

Dear Students,

We would like to invite you to a challenge. The challenge will be the part of our virtual **design-thinking workshop „InnovaCity”** held on **June 23 and 24, 2021**.

InnovaCity Debrecen is a **two-day urban mobility competition** in the form of a **design-thinking workshop** that brings together innovators, entrepreneurs, and mobility experts to **shape the future of urban mobility**. The project was initiated by [EIT Urban Mobility](#) and is carried out together with [ZONE Cluster](#), and the [EDC Debrecen](#). The program partners with other prominent organizations, such as [UnternehmerTUM](#) (Germany), [Aalto University](#) (Finland), [Technical University of Catalonia](#) (Spain), and [NextMove](#) (France).

Why should you apply?

If you apply for the InnovaCity workshop you can:

- Benefit from **skills training**.
- **Learn** the design-thinking method.
- Push your CV with the **certificate** you receive at the end of the workshop.
- **Connect** to key stakeholders from urban mobility and

WIN a team coaching, a pitch training as well as a free ticket for our **prototyping crash course!**

Who can participate?

Anyone ...

- ... with an entrepreneurial mindset
- ... who wants to shape the future of mobility in Europe.
- ... who has unique skills or experience that will help create mobility solutions.
- ... who is interested in expanding their network.

No previous education in urban mobility is required! Although the challenge will be provided by the City of Debrecen, it is not a prerequisite to live in Debrecen, as the entire workshop will be held online. The main language of the workshop is English.

How to Apply?

[Apply here](#) and **learn more** about InnovaCity on our [Eventbrite link](#).

By the way: By using the promo code **IC_free** you will receive a **FREE ticket** for the workshop!

So, are you ready to solve true urban mobility issues in an exciting, innovative, one-of-a-kind design thinking workshop? [Sign up](#) for free until June 22nd and do not miss out on this opportunity.

Also, feel free to share this e-mail with anyone else, who might be interested in the workshop. If you have any questions, send us an e-mail at: info@zonecluster.eu

InnovaCity Hungary Challenge

Debrecen (Hungary), 23-24 June 2021

<p>Name of the challenge</p>	<ol style="list-style-type: none"> 1. How might we increase the attractiveness of public transportation after Covid-19? 2. How might we introduce micro mobility solutions in Debrecen? 3. How might we establish P+R in Debrecen?
<p>Overall aim of the challenge project</p>	<p>The overall aim of the InnovaCity Challenge in Debrecen is to create a viable, modern city by involving all stakeholders.</p>
<p>Challenge description</p>	<ol style="list-style-type: none"> 1. How might we increase the attractiveness of public transportation after Covid-19? The attractiveness of public transportation decreased drastically due to covid-19. The city of Debrecen would like to find solutions to encourage people to start using public transportation again by changing the perceptions around it. 2. How might we introduce micro mobility solutions in Debrecen? Due to changing mobility needs, and sustainability efforts, Debrecen would like to open micro mobility solutions in the city. Therefore, they would like to decide which options to choose (bikes, e-scooters), with how many stations, which business model. How can they harmoniously integrate it to the already existing mobility options? 3. How might we encourage the use of P+R in Debrecen? The city of Debrecen would like to establish new P+Rs in the city and make it more attractive by finding the best locations and providing different smart services.
<p>More information (e.g., useful links)</p>	<p>http://edc.debrecen.hu/index_en.html</p>
<p>Contact at the city</p>	<p>László Mátyus, matyus.laszlo@edc.debrecen.hu Smart City senior expert, EDC Debrecen</p>