



## **At the World Summit on Sustainable Mobility, Movin'On Accelerates its International Development and Launches the Next Steps towards a Global Sustainable Mobility**

- *Movin'On Summit, the global summit on sustainable mobility, gathered over 15,000 participants from 88 countries.*
- *The key players in the mobility sector came together during the Summit to actively develop concrete initiatives for a safer, more inclusive and more sustainable mobility.*
- *Two new initiatives were adopted by Movin'On to amplify its efforts with young people and accelerate its global development.*

**June 18, 2021** - From June 1st to 4th, Movin'On, the world's leading co-innovation ecosystem for a sustainable mobility, held its annual Summit in a phygital format: over 15,000 participants from 88 countries were gathered over four days, including 4,500 through a collaborative digital platform allowing them to interact during working sessions, conferences, panels, and masterclasses. The Summit, broadcasted live from Paris, Montreal, and Singapore presented a program that tackles the major societal and environmental challenges of the moment. The 4-day program addressed the evolution of mobility patterns and transport balances due the pandemic, making even more urgent the need to act together towards sustainable mobility.

- 4,500 people were connected on the collaborative platform of the event
- 11,000 viewers watched via YouTube, LinkedIn and Facebook
- 88 countries gathered during the 4 days
- 12 startups integrated into the Movin'On Startup Booster, who will benefit from targeted connections within the ecosystem
- 3 prizes were awarded as part of the Movin'On Challenge Design
- 2 initiatives were launched to amplify Movin'On's action at a global level

During the Summit, Drew Spahn's "**Crosswing**" concept took the top spot in the [Movin'On Challenge Design's](#) 2021 global competition. The New Jersey design student created the concept Crosswing to enable people with amputations to move around cities more efficiently by giving them the ability to skate for transport or leisure. The Crosswing provides the same walking assistance as a prosthetic leg but offers a riding experience that compares to a skateboard or pair of skates.

Movin'On also **announced two major elements to strengthen its action** and thus, accelerate results in favor of sustainable mobility:

**1** Movin'On announced the implementation of a shared governance: 10 CEOs have joined the organization, with the aim of amplifying and accelerating Movin'On's action on a global scale:

- **Omar Abbosh**, CVP, Cross Industry Solutions, Microsoft
- **Oscar de Bok**, CEO DHL Supply Chain
- **Jean-Laurent Bonnafé**, CEO BNP Paribas
- **Xavier Huillard**, CEO VINCI
- **Ilham Kadri**, CEO Solvay
- **Patrick Koller**, CEO Faurecia
- **Florent Menegaux**, CEO Michelin
- **Luca de Meo**, CEO Renault
- **Rodolphe Saadé**, Chairman and CEO CMA CGM
- **Julie Sweet**, CEO Accenture

**2** Movin'On announced the integration of the younger generation into its ecosystem. Following the results of the study Movin'On conducted with Kantar on mobility as seen by the younger generation, Movin'On launched a hackathon with young people based in Europe, Asia and North America to find the best way to include them in mobility decisions made by cities. The winning project includes the creation of a label for cities and the setting up of collaborative platforms. At the closing ceremony of the Summit, Florent Menegaux, President of Movin'On and President of the Michelin Group, said that Movin'On was committed to working with its ecosystem to study the implementation of this label.

*"We must act now. It is possible, it is feasible, it is positive. Let's get together and join forces within the Movin'On ecosystem, which I sincerely believe, is the best platform to co-develop our future world."*

Florent Menegaux, President of Movin'On and Michelin Group, during his closing speech.

### **About Movin'On**

*Movin'On is the world's leading co-innovation ecosystem that brings together more than 300 major players in sustainable mobility, public and private, collective, and individual: large companies, startups, cities, countries, civil society, academics. Movin'On implements concrete solutions and innovations thanks to the Movin'On Lab, a think-and-do tank, and its Communities of Interest. Every year, the Movin'On Community organizes events, both physical and digital, to make concrete progress on its projects. From June 1 to 4, 2021, the Movin'On Summit brought together in a phygital format the biggest players in global mobility, from studios in Paris, Montreal and Singapore. To find out more about our actions, visit [www.movinonconnect.com](http://www.movinonconnect.com)*