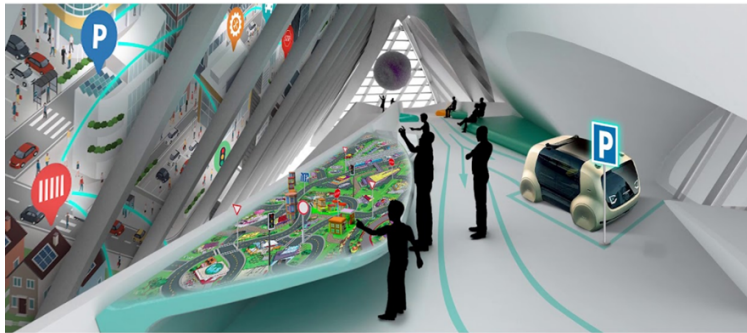


**MOBILITY**  
**CITY**

**ROAD SAFETY  
AWARENESS AND LEARNING  
FOR YOUTH**

**18<sup>th</sup>, 19<sup>th</sup>, 20<sup>th</sup> September 2019**



## ACTION

This seminar will be funded by Erasmus+ Programme. It is designed to facilitate the exchange of good practices and the creation of network among professionals from European-level entities that are working in the framework of [Mobility](#).

## PRESENTATION

Although road safety in the European Union has improved considerably in recent decades (and despite the fact that EU roads are the safest in the world), the number of deaths and injuries is still very high.

That is why the EU has adopted the Vision Zero objective and the Safe System approach to eradicating deaths and serious injuries on European roads.

The EU works closely with the road safety authorities of its member countries. It is about starting from national initiatives, establishing objectives and concentrating on all the factors that influence accidents: infrastructure, vehicle safety, response of emergency services, etc.

To this end, the EU approves legislation, supports awareness campaigns, helps to exchange useful experiences to member countries and other bodies involved in road safety and offers financing.

Fundación Ibercaja joins this movement with this initiative framed within the International [Mobility Week 2019](#).

This 3 days seminar will focused on two key priorities:

1. **Innovative methodologies for Road Safety education for youth.**
2. **Europe needs to bridge gap between education supply and current labour market demand.** The project will debate about ICT technologies (AI) in order to reduce skill mismatches in the market and accelerate outplacement paths, through an innovative profiling of youth' competences and businesses' HR gaps.

Some of the initiatives we will discuss during the meeting in Saragossa (Spain).

- **Vision Zero Initiative.** is a multi-national road traffic safety project that aims to achieve a highway system with no fatalities or serious injuries involving road traffic. +[INFO](#)
- **European Day Without A Road Death** or Project EDWARD. +[INFO](#)
- **DGT 3.0 Towards smart mobility.** An initiative of the General Directorate of Traffic of Spain. Through a platform it facilitates the exchange of anonymous data in real time of all actors involved in mobility, with the aim of making decisions that allow us to move in a more secure environment.  
It is a tool that will help achieve the objective 0 deaths, 0 injuries, 0 congestion and 0 emissions. +[INFO](#) (only Spanish version).
- **Self-driving cars in the EU. Ethical questions:** self-driving vehicles have to respect human dignity and freedom of choice. EU guidelines for artificial intelligence are being drafted but specific standards might be necessary. +[INFO](#)

#### **DAY 1. Work sessions to meet the entities, their common objectives and projects.**

A first part of the seminar will consist of sessions where the entities and their projects will be presented to assess the common points and possible future collaborations. Local initiatives and success stories involving professionals and young guests will also be presented.

#### **DAY 2. Visit to Ibercaja centers and internal work for future projects**

Several centers of the Ibercaja Foundation will be visited where this kind of actions (commented in the first part) are carried out: [Mobility City](#), [Ibercide](#), [Etopia](#), etc.

Discuss the possibilities for designing a broader European project (Erasmus+, H2020,..).

#### **DÍA 3. Open Conference. Dissemination.**

Public event aimed at different entities to expose the work done in the field road safety and education for youth (round tables, debates, presentations, etc.).

