

Rules & criteria

Jalon Mobility Awards 2020

Second
Edition



General conditions for eligibility

Any project or initiative that you apply for:

- Must be carried out by a Quebec company or organization (i) within Quebec or (ii) elsewhere in Canada, insofar as Jalon sees the potential of the project or initiative to have a positive impact on the Greater Montreal Area or elsewhere in Quebec
- Must have been launched after April 1, 2018
- Must be submitted in only one of the nine categories of the Jalon Mobility Awards
- Or, if so, must have evolved significantly since its previous submission to the Jalon Mobility Awards
- **Must be submitted by email to Jalon with a fully completed application form between April 22, 2020 and September X, 2020 at 11:59 pm EST.**

For more information

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Rules

- By submitting your application for a project or an initiative, you give Jalon and their partners the right to use your name, logo and elements from your file to promote the Jalon Mobility Awards and your application across various print and digital platforms with no time or geographical limits.
- Before submitting your application form, you must take the necessary precautions to protect your 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).
- Your application form must be submitted in French or English.
- Jalon or the jury of the Jalon Mobility Awards can refuse your application if they believe that it fails to meet the selection criteria and/or rules.
- Your application form becomes Jalon property upon reception.
- For each of the Jalon Mobility Award categories, the jury generally grants an award to one of the projects or initiatives submitted. They can, however, decide to grant more than one award in a category. They can also create a new award as they see fit.
- The jury can decide to select no finalist in a given category and cancel the granting of an award, namely if the number of applications in the category is insufficient or if the applications submitted fail to meet the general or specific criteria.
- The jury reserves the right to transfer your project or initiative to a different category than the one you have selected.
- Jury deliberations are confidential and their decisions are final.

Presentation criteria

For the application to be considered by the jury, all of the elements below must be submitted to Jalon via the [online application form](#):

- The fully completed application form
- A description of the company or organization, in French and English (maximum length: 70 words)
- A description of the environmental, societal or economic benefits of the project or initiative, in French or English (maximum length: 500 words)
- **Photos, illustrations, logos:**
 - Two to five photos or illustrations of the project or initiative (digital images with a minimum resolution of 300 dots per inch (dpi) and a minimum size of 1,200 x 630 pixels)
 - A photo of the person or the team leading the project or initiative (digital images with a minimum resolution of 300 dots per inch (dpi) and a minimum size of 1,200 x 630 pixels), including a caption indicating the name and role of each person who appears on the photo
 - The logo of the company or organization (if applicable) in vector format

The images or illustrations provided must be professional quality and royalty free. However, Jalon will name the source (ex: the photographer) if you supply the necessary information.

Please respect the following nomenclature when naming the files containing a photo or an illustration of the project: Project name_category_company_photo credit_01.jpg

Note that Jalon may use the images in various communication tools (i.e., newsletters, social media posts, website content, programs, etc.) and other partners of the event may also do so, strictly with the aim of promoting the Jalon Mobility Awards.

PARTICIPATION FEES

A fee of \$150 applies for each application submitted. Payments can be made online at the following address: <https://www.weezevent.com/prix-jalon-2020>. If you are submitting projects or initiatives in several categories, the \$150 fee applies for each submission.

In the context of the COVID-19 pandemic, Jalon will accept the deferred payment of these fees. However, an application will only be considered valid once the payment has been received in full.

Start-up companies and non-profit organizations are exempt from these fees whether they submit their project or initiative in the "Start-up companies" category or in any other category.

Participation fees come complete with one free ticket to the Jalon Mobility Awards so that a representative of your company or organization can attend the event.

Evaluation criteria

An independent jury will evaluate the applications.

For the projects or initiatives to be considered, it is mandatory that they contribute to sustainable and/or intelligent mobility as defined below:

- **Sustainable mobility** is efficient, safe, permanent, fair, integrated into the community and compatible with human health and ecosystems. Sustainable mobility limits the consumption of space and resources, provides and facilitates access, favours economic dynamism, is socially responsible and respects the integrity of the environment. (Source: Transports Québec)
- **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 and safety. It is a form of mobility that is more secure, connected, affordable and eco-friendly, namely because it fosters contactless payment and a better knowledge of the multimodal offering and the regulation of traffic and public transit.

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

- Innovation in terms of the technology used, the approach taken or the practices adopted to foster real change for the mobility of tomorrow
- The ability to promote synergy between different mobility players or different aspects of mobility
- The ability to show the existing or potential beneficial impact in the environmental, economic or societal fields
- The resolution of a precise problem in sustainable and/or intelligent mobility, ideally with the possibility of deploying the project on a larger scale

* To be exempt from paying the participation fees, start-up companies and organizations must have incorporated with the Registre des entreprises du Québec no more than 36 months prior to the application date. They must also employ fewer than 25 people and have a capitalization of less than five million dollars as of April 1, 2020.

