

MindSphere Future World Series x Expo 2020 Dubai

# Let's make change happen

In just 30 years, two out of three people will live in urban spaces. Cities already gobble about 80% of the energy consumed worldwide and generate 75% of all carbon emissions. How will emerging mega-cities cut their carbon and energy footprint while scaling up essential services, from utilities to mobility?

## Now is the time to act. What will you do?

Through our work with customers and partners, Siemens has been instrumental in making cities worldwide greener, cleaner, safer, and smarter. Turning the adage "It's not what you know, it's who you know" into a force for good, we build on the momentum of the most digital Expo ever to crowdsource change with the *MindSphere Future World Series*.

*"The greatest threat to our planet is the belief that someone else will save it."*

Robert Swan

[> Join the challenge](#)

## Share your passion and crowdsource change

The *MindSphere Future World Series* brings together people who care to help make our world smarter, more livable, and sustainable. To make an impact that counts, we set out challenges to find viable solutions to crucial sustainability issues. This series of high-profile open-innovation events at Expo 2020 Dubai is hosted by Siemens MindSphere, the creator of both the acclaimed Expo Smart City App and the powerful IIoT framework that drives it.

We welcome start-ups, innovative companies, and partners to join us and other Siemens businesses and take center stage at one of our *MindSphere Future World Series* hackathon challenges. As a co-host, you are invited to set an open or tightly focused challenge, spearheading IIoT solutions in one of five key dimensions of urban sustainability – buildings, energy, mobility, industry, and water.

2021/2022



**Buildings**  
October



**Energy**  
Nov. | Dec.



**Mobility**  
January



**Industry**  
February



**Water**  
March

*ImpACTivities* take the conversation beyond Expo grounds. These talks, panels, and online and offline activities engage – and connect – stakeholders of all ages and all areas of society, from education to business, from policymakers and Dubai denizens to Expo visitors, creating a topical multidimensional event experience.

### Infinity Challenge

- One hackathon per key dimension
- With their intentionally broad scope, each Infinity Challenge crowdsources topical solutions in an open innovation process with an online bootcamp and a hackathon onsite in Dubai
- Presented by Siemens
- Participants are legal entities – startups, innovative companies with developer teams, with the capacity to develop a new product or repurpose their existing solution

### Co-host Challenge

- Several hackathons per key dimension
- Each Co-host Challenge is an open innovation process with an online bootcamp and a hackathon onsite in Dubai. The mission is tightly focused on a (specific and) real business challenge of the co-host
- Presented by MindSphere and a privileged co-host
- Participants are legal entities – startups, innovative companies with developer teams, with the capacity to develop a new product or repurpose their existing solution

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