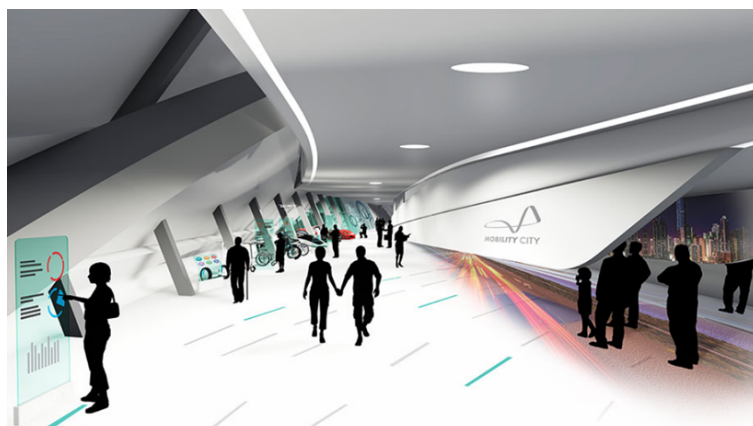
Capacity: 200 places for young people, companies, University, public entities, etc.

\* We will also leave leisure time every day to visit the most emblematic sites of the city of [Zaragoza](#) and present our culture.

\* Visit other Ibercaja centers ([Goya Museum](#), [Patio de la Infanta](#), ...)

## **DATES AND VENUE**

- Dates: European Mobility week (16th-22th September 2019)
- Duration of mobility: 3 days (+2 travel days).
- Venue: Saragossa (Spain).



## **PARTICIPANT PROFILE**

- 20-25 participants from Erasmus+ programme countries.
- Participants must be professionals and / or young people working in the field of Youth education, Mobility, Safety Road, Smart Cities, connectivity, etc.
- We are looking for 8 partners that send a maximum of 3 participants each.

## **FINANCIAL CONDITIONS**

Travel, accommodation and subsistence costs will be funded according to Erasmus+ Programme.

## **ABOUT IBERCAJA FOUNDATION**

The Ibercaja Foundation looks to the future and addresses society's new needs with one clear objective: to generate new opportunities for people and companies with a firm commitment to work for the development of the region.

It is a private non-profit organisation, which had been operating since 1876 as a savings bank until its conversion into a banking foundation in 2014.

The Ibercaja Foundation has nearly 120 employees who schedule, manage and publicise its social, cultural and training programmes.

It is headquartered in Zaragoza (Spain). However, it is also a national organisation since it has its facilities in another four Spanish cities (Huesca, Teruel, La Rioja and Guadalajara) where it runs some of its programmes and it also delivers a range of online services.

This seminar is in the framework of our project [Mobility City](http://mobilitycity.es).

**Mobility City** is a pioneering project, which aims to turn Zaragoza into a hotspot for innovation in the automotive industry and sustainable mobility, a key production sector in the current and future economy.

The Pavilion where the project will take place will be divided into three areas separated by uses and contents:

- 1.** The first will be about the professional field and businesses and guides the spirit of the whole facility. Here leading automotive, energy and telecom companies will work together with public sector organisations to position their current and future products and virtual concessionaires. They will be able to test prototypes and give talks, provide an ideas laboratory and host innovation workshops with start-ups and meetings of mobility experts. In short, it will be a pioneering venue for mobility business interaction and development in Europe.
- 2.** Another area is to focus on education and will be open to schools, universities and postgraduate centres. Knowledge and training will take centre stage in this section where the latest breakthroughs in digitalisation of processes and mobility and other interconnected sectors will be on display. In addition, it will be a venue for holding job fairs to attract young talent alongside business talks with students, training activities and competitions for innovative projects.
- 3.** Finally the new Mobility City will also be a venue open to the public. This part of the Pavilion is called Smartpolis where families and visitors will get to see at firsthand the changes that sustainable mobility will bring about in society through recreational activities, events and visits to exhibitions of historical vehicles and future prototypes which will be on display in this area.

#### **EXPRESSION OF INTEREST**

- Please, send the Partner Identification Form by email to [europa@fundacionibercaja.es](mailto:europa@fundacionibercaja.es).
- Deadline: 26th April.