Specific criteria by category

Human experience

An award that recognizes a project or an initiative that puts local communities and citizens at the heart of their thinking and implementation.

SPECIFIC CRITERIA

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

- Aims to reduce the transportation needs of citizens, the frequency of their travel and the distances covered
- Takes the realities of users and their local or neighbourhood context into consideration
- Helps to understand human emotions and behaviours as they relate to mobility
- Aims to create social inclusion and foster community ties
- Targets the general public or subcommunities like neighbourhoods, citizen group or organizations

Active mobility

An award that recognizes a project or an initiative that promotes active mobility: a form of transportation that demands human effort.

SPECIFIC CRITERIA

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

- Fosters active mobility
- Increases or optimizes active modes of transport
- Improves the user experience to encourage behavioural changes that incorporate more active modes of transport
- Targets the general public or subcommunities like neighbourhoods, citizen group or organizations

Collective mobility

An award that recognizes a project or an initiative that promotes collective mobility.

SPECIFIC CRITERIA

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

- Encourages the use of public transit, increases or optimizes the use of public transit
- Fosters public transit through the development of new transportation options, equipment, infrastructure or temporary or permanent urban installations
- Encourages behavioural changes by improving the user experience and making collective mobility more appealing

Shared mobility

An award that recognizes a project or an initiative that promotes shared mobility.

SPECIFIC CRITERIA

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

- Encourages, increases or optimizes the sharing or pooling of one or more of the following elements:
 - vehicle fleets (ex: taxis, car sharing, carpooling, etc.)
 - active modes of transport (ex: bikes, scooters, etc.)
 - physical or digital equipment (ex: parking spots, mobility hubs, sharing apps)
- Fosters multimodal transportation and encourages behavioural changes in favour of shared mobility

Energy efficiency and electrification

An award that recognizes a project or an initiative that improves the energy efficiency of mobility solutions and the reduction of greenhouse gas emissions.

SPECIFIC CRITERIA

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

- Optimizes one or several components in the value chain of the electrification of transport (ex: batteries [recyclable, increase in driving range], electrical energy, charging systems, electric vehicles)
- Proposes an energy solution that powers more eco-friendly modes of transport (ex: natural gas, fuel cell)
- Encourages behavioural changes and the adoption of mobility solutions that foster a reduction in the consumption of fossil fuels

Intelligent urban mobility

An award that recognizes a project or an initiative that fosters intelligent mobility and the emergence of new urban services through the implementation of information technology and communication solutions.

SPECIFIC CRITERIA

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

- Introduces an innovation in the field of information technology (ex: data generation, transmission, gathering, sharing or processing) that benefits the user or operator of a mobility service
- Enables better connectivity between the city and different modes of mobility thanks to solutions that are safer, cheaper, more efficient and more eco-friendly

Urban planning

An award that recognizes a project or an initiative that improves the quality of life and safety of citizens courtesy of an urban planning project or a temporary or permanent public space designed to foster active, shared or collective mobility.

SPECIFIC CRITERIA

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

- Creates a favourable context for a form of sustainable or intelligent mobility (ex: an enhanced user experience or safety measures) that encourages behavioural changes
- Is accessible to all citizens or to an entire subcommunity whether it is located in a public space or on private property

Urban logistics

An award that recognizes a project or an initiative that improves the eco-friendly transport of goods in an urban setting.

SPECIFIC CRITERIA

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

- Contributes to the discussion and rethinking of how we supply our cities in the future
- Concretely reduces the negative consequences associated with the transportation and delivery of goods in densely populated areas, including:
 - the endangerment of pedestrians and cyclists
 - air and sound pollution
 - traffic congestion and obstructions
 - greenhouse gas emissions
- Optimizes the use of resources to improve the capabilities of an urban and eco-friendly delivery service
- Fosters the reduction of the need for transportation

Start-up companies

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

SPECIFIC CRITERIA

The company must have incorporated with the Registre des entreprises du Québec no more than 36 months prior to applying for this award. The company must also employ fewer than 25 people and have a capitalization of less than five million dollars as of April 1, 2020.

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

- Aims to have a positive impact on mobility thanks to its innovative business model, product or service
- Possesses the necessary qualities to ensure the long-term viability of its business, namely a serious approach and a rigorous management style