

Porsche launches ideas competition for sustainable mobility

This article reflects the status at the time of its publication. The content may since have become outdated.

08/05/2019 At 're:publica', the digital conference in Berlin, Porsche has launched the ideas competition 'Mobility for a Better World'. Together with its partners, the sports car manufacturer from Stuttgart, Germany, is looking for fresh ideas and technology for the sustainable future of mobility.

Start-ups, students and developers can now submit their projects. A total of 20,000 euros in prize money, educational packages and development support in cooperation with the Porsche Digital Lab and the APX accelerator await the participants. The deadline for submitting ideas is 30 August 2019. The winners will be announced during Porsche Sustainability Week in October this year.

"We at Porsche are actively shaping the future of the sports car. This means that we combine our traditions and the company's values with innovative technology and new products in a sustainable manner," says Oliver Blume, CEO of Porsche AG. "Our goal is to be the most sustainable sports car

manufacturer in the premium segment and to decisively shape sporting mobility for the environment, people and their living spaces. We are thinking above all of future generations."

Focus on technology, mobility and sustainability

'Mobility for a Better World' is an ideas competition at the intersection of technology, mobility and sustainability asking how visions for a sustainable future could look. Creative ideas and solutions, regardless of their degree of maturity, can now be submitted in the four categories of 'People', 'Wheels', 'Cities' and 'Trust' via an application form on Porsche's technology blog.

The projects submitted will be evaluated by a jury of experts. This consists of Daniela Rathe (Head of Policy and External Relations at Porsche), Anja Hendel (Head of the Porsche Digital Lab), Thomas Bachem (Founder & Chancellor of CODE University of Applied Sciences), Robert Martin (Porsche Digital / APX), Franz W. Rother (Editor-in-Chief EDISON) and Patrick Bungard (Director Center for Advanced Sustainable Management at Cologne Business School and Managing Director M3TRIX).

The prizes for the four winners include 5,000 euros per category, a comprehensive educational package focusing on artificial intelligence (AI) and blockchain, as well as specific support from the Porsche Digital Lab and the Berlin Accelerator APX.

Participants aged 18 and over can apply, either as a team or as an individual and the ideas competition is being pitched internationally. Further information on the categories, partners and ideas will be published by Porsche in the coming weeks on its 'Next Level German Engineering' technology blog and on the Porsche Newsroom.

Strong Partners: CODE, APX, EDISON and the Porsche Digital Lab

For the 'Mobility for a Better World' competition, the Stuttgart-based sports car manufacturer has won renowned support. The university partner is CODE Berlin, a private and completely new university for the digital pioneers of tomorrow. APX, the accelerator of Porsche and Axel Springer, represents founder and growth expertise, supporting start-ups in the early stages of their company foundation and accelerating their development. The Porsche Digital Lab focuses on testing new technology with a focus on Artificial Intelligence (AI), blockchain and the "Internet of things". The media partner of the ideas competition for sustainable mobility is EDISON, the platform for new mobility and smart living.

"Mobility for a better world" is an idea competition by Porsche at the interface of technology, mobility and sustainability and deals with the question of our visions of mobility for the future. Apply now with your project: https://t.co/fxxhxd9zUZ #rp19 #createtomorrow pic.twitter.com/JlxP1nz2LQ

MEDIA ENQUIRIES



Nicole Lay

PR Specialist Sustainability
+ 49 (0) 711 / 911 56431
nicole.lay@porsche.de

Link Collection

Link to this article
https://newsroom.porsche.com/en/2019/sustainability/porsche-ideas-competition-sustainable-mobility-for-a-better-world-17567.html

Media Package
https://pmdb.porsche.de/newsroomzips/1762c706-7f07-4740-9ac6-5eabcf01ebcc.zip

External Links
https://newstv.porsche.de/en/article/70951.html
https://re-publica.com/en
https://medium.com/next-level-german-engineering/mobility-for-a-better-world-porsche-competition-for-sustainable-mobility-dac9644120fe