

## Fortaleza, Brazil, Opens Call for Urban Mobility Challenge with Focus on Vulnerable Areas

*The call for proposals seeks startups and groups of innovators to develop solutions that improve transportation and access to opportunities in low Human Development Index regions.*

**FORTALEZA, BRAZIL (June 30, 2025)**—Fortaleza City Hall, through the Fortaleza Science, Technology and Innovation Foundation (Citinova), has launched a new Open Innovation Call for Urban Mobility. This call for proposals is targeted at various companies and organizations in the field of innovation and aims to develop innovative solutions for the various modes of transport, with a focus on reducing the mobility challenges faced in regions with a low Human Development Index (HDI).

The action has the support of the Toyota Mobility Foundation (TMF) and the World Resources Institute (WRI Brazil), key partners in making the investments feasible and ensuring the implementation of the solutions.

This call for proposals focuses on the pilot area of Grande Siqueira, which is far from Fortaleza's main economic center. In addition to the low HDI, this area experiences a range of mobility problems, such as low transport capillarity on secondary roads, difficulty in accessing public services and economic activities, as well as high rates of road accidents involving various modes of transport. These challenges have a direct impact on access to opportunities for the local population, who need to travel long distances to access the central area of the municipality, where most of the formal jobs, facilities and leisure areas are located.

The project's main objective is to test a solution that fosters a more inclusive, efficient, and sustainable urban mobility model, ensuring that all residents, regardless of their location or socioeconomic status, have easy access to essential services, job opportunities, and safe transportation infrastructure. With safety as a key priority, the Fortaleza challenge seeks to reduce transit time and cost, as well as increase rider and community trust.

"Citinova is committed to promoting innovations that improve the quality of life of the population, especially in the city's most vulnerable areas. This call for proposals is an important step for startups and innovation companies to actively contribute to transforming urban mobility in Fortaleza," said Odilon Aguiar, President, Innovation Foundation.

The Open Innovation Call is an opportunity for more agents to get involved with the city's problems in a sustainable way and to seek solutions that address the real needs of the community. The amount available for implementing one or more solutions is \$250,000 (USD).

The call for proposals is available on the [mobilidadecidada.org](https://mobilidadecidada.org) website for companies and startups developing innovative solutions in the area of urban mobility. Priority will be given to proposals that bring positive social impact and feasibility of implementation in the most vulnerable regions.

**Open Call Schedule:**

**Application period:** June 30 to July 27

**Online Question and Answer Session:** July 11

**Finalists' announcement:** August 11th

**About Toyota Mobility Foundation**

The Toyota Mobility Foundation was established in August 2014 by the Toyota Motor Corporation (Toyota) to support the development of a more mobile society in which everyone can move freely. The Foundation underscores Toyota's ongoing commitment to continuous improvement and respect for people. It utilizes Toyota's expertise and technologies to support strong mobility systems while eliminating disparities in mobility. TMF works in partnership with universities, governments, non-profits, research institutions and other organizations, creating programs that are aligned with the UN Sustainable Development Goals (SDGs) to address mobility issues around the world.

Chair Akio Toyoda said, "TMF aims to create a truly mobile society that will help people live better lives no matter where they are."

In the past, TMF has led a range of Challenges, including the global [Mobility Unlimited Challenge](#), [CATCH](#) in Malaysia, [InoveMob Challenge](#) in Brazil and STAMP Challenge in India. You can find out more about TMF and how it is governed at [toyotamobilityfoundation.org](http://toyotamobilityfoundation.org)

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