



*Training Course:  
Smart Mobility Program*

*8 - 12 September 2025  
Madrid (Spain)  
Pestana CR7 Gran Vía*

## Training Course: Smart Mobility Program

Training Course code: SC236030 From: 8 - 12 September 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 6000 € Euro

### Introduction

As urbanization accelerates and sustainability becomes a central global mandate, smart mobility has emerged as a transformative force reshaping transportation systems, infrastructure planning, and urban development. The integration of digital technology, data-driven systems, and user-centric mobility solutions is driving the shift toward cleaner, more efficient, and interconnected transport ecosystems.

The "Smart Mobility Program", developed by Global Horizon Training Center, equips managers and decision-makers with the strategic understanding and practical frameworks to lead smart mobility initiatives in both public and private sectors. This course explores the evolving landscape of mobility—covering topics from electric vehicles and intelligent transport systems to Mobility-as-a-Service MaaS, traffic analytics, and sustainable urban transport strategies.

### Objectives

By the end of the program, participants will be able to:

- Understand the core principles and technologies driving smart mobility.
- Analyze the role of data, IoT, and digital platforms in modern transport systems.
- Design integrated and sustainable mobility plans for cities and organizations.
- Explore business models such as MaaS, ride-sharing, and autonomous fleets.
- Evaluate smart infrastructure requirements and cross-sector collaboration strategies.
- Align mobility strategies with climate goals and urban development plans.
- Lead organizational change toward smarter, cleaner mobility initiatives.

### Course Methodology

This highly interactive and applied training course utilizes:

- Expert-led Lectures - Covering global trends and smart mobility concepts.
- Case Studies - Review of leading cities and mobility innovations worldwide.
- Workshops and Simulations - Planning exercises using real data and scenarios.
- Group Projects - Collaborative design of a Smart Mobility Roadmap.

- Videos, Tools, and Tech Demonstrations - Exposure to intelligent mobility solutions.
- Discussion Forums - Engaging dialogue on policy, technology, and regulation.

## Organizational Impact

Organizations will benefit from:

- Strengthened strategic mobility planning and execution capabilities.
- Better preparedness for infrastructure modernization and digital transformation.
- Improved alignment with ESG Environmental, Social, and Governance targets.
- Reduced operational costs and emissions through efficient transport strategies.
- Enhanced public perception and stakeholder engagement in smart projects.
- Future-ready leadership capable of navigating the mobility revolution.

## Target Audience

This program is designed for:

- Urban and Transport Planners
- Smart City and Digital Transformation Managers
- Public Sector Mobility Leaders
- Fleet and Logistics Managers
- Sustainability and Infrastructure Directors
- Innovation and Technology Strategy Officers
- Executives in Automotive, Energy, or Transport Sectors

## Outlines

Day 1: Foundations of Smart Mobility

- What Is Smart Mobility? Global Trends and Definitions
- The Role of Digitalization, Electrification, and Connectivity
- Mobility Ecosystem: Public, Private, and Shared Modes

- Smart Mobility and the Future of Urban Life
- Case Study: Barcelona and Amsterdam Mobility Strategies

#### Day 2: Enabling Technologies and Infrastructure

- Intelligent Transport Systems ITS and IoT in Mobility
- Traffic Management and Real-Time Data Analytics
- Smart Roads, EV Infrastructure, and Autonomous Vehicle Readiness
- Cybersecurity and Data Privacy in Smart Mobility Networks

#### Day 3: Mobility Business Models and Services

- Mobility-as-a-Service MaaS Frameworks
- Public-Private Partnerships PPPs and Mobility Hubs
- Electric and Autonomous Fleets: Logistics and Policy Impact
- Integrating Last-Mile Solutions and Micro-Mobility
- Group Exercise: Build a Business Model for a MaaS Platform

#### Day 4: Sustainability, Policy, and Governance

- Aligning Smart Mobility with Climate and Urban Goals
- Regulatory Challenges and Policy Frameworks
- Financing Smart Mobility Projects: Grants, Subsidies, and Investments
- Governance Models for Cross-Sector Mobility Integration
- Simulation: Drafting a Smart Mobility Governance Charter

#### Day 5: Strategic Planning and Implementation

- Strategic Roadmapping and Organizational Readiness
- KPIs and Impact Measurement for Mobility Projects
- Managing Change and Building Stakeholder Buy-In
- Mobility Innovation Labs and Pilot Project Design



## Registration form on the Training Course: Smart Mobility Program

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
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Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
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### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
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### Easy Ways To Register

Telephone:  
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info@gh4t.com  
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