



# MOVING THE CITIES 2024

PITTSBURGH

# Introduction

**What is Moving the Cities?**

# TIMELINE OF MOVING THE CITIES



# CONCEPT OF MOVING THE CITIES



Moving the Cities is a two-week team-based project with international students to address current challenges of their cities, regions or ecosystems in a design thinking sprint.

# MOVING THE CITIES 2022 IN BRAZIL



A special thanks to  for the renewed hospitality.

# MOVING THE CITIES 2023 IN Germany

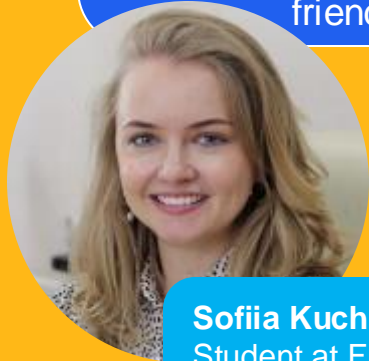


# MOVING THE CITIES 2024 in Pittsburgh!



# FEEDBACK

I am so happy to share that I got once in a lifetime opportunity. We have not only learned to work and communicate with people from different cultural and disciplinary background but also created new friendships.



**Sofiia Kuchumova**  
Student at FH Münster  
in International Marketing & Sales



**Lenon Cisco**  
Student at UNISINOS  
in Mechanical Engineering

I'm incredibly grateful for the opportunity to develop my innovative and design thinking skills, work with students from all over the world, and of course practice my Spanish and Portuguese skills!



**Tasha Klatt**  
Student at University of Minnesota  
in Marketing

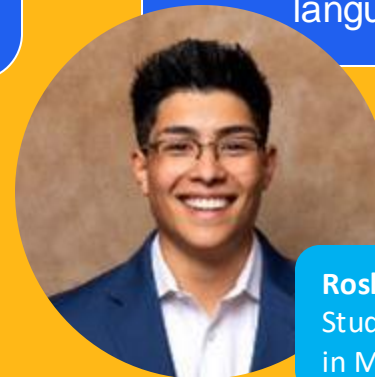
The learning and cultural exchanges that took place throughout the event will always accompany me. The complete immersion of several minds united thinking about a world where cities are thought for everyone, in a human and sustainable way.



**Antonia Wiggers**  
Student at FH Münster  
in International Marketing & Sales

It was exactly the hands-on experience that I was aiming for. I have certainly stepped out of my comfort zone and have grown further, intellectually and personally.

I take with me an unforgettable experience, new lifelong friends, as well as a new tool set of skills including but not limited to: critical thinking, leadership, communication, and working with interdisciplinary co-workers with language and cultural barriers.



**Roshen Abdullah**  
Student at University of Pittsburgh  
in Mechanical Engineering



A world map in shades of blue and green, serving as a background for the statistics. The map is centered on the Atlantic Ocean, showing the Americas on the left and Europe, Africa, and Asia on the right.

**80+ Students**

**6  
Countries**

**12 Universities**

**8 Teams**

**20+ Team Coaches**

**1 Challenge**

**3 Mentors**



# RULES OF THE GAME

## 2024

- We form international teams.
- Your team gets a challenge related to SDG 9 – Industry, Innovation, and Infrastructure
- Your team works out a concept / a solution approach to tackle the addressed challenges.
- The concept can be worked out as an example for one of your home regions but should be transferable to other regions.
- Through sketches, a film, etc. you visualize / demonstrate its functionality.
- After the week your team pitches your concepts to a jury.
- We won't leave you alone! The coaches will support you.

# The Challenge



# SUSTAINABLE DEVELOPMENT GOALS

**1** NO POVERTY

**2** ZERO HUNGER

**3** GOOD HEALTH AND WELL BEING

**4** QUALITY EDUCATION

**5** GENDER EQUALITY

**6** CLEAN WATER AND SANITATION

**7** AFFORDABLE AND CLEAN ENERGY

**8** DECENT WORK AND ECONOMIC GROWTH

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE

**10** REDUCED INEQUALITIES

**11** SUSTAINABLE CITIES AND COMMUNITIES

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

**13** CLIMATE ACTION

**14** LIFE BELOW WATER

**15** LIFE ON LAND

**16** PEACE, JUSTICE AND STRONG INSTITUTIONS

**17** PARTNERSHIPS FOR THE GOALS



# **SDG 9: Industry, Innovation, and Infrastructure**

**"Innovate for Progress, Build for Tomorrow!"**

# CHALLENGE

## ACCEPTED?

Then let's **move** our cities,  
regions and the world together  
in a good direction.

And have **fun**.

You can be strong by yourself,  
but together you'll be **invincible**.



You are entering ...

