

# **FIA SMART CITIES**

**MEXICO CITY**

**30-31 March 2017**

**POST-EVENT REPORT**



30 MARCH

THURSDAY

## FIA Smart Cities Startup

### Composition

- 10 Jury Members
- 10 Shortlisted Candidates
- 3 Finalists
- 1 Winner

### Format

- 15 minutes pitched
- 15 minutes Q&A
- Multi-phase evaluation process



Climate

## THURSDAY

### Jury composed of 10 members:

- **Alfredo Albornoz**, Gerente General Touring & Automóvil Club de Colombia and member of the FIA Service Commission
- **Joaquin Gabarron**, Executive Director at Julius Bär
- **Luis Garcia Ulibarri**, Partner Latam at DLV
- **Danil Kerimi**, Head of Technology Industries at WEF
- **John Manella**, Partner at DLV
- **Monty C. M. Metzger**, Founding Partner at DLV
- **Katarina Metzger**, Chairwoman at Digital Leaders
- **Marco Parroni**, Head of Sponsoring at Julius Bär
- **Luca Pascotto**, Global Public Policy Manager at FIA
- **Paolo Romanacci**, Country Manager Mexico and Central America, Renewable Energies Division at ENEL



## 10 STARTUPS

- **Econduce:** <https://econduce.mx/>
- **Euphonia:** <http://euphonia.co/>
- **GoParken:** [goparken.com](http://goparken.com)
- **Hevo Power:** [www.hevopower.com](http://www.hevopower.com)
- **Indacar:** [www.indacar.io](http://www.indacar.io)
- **Midfin Systems:** [www.midfinsystems.com](http://www.midfinsystems.com)
- **Mi Envio:** <https://mienvio.mx/>
- **Naventik:** [naventik.de](http://naventik.de)
- **Parkimovil:** <https://parkimovil.com/>
- **We Doctor:** <http://we-doctor.com/>





31 MARCH



### FRIDAY MORNING

Launch FIA Child Restraint Toolkit at FIA Stand

Welcome remarks by José Abed, Carlos Slim Domit, Alejandro Agag, Laura Ballesteros, Hector Serrano, and Esteban Gutiérrez

Towards eMobility

Urban Mobility: Changing the Paradigm

FIA Smart Cities Startup finalists & winner reveal

### FRIDAY AFTERNOON

Formula E Racing cars shakedown

Visit of the ENEL Stand in the eVillage

Visit of the garages



### FRIDAY LUNCHTIME

Networking opportunity in the Formula E EMOTION Club  
Formula E Drivers at FIA Stand in the eVillage supporting  
“Child Safety in Cars Campaign”

