ITS WORLD CONGRESS 2022

TRANSFORMATION BY TRANSPORTATION

Conference: September 18 – 22 | Exhibit Hall: September 19 – 22
Los Angeles Convention Center

LOS ANGELES
ITS WORLD CONGRESS 2022

EMERGING LEADERS PROGRAM 2022 GLOBAL CHALLENGE

PROGRAM OVERVIEW

The Emerging Leaders Program (ELP) strives to discover the "new age" of the transportation workforce by engaging students and developing young professionals globally to become involved in the field of mobility and transportation through competition and exposure. It is designed for college and university students of various disciplines interested in mobility and technology. The registered teams are asked to identify a challenge under-served communities face and design a technology solution that provides needed mobility access. Winners will be showcased in conjunction with the ITS World Congress. In addition, the ELP will bring students from Los Angeles area schools to the event to participate in educational programming, interactive activities, exhibit tours, and demonstrations.

INITIAL PHASE

Student teams will submit an ideation/solution via written submission to their respective region contact (Asia Pacific, Americas, or Europe). All students will respond to the same challenge question but will relate it to a problem or opportunity within their school's home country (for Asia Pacific and Europe) or State (for Americas). These submissions will have a required outline with associated scoring rubric and will be reviewed and scored by leaders from the region. The top scoring teams of each region will move on to the next stage of competition. Unless otherwise specified by each team, all papers will be displayed on the ITS World Congress 2022 website for visibility of the great work by the world's college and university students.

REGIONAL FINALS PRESENTATIONS

Each team will create a presentation of their solution to be submitted to their respective region contact (Asia Pacific, Americas, or Europe). Presentations will be viewed by a judging panel and scored. The three regional winners will have their solutions showcased at ITS World Congress 2022.

REGISTRATION PROCESS

Prior to participating in the global challenge, each student team must complete the registration form. The registration form can be found **here**. You will be asked some basic questions about your team and include a brief narrative about the area your team intends to address and the solutions you are exploring.

Upon registration, you will be contacted by a representative who will provide you with the address to email your paper submission, as well as answer any questions you might have.

PROCESS & KEY DATES

May 11, 2022
Team Registration
Deadline

June 29, 2022
Regional Finalists
Announced

September 18-22, 2022
ITS World Congress

June 8, 2022
Paper Submissions
Deadline

July 27, 2022
Regional Final
Presentations

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THE GLOBAL CHALLENGE

The registered teams will be asked to prepare a submission in response to the following Challenge Statement:

The theme of this year's ITS World Congress is "Transformation by Transportation." Transportation technologies are completely transforming each aspect of our lives—by improving safety, ensuring convenience, and providing direct access to opportunity. While these technologies work to meet the needs of its users, their benefits are often not available to all communities or all customer groups. How do we ensure this transformation is available to improve the experience for all users in all communities? **Identify a challenge faced by under-served communities and design a technology solution that provides needed mobility access.**

SUBMISSION GUIDELINES

The following elements are required components of the team's paper submission.

- Body of the submittal
  - » Four (4) to eight (8) pages (no smaller than ½ inch margins and 11-point font)
  - » Introduction
  - » Context
  - » Solution Description
  - » Summary
- Abstract
  - » ½ page (no smaller than ½ inch margins and 11-point font)
  - » Bibliography
  - » Annex (if applicable)

EVALUATION CRITERIA

The following framework will be used to evaluate submissions:

- Clarity of problem statement and implications to your field
- Shows an understanding of:
  - » current and future mobility context, including opportunities and challenges
  - » all factors involved
- Combines existing infrastructure with current and future technologies
- Shows originality, innovation, and creativity
- Considers impact on society and environment
- Can be implemented in the next five years
- Overall presentation and structure of the paper

ELIGIBILITY CRITERIA

The following are eligibility criteria for student teams:

- Must have a professor or industry mentor to be identified upon application.
- Up to five (5) students per team. One (1) team member must self-identify as female. While not mandatory, teams are encouraged to include students of multiple disciplines (marketing, engineering, planning, finance, etc.).
- All students must be enrolled in a public or private college or university for the 2021-2022 school year.
- Student team members can be enrolled at undergraduate, graduate, and/or post-graduate levels.
- All work must be completed by members of the student teams (not by mentors).

FOR FURTHER INFORMATION PERTAINING TO THE EMERING LEADERS PROGRAM 2022 GLOBAL CHALLENGE, PLEASE CONTACT MEETINGS@ITSA.ORG

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