The most  
**challenging**  
**project** in your life

Intercultural

Interdisciplinary

International

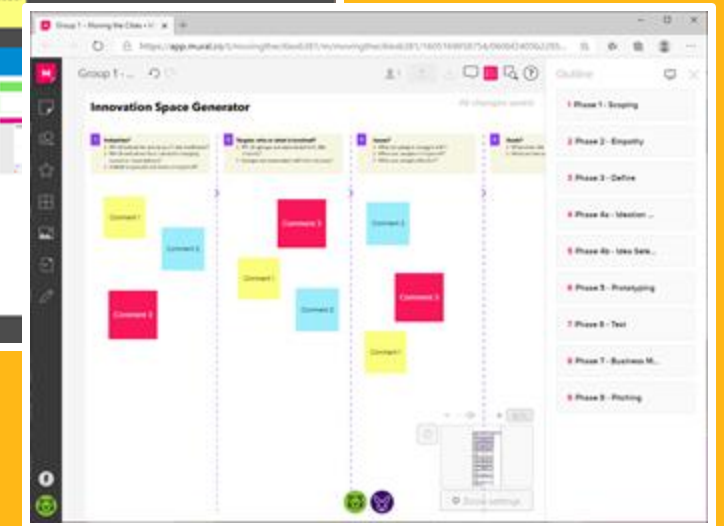
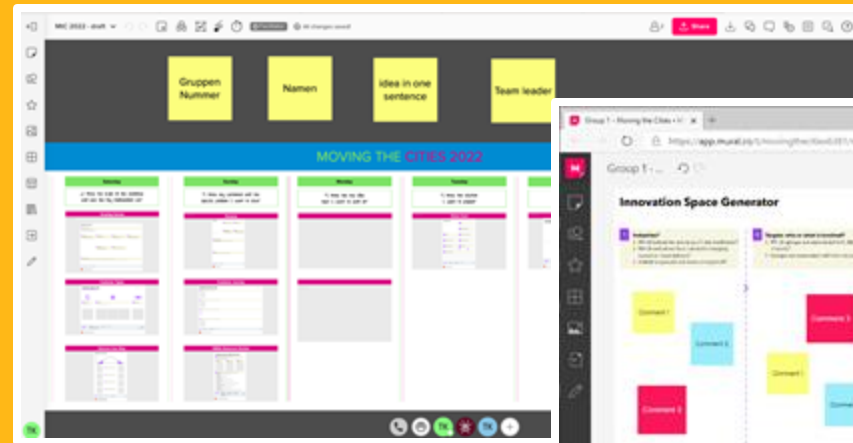
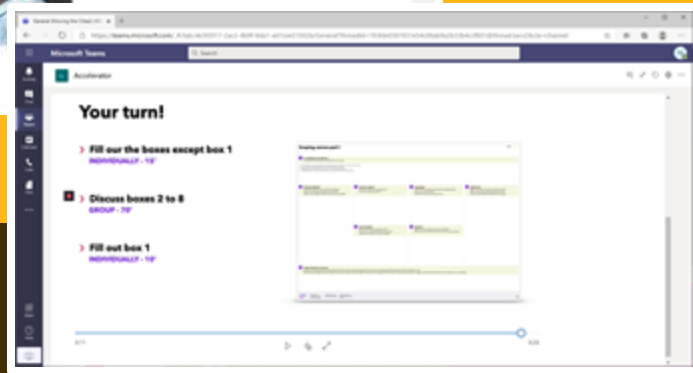
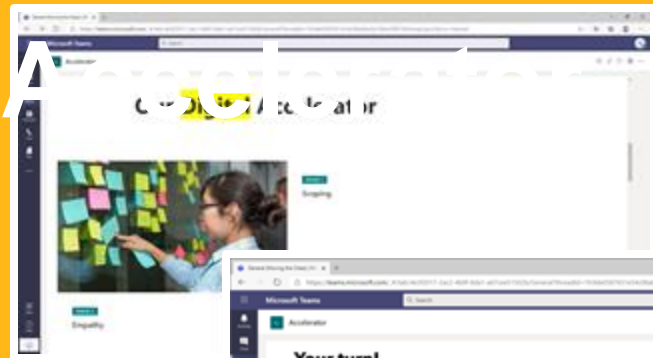
Digital

and all this  
under

Time pressure (!)



