



6th - 7th OCTOBER 2021

SUSTAINABLE URBAN MOBILITY

BILBAO, BASQUE COUNTRY, SPAIN

SUM BILBAO 21

SUM Bilbao is a meeting point for **national and international leaders** with the ability to have an impact on mobility. It constitutes **a space to reflect and reach agreements on sustainable urban mobility**, particularly in the current context of climate emergency and pandemic.

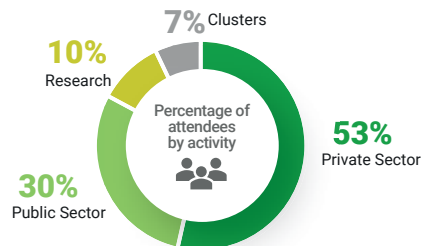
In this second edition, the **main challenges and opportunities for cities** will be addressed in order to consolidate more sustainable mobility. In addition, **innovative solutions will be showcased** enabling actors throughout the **sustainable urban mobility chain**, from energy supply to the mobility of people and the last mile, to move forward.

Following the success of SUM Bilbao 2019, this second edition seeks to:

- Consolidate the Congress as a **space for public-private dialogue**, reflected in the spirit of the Declaration of Bilbao
- Position itself as a **European showcase for state-of-the-art energy and mobility solutions**, through the project, product and service exhibition sessions
- Raise awareness of the **local innovation ecosystem** and consolidate Bilbao as the leading region in terms of sustainable urban mobility

Scope of the first edition in 2019

1.400 attendees
550 companies
76 speakers and moderators
17 sponsors and collaborators



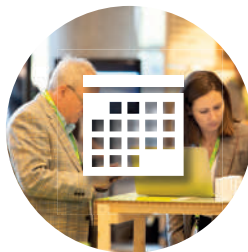
What?



Dialogue and action

Reflection on challenges and opportunities + exhibition of innovative solutions in terms of sustainable urban mobility.

When?



6th – 7th October

2021

Where?



Bilbao

Euskalduna
Conference Centre

How?



Hybrid format

In-person event streamed
live with on-line participation.

CONNECTING

people, institutions, businesses, and goods



Why attend?



Because it is more than a congress

- Talks, debates, interviews, side events and other activities
- Exhibition and launch of innovative solutions for more sustainable mobility
- Call for public-private action through the extension and renewal of the Declaration of Bilbao



Because it will follow a hybrid format

- Different types of access: Premium, Premium Digital and Digital
- Free virtual access to sessions and exhibition
- From anywhere in the world, without the need to travel or incur costs



Because it is a networking space

- Contact with leaders of institutions and companies in the mobility sector
- Virtual networking optimised with a matchmaking tool
- Possibility of presenting your solution in favour of sustainable mobility

Virtual platform

A single platform will host all of the Congress activities

- 1 *Programmed sessions*
- 2 *Exhibition*
- 3 *Networking*

Key features

- Compatible with PCs, tablets and mobile
- Dynamic and visual 3D platform
- Audience participation (via chat or video-call) in the programmed sessions
- Own avatar to visit the entire Congress and interact with other attendees
- Private networking areas
- Direct and fluent interaction between attendees and exhibitors (avatar, chat or video-call)
- 3D exhibition of products
- Customised stands
- Different categories

**Exhibitor categories*

VIP *Large stand*

- 3 avatars
(Possibility of extending it)
- Customisable stand
- 3D exhibition of products
- 3 videos
- 7 images
- Space to have private conversations (Networking)

Medium *Medium stand*

- 2 avatars
(Possibility of extending it)
- 3 videos
- 3 images

Small *Small stand*

- 1 avatar
- 1 image
- 1 video

**Provisional features*

Types of access



Premium

In-person and virtual access to sessions

In-person and virtual access to networking

Virtual access to the exhibition

Questions to speakers

Deferred access to sessions



Premium Digital

Virtual access to sessions

Virtual access to the exhibition

Virtual access to networking

Questions to speakers

Deferred access to sessions



Digital

Virtual access to sessions

Virtual access to the exhibition

Free access

Follow us on social media to find out when you can register for one of these three types of access.

