

# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## REIMAGINING SAFE AND RESILIENT MOBILITY FOR RECOVERY

**CALL FOR PROPOSALS**

*Session Host Partner*

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >>> ABOUT THE ORGANIZERS

### World Bank Transport Global Practice

The World Bank Transport Global Practice supports the needs of developing countries for greener, safer, more accessible and efficient mobility in all transport modes - from roads and rail to air, urban and maritime. Sustainable transport is a vital part of the World Bank's global development agenda and COVID response: our \$40 billion+ active global transport portfolio addresses social inclusion, road safety, climate adaptation and mitigation, pollution, economic growth, competitiveness and more.

### WRI Ross Center for Sustainable Cities

WRI Ross Center for Sustainable Cities helps create accessible, equitable, healthy and resilient urban areas for people, businesses and the environment to thrive. Together with partners, it enables more connected, compact and coordinated cities. The Center expands the transport and urban development expertise of the EMBARQ network to catalyze innovative solutions in other sectors, including water, buildings, land use and energy. It combines the research excellence of WRI with 15 years of on-the-ground impact through a network of more than 300 experts working from Brazil, China, Ethiopia, India, Mexico, Turkey and the United States to make cities around the world better places to live.

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >> FORUM THEME

### REIMAGINING SAFE AND RESILIENT MOBILITY FOR RECOVERY

The coronavirus pandemic has disrupted the global transport sector and the people and businesses that rely on it in unprecedented ways. It is a public health crisis that has taken a staggering toll on lives and livelihoods and dealt a massive blow to the global economy as factories and businesses were shut down and supply chains interrupted. Transforming Transportation 2021 will take the COVID-19 crisis as a starting point to rethink transport and mobility.

As the status quo is upended, we are also seeing bold new thinking. The objective of the Forum is to seize this crucial juncture to establish a new narrative and find ways to build back better, with more resilience to crises, more accessibility for more people, and increased safety and sustainability. The Forum will bring the most important stakeholders from the public, private, academic and civil society sectors for broad-ranging and vital discussions on how the transport sector has been impacted and how it needs to respond.

Transforming Transportation 2021 will be an all-virtual event. We are committed to fully utilizing the digital format to gather and engage with an even more diverse audience from across the globe, and to offer more resources on pressing development issues related to sustainable transportation and mobility.

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >> PLENARIES

Day 1

### > PLENARY 1

**Leaders' perspectives and insights on the crisis:** Roundtable of mayors

### > PLENARY 2

**Safe and healthy journeys:** The intersection of transport and health

Day 2

### > PLENARY 3

**Financial resilience:** From survivability to sustainability

### > PLENARY 4

**Supply chains under stress:** Rethinking logistics and the role of digital platforms

Day 3

### > PLENARY 5

**The imminent crisis ahead:** Mobility under a changing climate

### > PLENARY 6

**Looking forward:** Transport as a motor for change

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities

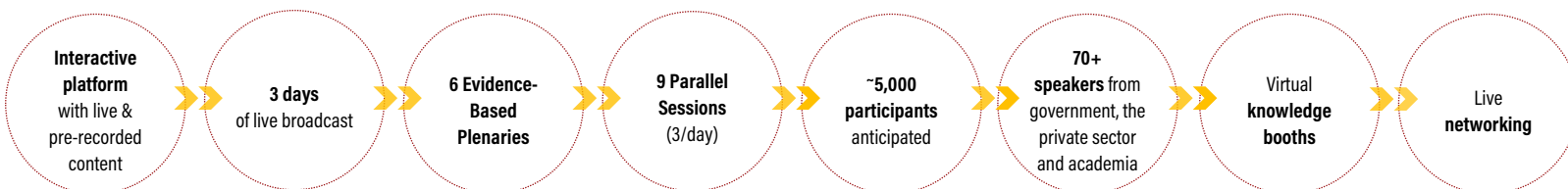


# TRANSFORMING TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## VIRTUAL FORMAT

	Day 1	Day 2	Day 3
Plenaries	<b>2 sessions</b> 60 minutes each	<b>2 sessions</b> 60 minutes each	<b>2 sessions</b> 60 minutes each
High-level Technical Sessions	<b>1 stream</b>  <b>3 simultaneous</b> sessions  <b>60</b> minutes each	<b>1 stream</b>  <b>3 simultaneous</b> sessions  <b>60</b> minutes each	<b>1 stream</b>  <b>3 simultaneous</b> sessions  <b>60</b> minutes each



[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >>> OBJECTIVES & SCOPE

The Bank and WRI are accepting proposals from partner organizations interested in designing and delivering parallel sessions during the Forum. Session proposals must build upon the issues discussed at the Plenary sessions.