# DIGITAL INNOVATION



Video Explanations + Digital Workspaces

Game time



The **Digital Accelerator and the coaches and experts** guide your concept development

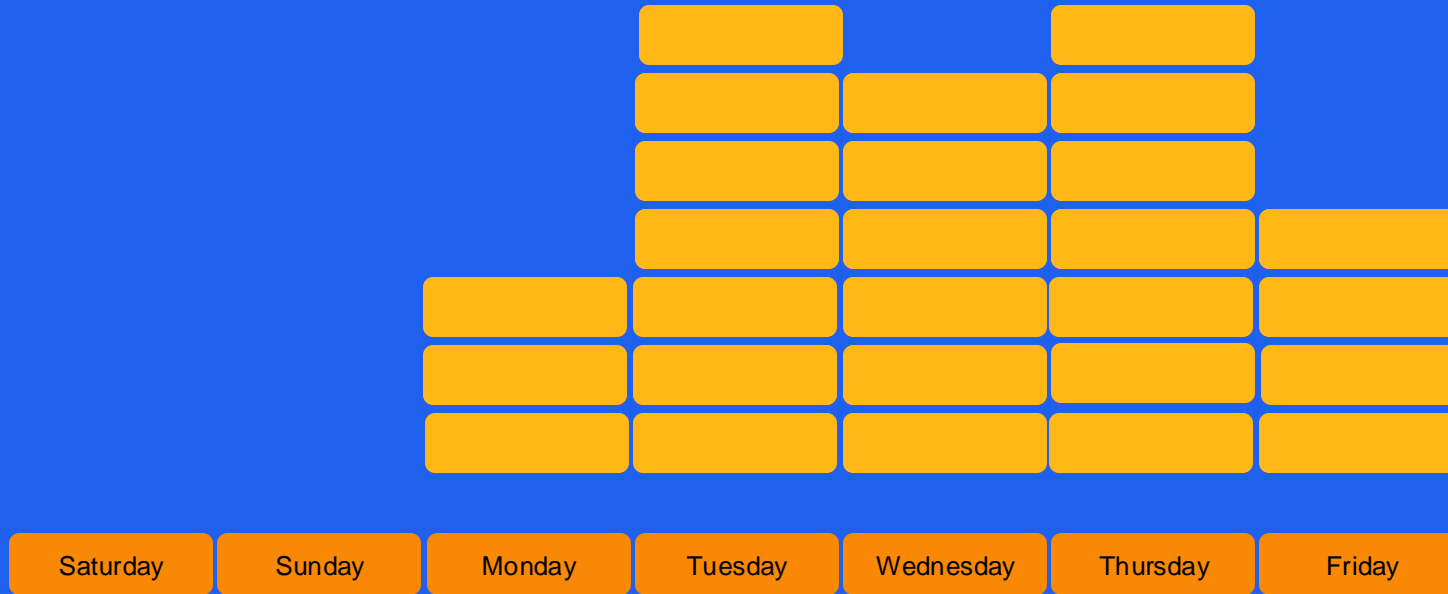


Time will be flying so that you need to make decisions where **focus your efforts**



We expect concepts that are **based on market insights** (evidence is key!)

# WORKLOAD DISTRIBUTION



**10 International Teams**  
competing for winning “Moving the Cities 2024”





# Sprint week – Oct 27-Nov 1

<b>Sunday</b>	Arrival and Cultural Activities	
<b>Monday</b>	Welcome and Orientation Opening Reception	<ul style="list-style-type: none"><li>• Team Building Activities</li><li>• Campus Tour</li></ul>
<b>Tuesday</b>	Keynote Speaker Understanding	<ul style="list-style-type: none"><li>• Collaborative Research</li><li>• Expert “Office Hours”</li></ul>
<b>Wednesday</b>	Ideation	<ul style="list-style-type: none"><li>• Storyboarding</li><li>• Prototyping</li></ul>
<b>Thursday</b>	Concept Development	<ul style="list-style-type: none"><li>• Prototype Refinement</li><li>• Pitch Development</li></ul>
<b>Friday</b>	Final Pitch Closing Reception	<ul style="list-style-type: none"><li>• Pitch Refinement</li><li>• Finals</li></ul>

# INTERCULTURAL TEAMS

Team Reveal on the  
22rd of October






## Team 1

Liv (FH MS)	
Nawshen (Coventry)	
Daniel (INACAP)	
Hannah (UoM)	
Francine (UNISINOS)	

## Team 2

Joelle (IMC Krems)	
Viancqa (Coventry)	
Alexis (USaCh)	
Ethan (PITTS)	
Pedro (UNISINOS)	

## Team 3

Sarah (HS Bremen)	
Aadithya (Coventry)	
Karín (INACAP)	
Stefanny (UBP)	
Gabriella (PUCRS)	

# WE WANT TO KNOW MORE ABOUT YOU

Fill out the Mural board and show us by Tuesday noon (EST) that you're on board!

