



AT MOVIN'ON SUMMIT 2021, AFTER A 24-HOUR HACKATHON, YOUNG PEOPLE SHARE THEIR IDEAS ON MOBILITY DECISIONS

- **The Movin'On Mobility survey conducted with Kantar revealed that young people want to be part of mobility decisions.**
- **Movin'On launched the Global Youth Challenge to include youth in the decision-making process.**
- **Results of the Challenge were revealed on June 4 at the closing ceremony of Movin'On Summit.**

June 4, 2021 - At the live closing ceremony of Movin'On Summit, the World Summit on Sustainable Mobility, young people shared the results of the Global Youth Challenge, which was launched to include their generation in mobility decisions.

The [Global Youth Challenge](#) was created following the results of the survey¹ that Movin'On conducted with Kantar on post-COVID mobility viewed by the young generation (ages 18 to 34). In this study, young people in Europe and North America clearly expressed their desire to be part of the change and **to be included in mobility decisions.**

To meet this expectation, Movin'On, the world-leading co-innovation ecosystem for sustainable mobility, launched this challenge in partnership with Agorize, the leader in online Open Innovation challenges. Twenty-one young people from Asia, Europe and North America were selected for their interest in acting for sustainable mobility.

For 24 hours, on the sidelines of [Movin'On Summit](#), they took turns hackathon-style to identify concrete ideas for including their generation in mobility decisions.

At the end of these 24 hours, a jury assessed the action proposals that emerged from these working sessions. The jury comprised:

- Jonathan Derain, Head of Partners, Solar Impulse Foundation
- Isabelle Rio-Lopez, Innovation & Mobility Sector Director, Kantar Insights
- Guillaume Semene, Events & Communication Manager, BNP Paribas

The jury unanimously selected the project to create a label for cities and regions that involve young people in their mobility decisions. This label includes the creation of collaborative platforms between cities and young citizens to effectively include them in defining goals and co-constructing a 5-to-10-year mobility plan. The jury considered that these tools would be a great way for young people to interact with the organizations in place. The label would also create a virtuous circle between cities to tackle local issues.

During the closing ceremony, Florent Menegaux, President of Movin'On, said that Movin'On is committed to working with its ecosystem to study the implementation of this label by bringing stakeholders together.

¹ Survey published in spring 2021. Results are available [here](#)

About Movin'On

Movin'On is the world's leading co-innovation ecosystem committed to sustainable mobility. It brings together more than 300 public, private, collective, and individual players: corporates, cities, countries, academics, international organizations, civil society. Independent and not for profit, Movin'On provides concrete solutions and innovations. This is done largely through its think-and-do tank Movin'On Lab and Communities of Interest. Every year, the Movin'On community organises physical and digital events to drive projects forward in tangible ways.

From June 1 to 4, 2021, the [Movin'On Summit](#) brings together in a phygital format the biggest players in global mobility, from studios in Paris, Montreal and Singapore.

Learn more at www.movinonconnect.com/en