The World Bank and WRI will select several proposals from all those received under this Call for Proposals. Those sessions will be added in the relevant parallel session streams under the Forum plenaries depending on the topics addressed.

Proposed sessions will be considered based on topic importance, innovation, best practices, and practical experiences to enrich policy and knowledge exchanges related to the Forum's themes. Cross-cutting areas and issues associated with poverty reduction, disadvantaged population groups and communities and building back better in the aftermath of Covid are particularly encouraged.

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >> RESPONSIBILITIES

### Responsibilities of the Session Organizing Partner

- The partner will be entirely responsible for funding and arranging the logistics for the invited speakers or panelists.
- The partner will be responsible for designing and formulating the session content and its flow, in line with the topics covered under the respective Plenary stream.
- The partner will be responsible for developing briefing notes, designating session moderator(s), and providing speaker bios (as part of the proposal).
- The partner will be responsible for following the Forum's planning and execution schedule, and visual identity guidelines, liaising with the designated staff on the WB/WRI core team, throughout the preparation process, and during the Forum.
- The partner's session shall not be commercial in nature, such as promoting products or services, but aid in educating attendees within the themes of the Forum.
- By submitting a proposal, the proposing organization is committing to provide the funding required.

### Responsibilities of the World Bank and WRI

- The planning teams from the World Bank and WRI will work together with the selected organizations to ensure that the session fulfills the goal of aiding the Forum, including but not limited to changes to session panelists, format, and themes.
- WRI will manage the administrative process with the selected organizations, signing the relevant administration/contractual agreements, and receiving and managing the funding contributions from the selected organizations.
- The World Bank will arrange all the technical specifications specific to hosting the session in the Forum's virtual platform.
- WRI will host participant's Forum registration via its digital platform.
- The World Bank and WRI will provide staff to provide technical support, facilitate communication and session execution.

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >> SESSION HOST PARTNER VALUE

- > Strong brand awareness – Transforming Transportation is the industry’s top global venue for public, private, non-profit engagement.
- > Global exposure to an audience of approximately 5,000 participants, including key government representatives, corporate executives, international development institutions, and many more global mobility leaders.
- > “Front-row” access to cutting-edge developments in sustainable transport & mobility.
- > Meet new and existing partners to leverage corporate and community relationships.

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities





# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >>> SESSION HOST PARTNER BENEFITS

*The package presented below provides all the possible sponsorship opportunities for the **Session Host Partner** category.*

Benefits	Session Host Partner
<b>Virtual Platform Accessibility</b>	
Secure pass for members of the sponsor (2)	✓
Networking: One-to-one and group meetings/chats with participants	✓
<b>Marketing Exposure</b>	
Logo & profile on TT Website	✓
Permanent inclusion in the logo banner on platform main page, agenda, promo email	✓
Host (and co-create) a session	✓
Recording available on TT Website/Platform	✓
Acknowledgment in TT Social Media	✓
<b>TOTAL FEE</b>	<b>\$15,000</b>

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >> EVALUATION CRITERIA

Proposals will be evaluated by a panel consisting of staff from the World Bank and WRI. An organizing partner can only submit **one proposal**.

The World Bank and WRI will select the proposals that best complement the theme, plenary topics, and overall goal of the Forum. Furthermore, the proposals shall include speakers that contribute to the objective of achieving a well-balanced set of speakers in terms of gender, developed and developing regions, sectoral perspectives, civil society, private sector, academia, and others. The evaluation committee is particularly interested in attracting new speakers to the Forum that can bring fresh and new perspectives to the audience.

The following criteria will be used as a guide for evaluating and selecting proposals:

### > Relevance and Value-Added to the Proposed Program (60%)

The proposed session builds on, and is well aligned with, the overarching Forum theme and presents a relevant angle for the specific Plenary stream. The session proposal provides essential, high-impact relevant information and addresses issues and challenges that are relevant for the Forum's audience.