<http://tiny.cc/6i5rzz>

The image shows a grid of Mural board templates. Each template is for 'MTC24' and contains the following elements:

- Top Left:** A question 'What is the last show you binge watched?' with an 'Answer' field below it.
- Top Right:** A world map with a blue star and a yellow star. Text below the map says: 'Move this star to your home country' and 'Move this star to the last country you visited'.
- Middle Left:** A blue box with a dashed border containing the text 'Please upload a photo of yourself!'.
- Middle Right:** A white box with a dashed border containing the text 'Place an icon or icons that represent your major'.
- Center:** The text 'Your Name Here' above a white input field with the placeholder text 'School here' and the question 'At Which University do you study?' above it.
- Bottom:** A list of five questions, each with an 'Answer' field below it:
  - 'What is your favorite mode of transportation?' (Answer)
  - 'What type of animal best represents your personality?' (Answer)
  - 'What's your favorite way to waste time?' (Answer)
  - 'If you had to eat one meal for the rest of your life, what would it be?' (Answer)
  - 'What is the last show you binge watched?' (Answer)

**And the winner is...**

**It's show  
time!**

# **Pitching and Evaluation Criteria**

# PITCH: 5 KEY BUILDING BLOCKS

#1 Problem to solve

#2 Your Solution

#3 Value of Solving the Problem

#4 Credibility

#5 Next steps call for action

## The Great Pitching Checklist

### 1 Problem to Solve

- > Define the situation
- > General market information
- > Trends: Problems and/or Opportunities to start from.
- > What's the relevance of your problem?

### 2 Your solution/offering

- > Define your idea/concept in one slide
- > Describe everything in 3 sentences max.
- > Pitch like a sales person
- > What's your solution to the problem? Why is it unique?
- > Visual mock-up or prototype of your concept

### 3 Value of solving the problem

- > How are you going to make (big) money?
- > How many customers do you want to approach, what's your market size?
- > What's your market potential? How fast are you going to move?
- > Key financial figures

### 4 Credibility

- > What are the assumptions you validated? What was the outcome?
- > Have you approached different stakeholders? What did you learn?
- > Why will it work?
- > Why should they believe you?

### 5 Call to Action/Next Steps

- > What's the roadmap you want to follow?
- > What are the main assumptions you want to test with a Minimum Viable Product?
- > How will the MVP look like? What do you want to build?
- > Investment needed? (costs, people, resources, ...)
- > First 6 month & long term vision



# MOST IMPORTANT

In just 3 Minutes !  
+  
3 minutes Q&A from  
the jury



**A big thank you!**

**Coaches & Mentors**

Feeling stuck...?

**TEAM COACHES & EXPERTS**

# Experts-on-Call 2024



...are leading experts in Sustainability, Engineering, Business, and Environmental Sciences

...provide you with firsthand insights into your challenge.

...are your sparring partner to bounce back your ideas.

... are overall just amazing people to learn from! 😊

# HEAD COACHES



Brandon



Dan



Amelia

Experts in Design Thinking from the Swanson School of Engineering's Innovation and Entrepreneurship Program.

# TEAM COACHES

2024



...are experts on entrepreneurship.

...are a great sounding board.

...excellent sparring partners for feedback.

...help you, if you are feeling stuck.

...are also overall just amazing people to learn from! 😊

# COMMUNICATION GUIDE

- Main platforms: **What's App/Zoom/Mural**
- Main time to engage with Team Coaches: **Tues/Weds/Thurs**
- **Gather all questions** and ask them in “packages”.
- Be nice! 😊

# Virtual week – Oct 21-25

**Monday**

LIVE: Kick-Off

**Tuesday**

LIVE: Panel Discussion

- Team Reveal!

**Wednesday**

Asynchronous recordings

**Thursday**

Asynchronous recordings

**Friday**

Preparation for travel



# Moving the Cities 2024: Pittsburgh

Website: <https://engineering.pitt.edu/MTC>



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Website: [engineering.pitt.edu/MTC](http://engineering.pitt.edu/MTC)

HOME SCHEDULE ACCOMMODATIONS DINING STUDENTS

## SCHEDULES

Find the competition/conference schedule below with dates/times/locations.

ONBOARDING WEEK (VIRTUAL), OCTOBER 21-24

SPRINT WEEK, OCTOBER 28-NOVEMBER 1

KEYNOTE SPEAKER - TUESDAY OCTOBER 29

### TUESDAY OCTOBER 29 - UNDERSTANDING

TIME	EVENT	LOCATION
9am	Check in station	<a href="#">O'Hara Student Center Ballroom</a>
9:30-11am	<i>Mascaro Center for Sustainable Innovation proudly sponsors the...</i>  <a href="#">Keynote Speaker</a>  Brunch	<a href="#">O'Hara Student Center Ballroom</a>
11:15am	Check in station - MTC t-shirt	<a href="#">O'Hara on the stairs</a>