

Movin'On Summit: Mobility Ecosystem Successfully Tackles Sustainability

*The third edition of the Movin'On Summit,
the ideal ecosystem for moving from ambition to action*

Montreal, June 7, 2019– The 2019 edition of the Movin'On Summit, the world summit on sustainable mobility, highlighted moving from ambition to action. The successful third edition hosted about 5,000 visionaries from 44 countries between June 4 and 6, 2019, in Montreal, Canada. Created and inspired by Michelin, the event was produced by the Movin'On Sustainable Mobility Fund, with C2 International as organizing partner. Under the banner theme of *Solutions for Multimodal Ecosystems*, an environment of leaders from academia, politics, cities and business were guided in exploring new and actionable solutions to the global challenges defining the future of mobility. Gathering over 150 partners, the Movin'On Summit strengthens its position as a catalyst and mobilizer for sustainable mobility.

During the 2019 edition's closing ceremony, Luis Alfonso De Alba, United Nations Climate Action Summit 2019 Special Envoy, and Florent Menegaux, CEO of the Michelin Group, agreed that the Movin'On Summit's ecosystem must contribute by helping the UN move from ambition to action regarding mobility's impact on climate.

Over two and a half days, participants were inspired by 95 speakers and collaborated together through 42 working sessions. Edition by edition, the Movin'On Summit has evolved from encouraging dialogue, to making real commitments and taking firm action toward sustainable mobility.

Actionable solutions emerging at Movin'On Summit

Proving that ambition can move to action, the ecosystem was mobilized to improve our future through some key highlights, which include:

- Accenture's Frugal Mobility Solutions for a Sustainable Future, launched at the 2018 edition of the Movin'On Summit, has grown to include a Frugal Mobility Observatory and Index that has been tested in over 25 cities. In 2019, this index, coupled with a toolbox, resulted in recommendations for frugal innovation in five cities: Amravati, Angkor, Lyon, Rennes and Versailles.
- Growing from a consultation method from the Movin'On Summit 2018, the 2019 working session of the startup LaVilleE+ saw Lyon, Angkor and Niamey leave the Summit with a concrete action plan to solve their mobility problems.
- Exploring the challenges of planned obsolescence and resources efficiency since 2017 and then identifying problems in 2018, Michelin and UNECE left the 2019 edition with firm action planned. The community is currently writing a white paper on how to solve these problems.



A fourth edition in Montréal for 2020

During the summit's closing ceremony yesterday, Florent Menegaux, CEO of the Michelin Group, announced that the Movin'On Summit will, for the fourth consecutive year, take place in Montreal between June 3 and 5, 2020. C2 International's immersive experiences will once more provide the setting for the Summit to contribute to the momentum of previous editions for the event to present even more industry experts and leaders committed to sustainable mobility.

News, updates and programming announcements can be followed on the [summit's website](#).

For information and media requests:

Geneviève Sharp
EGS Group
514.991.4361
MovinOn@egspr.com