### > Innovation (30%)

The proposed session topic offers an original vantage point for discussion in the agenda prepared for the Forum. The proposed session presents creative, cutting-edge, or innovative ideas and practices, and/or a novel approach to ensure participants will gain new knowledge, tools, ideas, and inspirations to bring back to their institutions.

### > Session Organization (10%)

The proposal is well-organized and creatively presented with an innovative and engaging format.

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >> TT'S COMPARATIVE ADVANTAGE

- > A global gathering of government decision-makers, CEOs, mobility trendsetters and leading advocates focused on realizing universal sustainable mobility.
- > A forum with multi-dimensional impact: networking, knowledge sharing, policy discussions, business and partnership development.
- > 18+ years helping drive the global sustainable mobility debate, bringing together public, private and non-profit organizations for impact.
- > Over the course of 3 days, 5,000 anticipated participants from around the world will gather and explore ways to make mobility more accessible, safe, green and efficient for everyone.
- > Co-hosted by leading international development and research institutions: The World Bank Group and WRI Ross Center for Sustainable Cities.
- > A truly inclusive forum, at no cost to development practitioners, aiming to ensure that the right voices, experiences and insights from all spheres of the sector are represented. To maintain this objectivity, the Forum is funded solely by our sponsors and the organizers.

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >>> A STRONG, VIRTUALLY ACTIVE, GLOBAL AUDIENCE

**31,000**

unique livestream  
visitors

**2,700+**

Tweets using #TTDC20 &  
27m Twitter impressions

**1,100+**

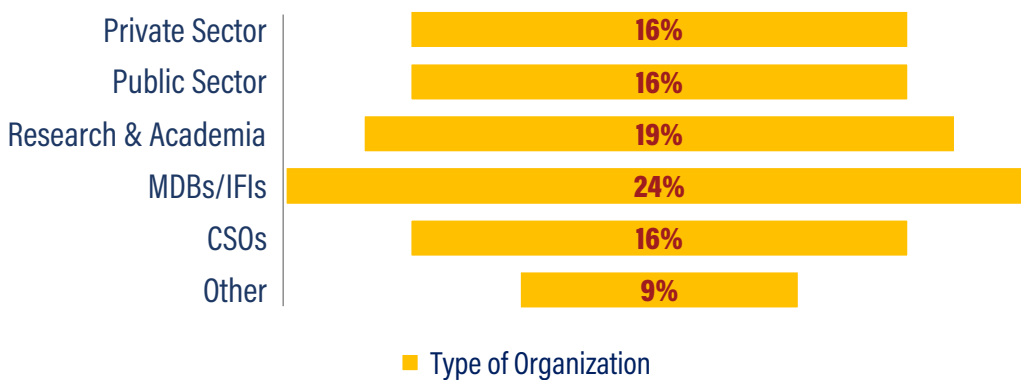
participants from  
5 continents

**56%**

returning audience

*\*Figures from Transforming Transportation 2020 Forum*

### Distribution of participant organizations:



[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >> EXAMPLES OF PARTICIPANT ORGANIZATIONS

- > AECOM
- > Aeromóvel Brasil S.A.
- > AFD - Agence Française de Développement
- > African Development Bank
- > Airbus Defense and Space
- > American Public Transportation Association
- > Apple
- > Asian Development Bank
- > Association for Safe International Road Travel
- > Bird
- > Bloomberg Philanthropies
- > Boeing
- > Boston Consulting Group
- > Clean Air Institute
- > ClimateWorks Foundation
- > Columbia University
- > Conservation International
- > DFID
- > Ethiopian Roads Authority
- > European Bank for Reconstruction and Development
- > European Commission
- > European Investment Bank
- > FIA
- > FIA Foundation
- > Ford Motor Company
- > France Ministry of Transport
- > Government of Canada
- > Government of India
- > Inter-American Development Bank
- > International Association of Public Transport
- > International Association of Traffic and Safety Science
- > International Civil Aviation Organization
- > International Council on Clean Transportation
- > International Energy Agency
- > International Road Federation
- > Islamic Development Bank
- > Johns Hopkins University
- > JUMP Bikes
- > Lyft
- > Massachusetts Institute of Technology
- > Mastercard
- > Michelin
- > Pirelli
- > PTV GROUP
- > Shell Foundation
- > Siemens
- > Smart Cities Alliance
- > Toyota Mobility Foundation
- > Uber
- > Volvo Research and Educational Foundations
- > World Business Council for Sustainable Development
- > World Economic Forum
- > World Health Organization

