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Fortaleza Citizen Mobility Challenge Announces Three Projects Selected for Testing in Grande Siqueira

FORTALEZA, Brazil (September 3, 2025) – The Toyota Mobility Foundation, the City of Fortaleza, and WRI Brasil announced the three proposals selected for the Citizen Mobility Challenge. The proposals, submitted by three groups of innovators, will be tested in the Challenge pilot area, the Grande Siqueira region of Fortaleza. The initiative received entries from forward-thinking companies across Brazil and seeks original solutions to help improve urban mobility, especially for the most vulnerable and those with low income in the city's peripheral areas.

The program is the result of collaboration between the City of Fortaleza, through CITINOVA, WRI Brasil, and the Toyota Mobility Foundation. The open innovation call for proposals was launched on June 30, with applications accepted until July 27, offering a total of $265,000 for the three selected projects to carry out their prototype and pilot projects in the Grande Siqueira area.

The Challenge

After careful analysis by a panel of experts and representatives from different sectors of urban mobility, the solutions that best met the requirements of the call were selected.

Criteria

1.1. Compliance with thematic axes
1.2. Inclusion of vulnerable groups
1.3. Level of sustainable impact (social, environmental, and economic)
1.4. Level of maturity (Technology Readiness Level, or TRL)
1.5. Degree of scalability
1.6. Economic feasibility
1.7. Execution feasibility
1.8. Contribution to the Sustainable Development Goals (SDGs)

Selected Projects

1. ARVRA Inteligência Artificial Ltda, Vamos Juntos (ARVRA Artificial Intelligence Ltd., Fortaleza, Ceará)

Project title: Let's Go Together
Vamos Juntos is a popular integrated mobility network focused on sustainability, fairness, and social participation. The initiative and the Vamos Juntos platform connect people, territories, and public policies, coordinating services and routes with formal and informal operators, urban cyclists, and active mobility initiatives. The goal is to guarantee the right to mobility for all, with special attention to historically marginalized groups, such as women, the elderly, youth, people with disabilities, and informal workers.

The proposal aims to serve vulnerable groups (women, the elderly, people with disabilities, young people, and informal workers) who face serious difficulties in making short trips due

to the scarcity of public transportation, the high cost of ride-hailing apps, and poor urban infrastructure.

This solution involves creating a multimodal community network comprising local stations and two primary low-emission transportation modes: cycle rickshaws (vehicles powered by bicycles) and guided walks (accompanied by partner operators on foot), supported by social research. The service will initially be organized via WhatsApp and later via an app or web app. Trained residents will operate the service, promoting income generation and trust in the service."

2. Areja Serviço e Comércio de Equipamentos para Autos Ltda (Areja Car Equipment Service and Trading Ltd., Salvador, Bahia)

Project title: Areja BTU
Areja BTU is a smart ventilation system that assists air conditioning in buses, using outside air to reduce compressor operating time. The solution generates fuel savings, reduces operating costs and pollutant emissions, provides greater thermal comfort, and improves the travel experience for public transport users, thus making it a more attractive mode for more people.

3. Polo Planejamento Ltda (Polo Planning Ltd., São Bernardo do Campo, São Paulo)

Project title: BikeApp!
BikeApp! proposes a bonus system for cyclists in the Grande Siqueira region, encouraging the use of bicycles as a means of transportation. Through an app, trips are recorded, mileage is calculated, and converted into bonuses, which can be transformed into financial remuneration. The app-based solution serves cyclists with their own bicycles and users of public bike-sharing systems.

Two-Phased Approach

The Citizen Mobility Challenge is structured in two phases: prototyping and piloting. The three selected finalists will develop their prototypes and, at the end of this stage, be evaluated based on criteria such as adherence to the timeline, achievement of established indicators, and quality of deliverables.

Only those meeting the performance requirements will advance to the pilot stage. For CITINOVA, the Citizen Mobility Challenge represents an opportunity to connect innovation, public administration, and the community, testing and refining practical and scalable solutions to transform urban mobility in a region looking for ways to improve the experience of riders traveling in and out of the city center.

Remarks

"Today we kick off a journey of innovation that can transform the way we think about mobility in Fortaleza. This initiative reinforces Mayor Evandro's commitment to decentralizing City Hall's actions, bringing opportunities and solutions to all neighborhoods in the city. More than just testing projects, this is the moment to break new ground and show that Fortaleza is ready to experiment, learn, and grow alongside those who believe it

is possible to do things differently. It is the first step of many—and, like all good beginnings, it is filled with enthusiasm and confidence in the future," said George Lima, President of CITINOVA.

"This is a landmark initiative for the residents of Grande Siqueira. We are in a region on the periphery of our city, far from the areas where jobs are concentrated, and which for a long time was marked by neglect. Now, under Mayor Evandro's administration, we are experiencing a new moment: one of decentralizing actions, reducing inequalities, and bringing innovation to where it is most needed. It is an important step toward finding real solutions in urban mobility and truly improving people's lives," said Jovanil Oliveira, Secretary of Regional 5.

"This open innovation challenge reflects TMF's convening ability and commitment to share our know-how. The selected solutions demonstrate the importance of our human-centered and design-thinking approach that engages all local stakeholders—citizens, government, and mobility providers—to generate practical solutions that work for the community," said William Chernicoff, Program Manager, Toyota Mobility Foundation.

"The transition to more sustainable urban mobility depends on integrated, inclusive solutions that ensure access to opportunities and services for all. The selected proposals move in this direction by combining innovation, fairness, and real impact on people's daily lives. We look forward to seeing how the prototyping and piloting phases unfold and contribute to more resilient and accessible cities," said Paula Santos, Senior Urban Mobility Manager, WRI Brasil and member of the jury.

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 commented, "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.

For more information about Toyota Mobility Foundation, please contact:

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About CITINOVA

The Fortaleza Science, Technology, and Innovation Foundation (CITINOVA) is a municipal agency dedicated to integrating science and technology into urban development and promoting innovative solutions to the challenges of public and city management. Its main mission is to stimulate creativity, disseminate scientific knowledge, and foster the development of technologies that improve citizens' quality of life.

About WRI Brasil

WRI Brasil works to improve people's lives, protect and restore nature, and stabilize the climate. As an independent research organization, we leverage our data, expertise and global reach to influence policy and catalyze change across systems such as food, land and water; energy; and cities.

WRI Brasil is part of the World Resources Institute (WRI). Founded in 1982, our 2,000+ staff work on the ground in more than a dozen focus countries and with partners in over 50 nations.

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