
WhereIsMyTransport wins 2015 Global Grand MobiPrize and signs Entrepreneur's Call for Climate Action

PRESS RELEASE –for immediate distribution

Title suggestions:

A South African company calls for global action, and continues international journey with global mobility prize

South-African based start-up wins global prize, goes to India, and calls for climate action

South-African based tech start-up WhereIsMyTransport, which recently [announced](#) the closure of a seed round of funding and the opening of their London office, has been awarded the 2015 [Global Grand MobiPrize](#). The prize was founded in 2012 at the Rio + 20 Climate Conference, and was also awarded in 2014 at the ITS (intelligent transport systems) World Congress in Michigan. The 2015 prize will be awarded at a summit in New Delhi, India (the summit was originally scheduled for October but will now take place in March 2016).

MobiPrize is awarded by [Mobi Platform](#), an initiative of [SMART](#) (Sustainable Mobility & Accessibility Research & Transformation), a multi-disciplinary initiative at the University of Michigan in the United States. It honors “the business venture that has the greatest impact on revitalizing the environment and economy of communities and regions through sustainable transportation/New Mobility enterprise (including improving quality of life, and/or addressing social equity and human rights, and/or and / or improving safety).”

The term New Mobility refers to moving people and goods in ways that are cleaner, greener, safer, healthier and more equitable than currently practiced—i.e. sustainable or smart transport. The Mobi Platform hosts the Prize, the [MobiNet](#) (an international network of innovators and supporters in the New Mobility space) and [MobiLab](#) (a research and support space for New Mobility ventures). The Platform is supported by the Rockefeller Foundation as part of their project in “Catalyzing the New Mobility in Cities.”

WhereIsMyTransport has also signed the 2015 [Entrepreneur's Call](#) for Climate Action at the [COP21](#) (the 2015 Paris Climate Conference).

As a 2015 [African Climate Solver](#), WhereIsMyTransport was approached by the WWF to join the first round of signatures on the Call, which now features over 70 CEOs of cleantech or sustainable start-ups. The Call focuses on the community of international entrepreneurs who are already dedicated to using business and innovation to slow the effects of climate change and improve environmental and living conditions worldwide. By bringing the issue of entrepreneurship on to the agenda at the COP21 in Paris, the aim of the goal is to motivate politicians and investors to prioritize funding for sustainable companies that further the aims of the conference, rather than “having trillions of stranded assets in the fossil fuel reserves that should never be burnt.” It also calls for governments to develop “science based targets and policy instruments that support innovative solution providers” and for corporations to “actively share the risk in exploring better ways of doing business in an efficient and fully renewable energy based future.” Signatories to the Call include CEOs and founders of companies from Africa, China, India, and various parts of Europe.

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