Who will attend?



- Experts in mobility and cities
- Authorities, local government leaders and policy makers
- Companies and clusters
- Start-ups
- Technology and knowledge centres

Scope

- National
- International

Sectors

- Energy
- Automotive industry
- Transport industry
- Mobility services
- Logistics and Distribution
- Technology
- Telecommunications
- Infrastructures
- Financial



Main topics



Energy transition



Governance
and funding



Mobility, digitalisation
and innovation

Energy transition

Global CO2 emissions are still recording historic levels and the transport sector is one of the main contributors. Therefore, the search for solutions to mitigate this impact has become one of the most important global challenges. In this respect, the energy transition is one of the most urgent transformations for the mobility ecosystem.

SUM Bilbao 21 is the meeting point for the exhibition of solutions and debate revolving around the advances and challenges of energy transition.

- Clean energies
- Hydrogen
- Biofuels
- Charging infrastructure
- Electric vehicles
- Decarbonisation
- Reduction of greenhouse gases
- Climate neutrality



Governance and funding

The urgent need to decarbonise the economy and the rapid development of technologies help to accelerate the evolution of urban mobility, which is becoming ever more complex. To do so, the new mobility systems require more collaboration effort to establish clear and fair regulatory frameworks, as well as funding mechanisms that enable the fulfilment of the sustainability goals.

SUM Bilbao 21 is the space for governments, companies and academics to share points of view in order to build public-private alliances that enable new mobility models to be generated that are more sustainable and viable in the long term.

- Funding
- Regulation
- Climate change and energy transition law
- Hydrogen roadmap
- Public-private alliances
- Markets and business models
- European Green Pact
- Multi-level and metropolitan governance



Mobility, digitalisation and innovation

The introduction of technology in the sector has brought about changes that underpin phenomena such as connected, autonomous, electric and shared mobility as innovative responses to the need to optimise resources and the movement of people and goods. The ultimate goal is to increase efficiency in the management of transport and logistics, and their impact on the environment.

SUM Bilbao 21 seeks to highlight the role of new technologies and the digitalisation of services, as well as Big Data, in the development and consolidation of a people-centred mobility model. It also seeks to review the functionality of the digital world and its impact on the promotion of accessible, universal and sustainability mobility.

- Technologies (5G, Big Data, IoT, etc.)
- Micro mobility
- Smart infrastructures
- Smart Cities
- Urban distribution of goods
- Universal accessibility
- Urban planning
- Public transport



SUM BILBAO spaces

Plenary sessions

- 1 Talks
- 2 Discussion panel
- 3 Project exhibition
- 4 Launch capsule

Parallel sessions

- 5 Talks
- 6 Round tables
- 7 Interviews

Other spaces

- 8 Speakers' corner
- 9 Side events
- 10 Exhibition

SUM BILBAO, *a European solutions showcase*

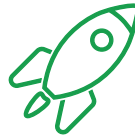
Projects Exhibition Session

Presentation of projects,
services and products related
to sustainable urban mobility



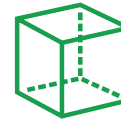
Launch Capsule

Product launch








Exhibition

Virtual stands
Interaction platform









Programme

Day	Plenary		Parallel	Speakers' Corner
Day 1	Opening session			
	Plenary session <i>Public-private alliances for Sustainable Mobility</i> 			
	Coffee break			SC
	Projects Exhibition			
	Launch Capsule			
	Presentation of Alliance			
	Lunch			
	Session 1 <i>Electric mobility</i> 		Session 2 <i>New technologies for mobility</i> 	
	Coffee break			SC
	Session 3 <i>Metropolitan and multi-level governance</i> 		Session 4 <i>Goods mobility</i> 	

Exhibition


Day 2

Day	Plenary	Parallel			Speakers' Corner	
Day 2		<div>Session 5 Green hydrogen sustainable energy</div> 	<div>Session 6 Connected mobility and smart management</div> 	<div>Interview 1 New mobility paradigms</div> 	Exhibition	
	Coffee break					SC
	<div>Session 7 Regulatory frameworks for energy transition</div> 	<div>Session 8 Sustainable and accessible mobility of people</div> 	<div>Interview 2 The challenges of the new energy model for mobility</div> 			
	Coffee break					SC
	Closing session					
	Declaration of Bilbao					

Exhibition

Type of session:  Talks  Round Table  Interview  Discussion Panel

Main topics:  Energy transition  Governance and funding  Mobility, digitalisation and innovation

Special sessions:  Transversal session with two topics: 



DECLARATION OF BILBAO

It is a document setting out the **commitments shared** by local governments, international institutions, private companies with transformation abilities in mobility, and academic and knowledge centres. **Their shared objective is to contribute towards the construction of sustainable urban mobility models.**

It adds to international efforts to foster sustainable global development, **in line with the New Urban Agenda, the Sustainable Development Goals (SDG) and the Agenda 2030.**

It is an essential pillar of the event insofar as its spirit reflects the nature of the **public-private collaboration** that defines SUM.

In this second edition of SUM, the Declaration of Bilbao **will be updated** and the number of signatories will be extended.

Signatories undertake to take **stock of the progress** made within the framework of SUM Bilbao

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Public sector Signatories

Bilbao City Council

BEAZ (Provincial Council of Bizkaia)

CGLU and UITP (Mayor of Strasbourg)

EUDEL – Association of Basque Municipalities

FEMP – Spanish Federation of Municipalities and Provinces

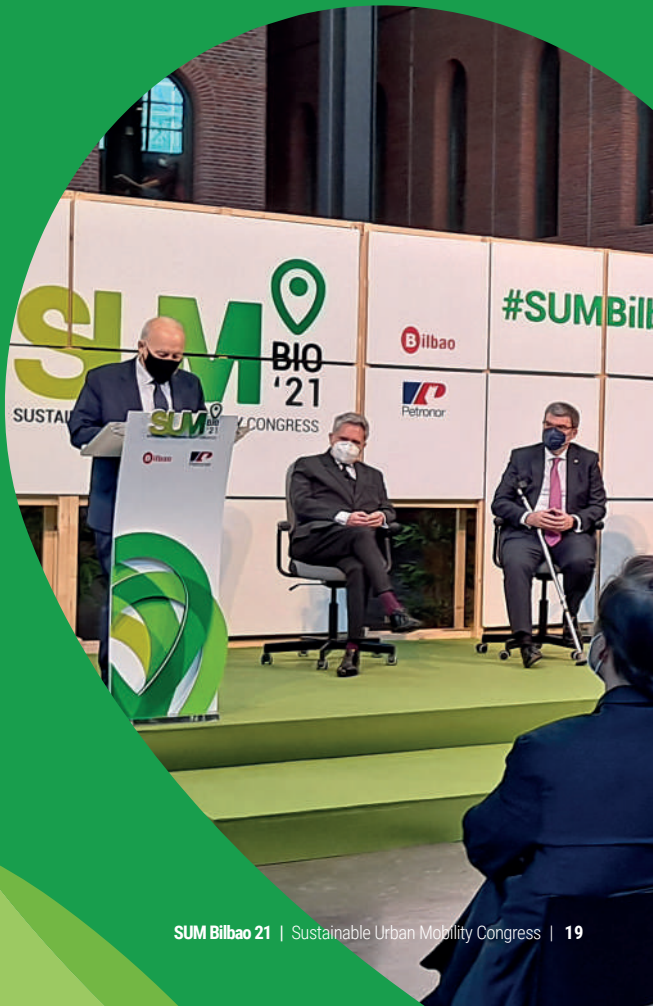
REE – Red Eléctrica de España

EVE – Basque Energy Agency

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Private sector Signatories

Petronor	Ametic
BBK	Mercedes Benz plant in Vitoria-Gasteiz
Alsa	
Irizar	
Kapsch	
Ibil	
Sacyr	
FCC	





ORGANISERS:



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www.sumbilbao.com