

Ade Adepitan/Mallory Weggemann/Sama Bullock/Martyn Sibley announce crowdsourcing campaign to find ideas for \$4 million Mobility Unlimited Challenge

- Global crowdsourcing campaign launched to identify solutions to the challenges faced by people with lower-limb paralysis, as part of the Mobility Unlimited Challenge
- Digital campaign will ask people with lower-limb paralysis to share their thoughts and views using the hashtag #MyMobilityUnlimited
- Insights from the crowdsourcing campaign will help inspire entrants for the \$4million Challenge intended to push innovation and transform the lives of people with lower-limb paralysis
- Inspired by Toyota’s worldwide partnership with the International Paralympic Committee, the Toyota Mobility Foundation is “starting their impossible” through the Mobility Unlimited Challenge

Tokyo, Japan (Thursday, March 8) - Today the **Mobility Unlimited Challenge** is announcing a crowdsourcing initiative, aimed at helping inspire entrants in their quest to develop **life-changing technology** for people with lower-limb paralysis. The **#MyMobilityUnlimited** campaign will invite people around the world to share their life experiences with lower-limb paralysis and the solutions they would like to see to the challenges they face every day.

The **Toyota Mobility Foundation**, in partnership with **Nesta’s Challenge Prize Centre**, launched the **\$4 million dollar global challenge in November 2017**, with the aim of changing the lives of people with lower-limb paralysis. The Mobility Unlimited Challenge is seeking teams around the world to create **game-changing technology** that will help **radically improve the mobility and independence** of people with paralysis. This Challenge will culminate in the unveiling of the winners in Tokyo in 2020.

The Challenge is encouraging a **user-centered approach** and will invite people with lower-limb paralysis, across the world, to take part in a **global conversation about the types of mobility technology innovations they would like to see**, using the hashtag **#MyMobilityUnlimited**. These suggestions will then be used to inspire entrants to create genuinely life-changing technologies which directly address the issues faced by users on a day-to-day basis.

The Challenge is supported by a number of public figures from around the world, including **Mallory Weggemann**, NBC reporter for the Winter Paralympics in South Korea; **Ade Adepitan**, British wheelchair basketball player and television presenter; **Sama Bullock**, Brazilian wheelchair tennis player and model; and **Martyn Sibley**, journalist and broadcaster; all of whom have lower-limb paralysis and star in this video. Many have created their own personal

videos and tweets, in which they share their hopes and ideas for the Challenge, and they are asking others to follow suit. [Watch the video here.](#)

The challenge is also backed by a number of **global ambassadors** include: **Aki Taguchi**, Director, Paralympian Association of Japan; **August de los Reyes**, Head of Design at Pinterest; **Preethi Srinivasan**, Indian athlete and campaigner; **Dr Rory A Cooper**, director of the Human Engineering Research Laboratories at the University of Pittsburgh; **Sandra Khumalo**, South African rower; **Sophie Morgan**, British TV presenter; **Tatyana McFadden**, US track & field athlete; and **Yinka Shonibare MBE**, Turner-Prize nominated British/Nigerian artist. [Hi-Res images of international ambassadors available](#)

The Challenge will drive and reward the development of personal mobility devices incorporating intelligent systems. The mobility solutions of the future could include anything **from exoskeletons, to artificial intelligence and machine learning, from cloud computing to batteries.** [Watch the Mobility Unlimited launch film here to understand our vision.](#)

In order to open the challenge up to as many people as possible, ten **Discovery Award** prizes of **\$50,000** will be presented to support small, early stage innovators. A panel of expert judges will then pick **five finalists** who will each receive **\$500,000** to take their concepts from an intelligent insight to a prototype. **The Challenge winner will receive \$1,000,000** to make the device available to users- with the winning concept unveiled in Tokyo in 2020. **Interested innovators can apply online by 15 August at mobilityunlimited.org.**

Around the world, millions of people have lower-limb paralysis (the most common causes being strokes, spinal cord injury and multiple sclerosis). While there are no statistics on paralysis worldwide, the World Health Organization estimates **there are 250,000-500,000 new cases of spinal cord injury globally every year.**

For more information please visit mobilityunlimited.org

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About Toyota Mobility Foundation

- The Toyota Mobility Foundation was formed by Toyota in 2014 with the aim of creating a truly mobile society that will help people live better lives no matter where they are.
- The Foundation aims to support strong mobility systems while eliminating disparities in mobility.
- The Toyota Mobility Foundation works to provide innovative mobility solutions across the globe, from traffic calming in the world's busiest cities to hydrogen energy solutions.
- The mission of the Toyota Mobility Foundation is to enable more people to go more places by sharing knowledge, partnering with others and using their innovative spirit to build a more joyful mobile society.
- It utilizes Toyota's expertise in technology, safety, and the environment, working in partnership with universities, government, non-profit organizations, research institutions and other organizations to address mobility issues around the world.

About Nesta's Challenge Prize Centre

Nesta is a global innovation foundation, and its Challenge Prize Centre is an internationally renowned center of expertise in the design and development of challenge prizes for societal impact.

The Challenge Prize Centre uses prizes to stimulate innovative solutions to some of the biggest challenges we face, including:

- The Longitude Prize, created to tackle growing levels of antimicrobial resistance and reduce the use of antibiotics.
- The Inclusive Technology Prize, a challenge prize to encourage innovations that gives disabled people equal access to life's opportunities.
- The UNDP's Renewable Energy Challenge Prize, to find a renewable energy solution capable of providing off-grid power to cover the needs of war-returnee families in rural Bosnia and Herzegovina.
- The Dynamic Demand Challenge Prize, created to reduce carbon emissions by shifting energy demand to off peak times or through excess renewable generation.

To find out more visit <http://challengeprizecentre.org/>