

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, 2019
- Must be submitted in only one of the ten 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 8, 2021 and September 1, 2021 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, magazine, etc.) and other partners of the event may also do so, strictly with the aim of promoting the Jalon Mobility Awards.

PARTICIPATION FEES

In the context of the COVID-19 pandemic, no participation fee will be charged.

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

Specific Criteria by Category

Human Experience

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

SPECIFIC CRITERIA

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

- Promotes the reduction of citizens' travel needs, their frequency or the distances travelled
- Takes into account the realities of users and their local or neighbourhood context
- Helps to understand human emotions and his behaviour in relation to mobility
- Aims to create social inclusion and foster community ties
- Targets the general public or subcommunities such as neighbourhoods, citizen groups 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 such as neighbourhoods, businesses, citizen groups 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
- Promotes public transit through the development of new transportation options, equipment, infrastructure or temporary or permanent urban facilities
- 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 the sharing or pooling of one or more of the following:
 - 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 changes in behaviour 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 reduces greenhouse gas emissions.

SPECIFIC CRITERIA

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

- Optimizes one or more of the components of the transport electrification value chain (e.g. batteries [recycling, increased range], electric power, charging systems, electric vehicles)
- Promotes an energy solution that powers more eco-friendly modes of transport (e.g. natural gas, fuel cells)
- Encourages behavioural changes and the adoption of mobility solutions that result in less fossil fuel consumption.

Intelligent Mobility in Urban Settings

An award that recognizes a project or an initiative that promotes 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:

- Benefits the user or operator of a mobility service through the use of information technologies (e.g. generation, transmission, collection, sharing or processing of data)
- Enables better connectivity between the city and the different modes of mobility through 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 through an urban development or a temporary or permanent public space designed to promote 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 sustainable or intelligent form of mobility (e.g. improved safety or user experience) that encourages behavioural changes
- Is accessible to all citizens or to an entire community, whether it is located in public space or on private property

Freight 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 how we rethink the way our cities will be supplied in the future
- Concretely reduces the negative consequences associated with the transportation and delivery of goods in dense areas, such as:
 - the endangerment of pedestrians and cyclists
 - air and noise 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
- Promotes the reduction of transport needs

Start-up Companies

An award that recognizes a start-up company that demonstrates the potential of its business model to promote or support changes in practices towards more sustainable mobility.

SPECIFIC CRITERIA

The company must have been in existence for less than 36 months according to the date of incorporation in the Registre des entreprises du Québec. It must also have fewer than 25 employees and a capitalization of less than \$5 million as of April 1, 2021.

The business must also meet the following two criteria:

- it aims to have a positive impact on mobility and to support the transition to more sustainable practices through its business model, product or service
- it has the necessary qualities to sustain its activity, including a serious approach and rigorous management.

Sustainable Mobility Outside Quebec

An award that recognizes a project or an initiative deployed outside Quebec that contributes to making mobility more sustainable.

SPECIFIC CRITERIA

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

- Be part of one of the other categories (freight logistics, collective mobility, shared mobility, urban planning, intelligent mobility in urban settings, active mobility, human experience, energy efficiency and electrification). See the criteria for each category
- Is a project or initiative deployed outside Quebec
- Can or would like to be implemented or deployed in Quebec