of the event may also do so, strictly for promotional purposes.

- **Participation fees**

A fee of \$120 is charged for each application per project and per category. Payments must be paid online at the following address:

[www.weezevent.com/prix-jalon-de-la-mobilite](http://www.weezevent.com/prix-jalon-de-la-mobilite)

Please note that applications will only be considered once the payment has been received.

An organization that submits several projects will pay \$100 for each subsequent application. Special concessions may be made with regards to the fees associated with the student award or for non-profit organization.

Contact the Jalon team at [prixjalon@jalonmtl.org](mailto:prixjalon@jalonmtl.org) for more information.

# Jury and evaluation criteria

An independent jury comprised of five people will evaluate the applications. The projects submitted must meet all of the criteria listed for each category.

**It is mandatory** that all projects contribute to sustainable and/or intelligent mobility as defined here:

- **For mobility to be sustainable, it must be:** efficient, safe, perennial, equitable, integrated into the environment and compatible with human health and ecosystems. Sustainable mobility limits the consumption of space and resources, and provides and facilitates access. It promotes economic vitality, is socially responsible and preserves the integrity of the environment. (Source: *Transports Québec*)
- **Intelligent mobility:** Intelligent mobility designates the use of information and digital technologies in the field of transportation, also known as Intelligent Transport Systems (ITS). It promotes service quality and user comfort, safety, contactless payment, knowledge of the multimodal offering and the regulation of traffic and public transit for mobility that is more secure, connected, affordable and eco-friendly<sup>1</sup>.

**The following general criteria will also be taken into consideration for each of the categories:**

- The innovative nature of the project from a technological, practical, approach-based or comprehension-based point of view that fosters real change for the mobility of tomorrow.
- The ability of the project to promote synergy between different mobility players or different aspects of mobility
- A project capable of showing the potential beneficial impact in one or more of the following fields:
  - Environmental
  - Economic
  - Social
- A project that solves a precise and real issue in sustainable and/or intelligent mobility, and that can ideally be applied on a larger scale.

1 - [www.mobilite-intelligente.com](http://www.mobilite-intelligente.com)

## Specific criteria per category

### 1 - Technological innovation

Technological innovation advances mobility and demonstrates the potential to have a meaningful impact on its future.

#### Specific criteria

**The project must meet one or more of the following criteria:**

- Potential or possible application of the technology (without having to be rolled out on a broad scale) or an innovation that enhances the understanding of mobility practices or fosters the ability to evaluate their impact
- Tangible technology (not just digital)

### 2 - Digital innovation

Digital innovation promotes intelligent mobility and the emergence of new services through the implementation of information technology solutions.

#### Specific criteria

**The project must meet one or more of the following criteria:**

- An innovation in the IT field—be that data collection, data dissemination or data sharing—that benefits either the user or the mobility service operator
- Must promote the emergence of new services or practices in intelligent mobility
- Must represent a new way to cross-reference data

### 3 - Collective and shared mobility

An initiative, tool, service or project that promotes collective and shared mobility in its design, goals and execution.

#### Specific criteria

**The project must meet one or more of the following criteria:**

- A mobility initiative that fosters, enhances or optimizes:
  - the use of public transit

- sharing and pooling
  - o vehicle fleets (taxis, car sharing, carpooling, etc.)
  - o active modes of transport (bikes, scooters, etc.)
  - o necessary transportation-related resources (charging stations, parking spots, etc.)

- The initiative encourages behavioural change
- The initiative targets the general public or subcommunities like neighbourhoods, companies, citizen groups or organizations

### 4 - Active mobility

An initiative, tool, service or project that promotes active mobility in its design, goals and execution.

#### Specific criteria

**The project must meet one or more of the following criteria:**

- A mobility initiative that fosters, enhances or optimizes active modes of transport that demand human effort.
- The initiative encourages behavioural changes towards more active modes of transport.
- The initiative targets the general public or subcommunities like neighbourhoods, companies, citizen groups or organizations

### 5 - Urban logistics

A project that demonstrates excellence in improving the movement of goods in an urban context.

#### Specific criteria

**The project must meet one or more of the following criteria:**

- Contributes to the current discussion regarding how to supply our cities in the future
- An initiative or a solution that concretely reduces the negative externalities associated with transportation and the delivery of goods in densely populated areas, like:
  - other vulnerable users put at risk
  - air and sound pollution
  - traffic congestion and obstructions, greenhouse gas emissions

- Optimizes the use of resources to improve delivery capabilities
- Fosters the reduction of the need for transportation

## 6 - Urban planning

A project that improves the quality of life and the safety of citizens through an urban development or a public space designed to promote active and shared mobility.

### Specific criteria

**The project must meet one or more of the following criteria:**

- A concrete temporary or lasting development or construction project
- Its presence creates favourable conditions for any form of sustainable or intelligent mobility by improving safety or comfort in a way that encourages people to change their habits
- Can pertain to a public or a private space and can be for the intended use of all citizens or by a sub-community
- An initiative or technology that improves the integration of intelligent mobility into the urban environment

## 7 - Start-up companies

Awarded to a start-up company whose business plan demonstrates the potential to implement innovative solutions in intelligent and sustainable mobility.

### Specific criteria

**The project must meet one or more of the following criteria:**

- A start-up company that has been in business for less than 36 months, employs fewer than 25 people and has a capitalization of less than \$5 million.
- A company with an innovative business model, product or service that aims to have a positive impact on mobility
- A company with a rigorous management approach and the qualities needed to ensure the long-term viability of their business

- A company that can demonstrate the potential of their business model

## 8 - Human experience

A project or initiative that puts human beings at the core of its conception and design.

### Specific criteria

**The project must meet one or more of the following criteria:**

- An initiative that aims to reduce or meet the transportation needs of citizens
- A specific project implemented at a local or neighbourhood level and adapted to its context and its users
- The initiative helps us better understand human beings, their emotions and their behaviour in connection with mobility
- The initiative is resolutely inclusive and creative

## 9 - Student award

Awarded to the student project (individual or collective) with an academic approach that stands out and shines a new light on mobility.

### Specific criteria

**The project must meet one or more of the following criteria:**

- The project must be completed or nearing completion, including the research results which will impact the jury's decision
- Demonstrates analytical precision and finesse to advance collective knowledge beyond the current level of understanding
- Opens the door to future advances and benefits in the field of mobility