Accelerator Session: Driving innovation in Practice



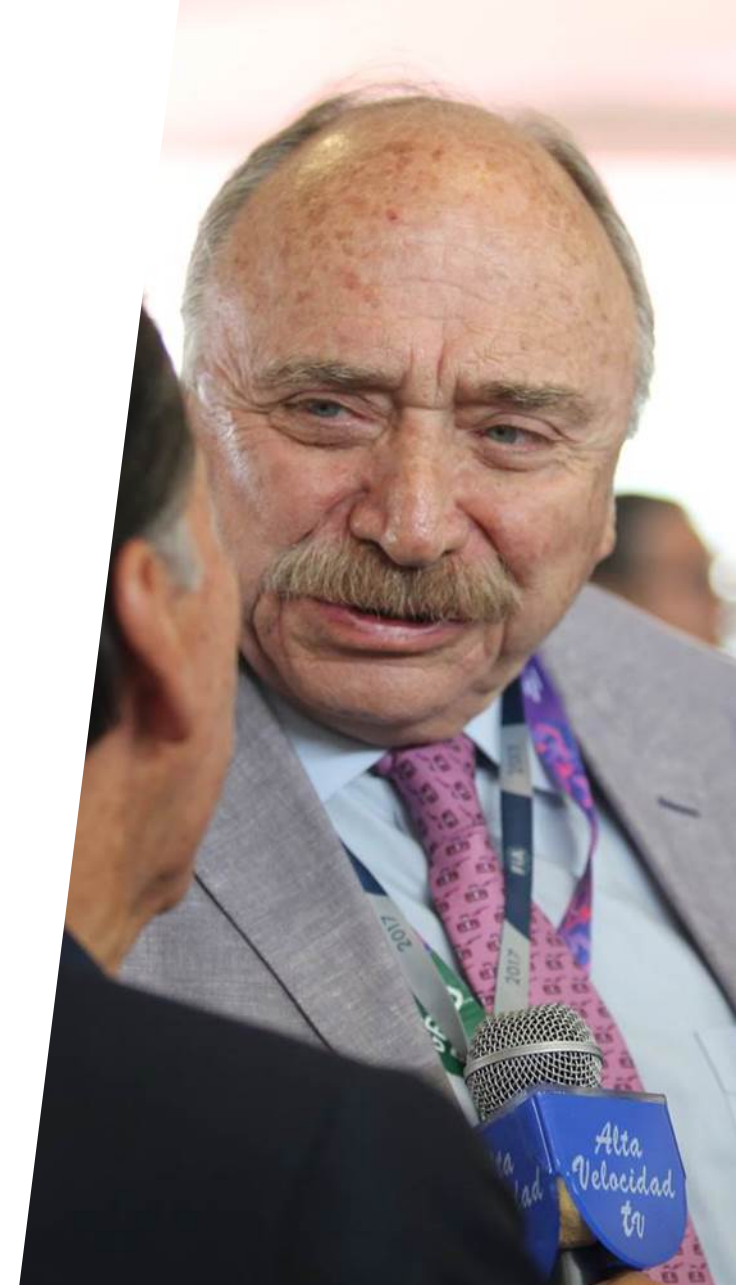


## PARTICIPATION OVERVIEW

In close cooperation with OMDAI, ANA & SEMOVI (National Mobility Agency), on average 150 participants and 60 Local and International media.

## WELCOME REMARKS

José Abed, Carlos Slim Domit, Esteban Gutierrez, Laura Ballesteros, Hector Serrano, and Alejandro Agag extended welcome remarks to all participants



## ADVOCACY & COMMUNICATIONS

- 20 Interviews with speakers & participants
- 2 side events at the FIA stand





## DIVERSITY OF SPEAKERS

- 4 speakers from FIA Clubs
- 1 FIA Road Safety High Level Panel expert
- 2 speakers from the UN & Multilateral Agencies
- 3 speakers from local transport institutions
- 1 speaker from the Founding Partners





## SOCIAL MEDIA

### Facebook

- 4 posts
- 182 interactions
- 54,380 people reached

### Twitter

- 5 tweets
- 109,350 impressions
- 1,669 engagements
- 200 likes, 122 retweets

### Instagram

- 1 post
- 698 likes

## #FIASMARTCITIES

### Twitter and Instagram

- 84 posts
- 60 users
- 1.26 million impressions



## WINNER OF THE STARTUP CONTEST

Among the 10 startups evaluated on Thursday, Econduce has been awarded with a funding of 100,000 USD to support the project implementation.







## FRIDAY NETWORKING LUNCHTIME

Sharing knowledge and experience among stakeholders representing government, multilateral institutions, industry, media and the FIA network.



## EXPERIENCE FROM INNOVATIONS IN PRACTICE

Presentations of concrete projects on sustainable urban mobility implemented by FIA Clubs (ACCHI), private (ENEL) and multilateral (UN, GIZ, C40) stakeholders.

## FORMULA E TRACK DEMO

Time to witness the Formula E technologies in practice: experience of the Formula E shakedown.



## FORMULA E-VILLAGE DEMO

Insight on Smart Grids solutions and clean technologies that enable Smart Cities to evolve, grow and prosper.





# SIDE EVENTS AT THE FIA STAND IN THE E-VILLAGE





## SIDE EVENT #1

### Launch of the child safety in cars project in Mexico

A one-year advocacy campaign promoting the Federal Legislation on the use of Child Restraint Systems in Mexico

#### Stakeholders

- High Level Transport Authorities
- Representatives of Implementing Clubs (ANA, OMDAI)
- Project Partners
- FIA HLP Representative
- Red Cross Mexico

## SIDE EVENT #2 – Friday lunchtime

Nick Heidfeld, Lucas Di Grassi & Esteban Gutiérrez promoted the FIA Toolkit for Child Safety in Cars and supported its global campaign.







**SATURDAY**  
 Mayor Mancera supports #3500LIVES and Child Safety in Cars Campaigns.