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

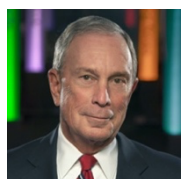
Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



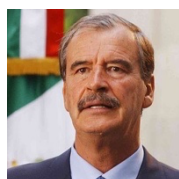
# TRANSFORMING TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## KEY SPEAKERS FROM PAST FORUMS



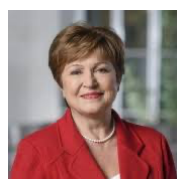
**Mayor Michael Bloomberg,**  
*Former mayor of NYC, USA*



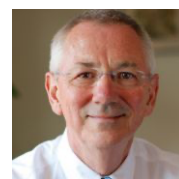
**Vicente Fox,** *Former President of Mexico*



**Axel von Trottsburg,**  
*Managing Director, World Bank*



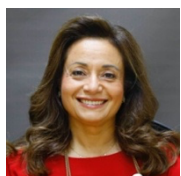
**Kristalina Georgieva,**  
*Former Chief Executive Officer, World Bank*



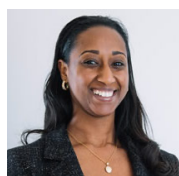
**Andrew Steer,** *President and CEO, World Resources Institute*



**Makhtar Diop,** *Vice President for Infrastructure, World Bank*



**Amani Abou-Zeid,**  
*Commissioner for Infrastructure and Energy, African Union Commission*



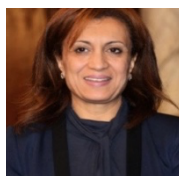
**Dagmawit Moges,** *Minister of Transport, Ethiopia*



**Gloria Hutt,** *Minister of Transport and Telecommunications, Chile*



**Miguel Angel Mancera,**  
*Mayor of Mexico City, Mexico*



**Souad Abderrahim,** *Mayor of Tunis, Tunisia*



**Jang Deog Cheon,** *Mayor, Bucheon City, South Korea*



**Christophe Najdovski,**  
*Deputy Mayor of Paris, France*



**Zoleka Mandela,** *Global Road Safety Ambassador, Zoleka Mandela Foundation*



**Young Tae, Young Tae Kim,**  
*Secretary-General, International Transport Forum-OECD*



**Guangzhe Chen,** *Regional Infrastructure Director, World Bank*



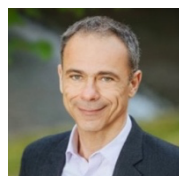
**Aniruddha Dasgupta,**  
*Global Director, WRI Ross Center for Sustainable Cities*



**Ulrich Ahle,** *Chief Executive Officer, FIWARE Foundation*



**Surya Bagchi,** *Global Head of Project & Export Finance, Standard Chartered Bank*



**Nicolas Beaumont,**  
*Senior VP Sustainable Development and Mobility, Michelin*



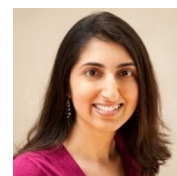
**Paulo Humanes,** *Head of Strategic Global Business Development, PTV Group*



**Jane Hupe,** *Deputy Director, Environment, Air Transport Bureau, International Civil Aviation Organization*



**Noni Purnomo,** *President Director, PT. Blue Bird Tbk, Indonesia*



**Sonam Velani,** *Lead for Global Partnerships, Zipline International*

[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities



# TRANSFORMING >> TRANSPORTATION

All-Virtual Event | February 3-5, 2021 | #TTDC21

## >>> SESSION PROPOSAL FORM

- > Provide complete, detailed answers to all questions in [this form](#).
- > Fill fields with proper level of details. Proposals will be scored lower if not enough details are provided.
- > Send photos with credit for moderator and all speakers to [sponsor@transformingtransportation.org](mailto:sponsor@transformingtransportation.org).

The deadline for submission is on  
**Wednesday September 30, 2020.**



[www.TransformingTransportation.org](http://www.TransformingTransportation.org)

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities

