



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

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.



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!



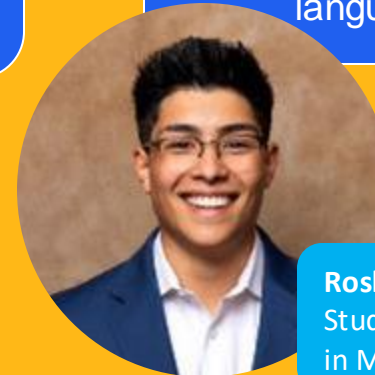
Tasha Klatt
Student at University of Minnesota
in Marketing



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 stylized world map with continents in blue and oceans in orange. The map is centered on the Atlantic Ocean, showing North and South America on the left, Europe and Africa in the center, and Asia and Australia 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



SUSTAINABLE DEVELOPMENT 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

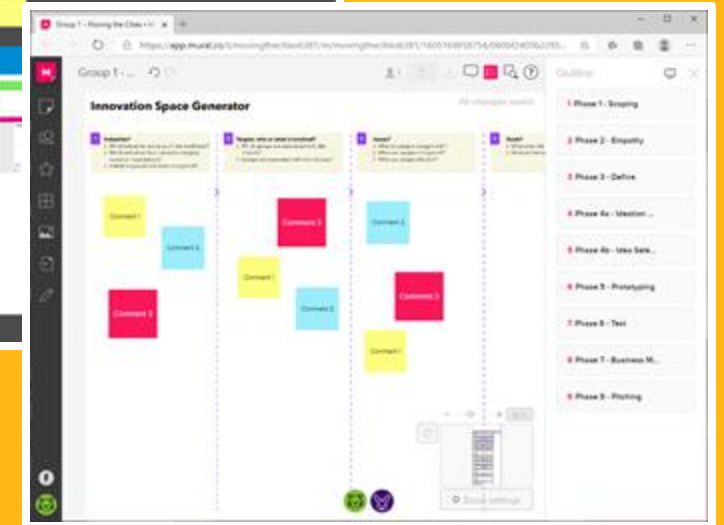
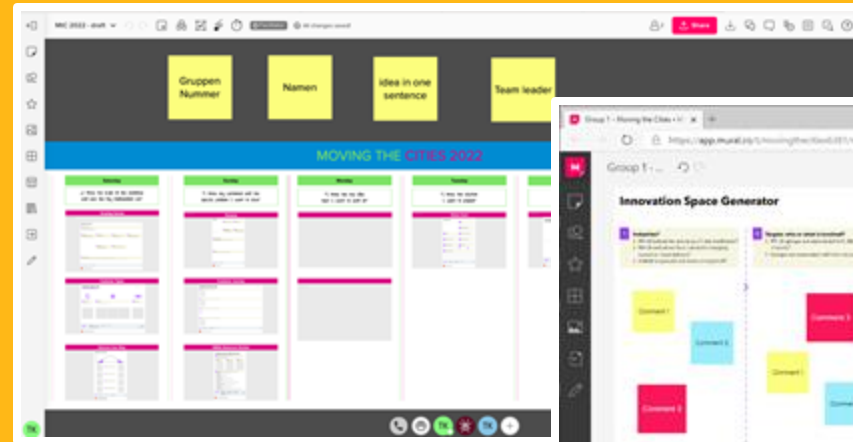
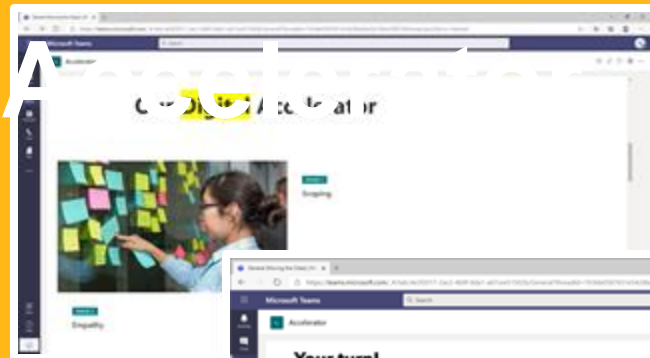
International

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

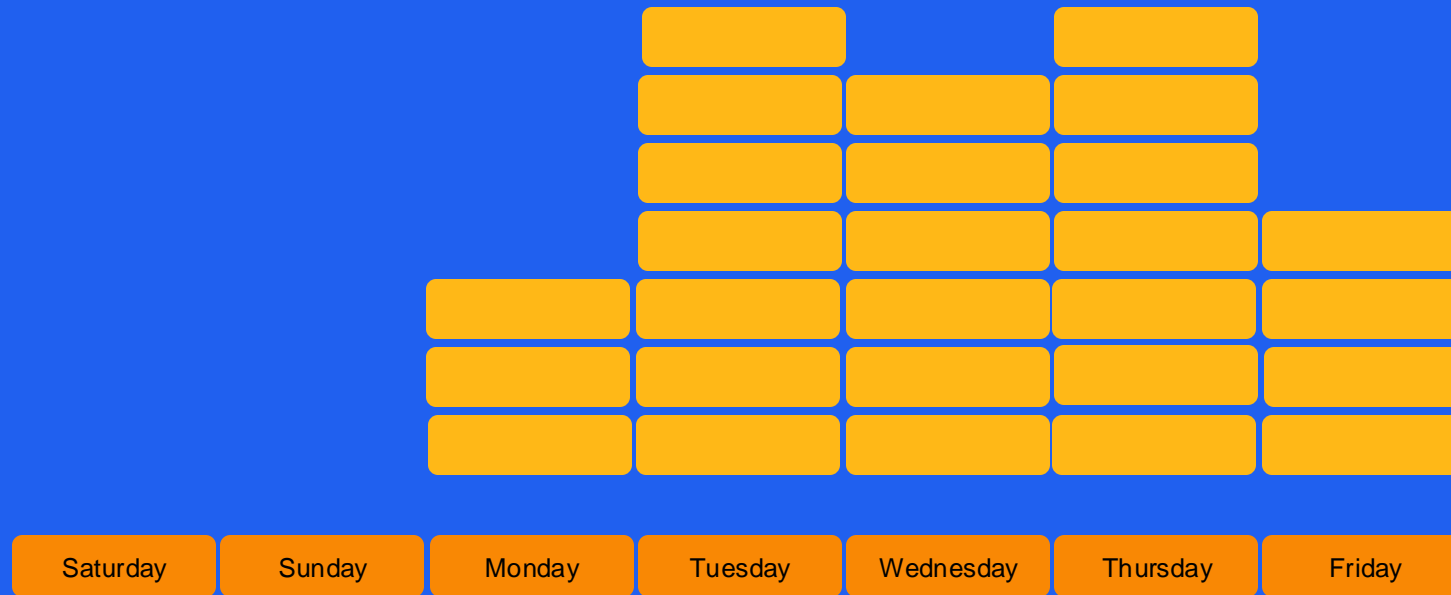


Time will be flying so that you need to make decisions where **focus your efforts**



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

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

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>

What is the last show you binge watched?
Answer

MTC24

Please upload a photo of yourself

Place an icon or icons that represent your major

At Which University do you study?
School here

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?
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What is the last show you binge watched?
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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>



Moving the Cities 2024: Pittsburgh

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