

MOVIN'ON

Sustainable mobility for societal good



Maritime Innovation Ecosystems

Why?

Who am I?

- MCA Community
- HackBelgium
- TEDxAntwerp
- Education
 - Banking & Finance
 - Enterprise IT



Who's Movin'On?

The leading ecosystem
dedicated to
Sustainable Mobility

MOVIN'ON MEMBERS





OUR VISION

Sustainable mobility for societal good

Mobility is a driving force for human liberty & prosperity, empowering individuals, communities, society, and diminishing poverty and disparities.



We believe that solutions exist to address the environmental & social challenges that our current mobility landscape is generating.



We believe that these solutions can be desirable and create durable value for people, businesses, government and planet.



We believe that responsible progress towards sustainable mobility can be accelerated by reinventing collective action.

OUR MISSION

Accelerate delivery of sustainable mobility solutions



▶ Movin'on is a business-led not-for-profit do-tank. We are an international ecosystem, spearheaded by experts, spanning the global mobility value chain and all modes of transport for people and goods.

▶ Movin'on provides a trustworthy framework for collaboration between public and private decision-makers to deliver mobility solutions that are sustainable, equitable and foster lasting economic growth.

▶ Movin'On creates shared visions, proposes regulations, experiments solutions and business models. We generate collective efforts to facilitate scale-up and amplify the impact of our actions.

Trustworthy

- We create the conditions of trust for effective, non-competitive and collective action
- We are guided by scientific facts, human realities and concrete results
- We stand by our convictions and keep our delivery promises

Enthusiastic

- Faced with the urgent need for change, we are a community of committed companies: and people who firmly believe in what they do
- We do things in a spirited way, and take a positive stand to transform mobility

OUR VALUES

Collaborative

- We go beyond specific interests and build transversal partnerships between all actors of the mobility value chain (4Cs)
- We embrace diversity of backgrounds and points of view

Transformative

- We foster unexpected coalitions that pave the way for ambitious sustainable mobility solutions: safe, efficient, green and accessible
- We aim for innovation, action, impact and results

Why Maritime?

80%

50%

Why Maritime & Ports?

- Ports as **essential nodes** in the global supply chain.
- Potential to lead the **transition to green energy**: Ports as Energy Hubs and Maritime access to abundant green energy.
- Ports as **multimodal hubs**: facilitating sustainable transitions from maritime to road, rail, and air transport.
- Ports as critical drivers of **maritime cities growth** and essential parts of their **mobility grid**



Why Innovation?

80%

20%

Why Ecosystems?

**We are left
with complex
problems**

**Somebody else
has same
problem and is
part of a
complex
solution**

IT TAKES
“AN ECOSYSTEM TO ACCELERATE”



In a complex, uncertain and fast-moving world, no single actor can respond to the challenges alone



In a world which we know and touch the limits, all actors are increasingly inter-dependent

INTERNATIONAL ORGANISATIONS



ACADEMIC



PUBLIC SECTOR



ASSOCIATIONS



The Maritime & Ports Cluster Role

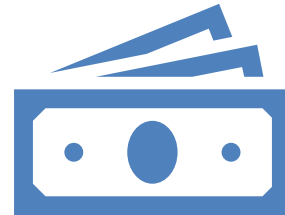
▶ Anchor the Maritime & Ports members into Movin'On ecosystem's initiatives and collective routines (CAB, LEX), to...

1. Build relevant coalitions (with energeticians, banks, insurance companies, data management companies...) to tackle the specific Maritime & Ports challenges
2. Bring the Maritime & Ports ecosystem and expertise into the broader mobility challenges that Movin'On tackles and which requires the involvement of the full mobility / logistics value chain

Existing Communities for you



Right Energy, Right Application: The Energy Model Canvas as a tool to navigate the Green Energy Heterogeneity



Financing the transition: To reduce the friction of financing long term mobility assets



Multimodality in end-to-end Goods transport: How to move towards multimodal transition with ports as accelerators



COMMUNITY OF INTEREST

END TO END GOODS – EUROPEAN MULTIMODAL GREEN CORRIDORS

How can the "product flow" between the Solvay and Michelin plants (from Libourne to Valladolid) be made into Europe's first privately-initiated multimodal Green Corridor?

Led by 

With  **SOLVAY**



MOVINON

COMMUNITY OF INTEREST
TRANS-EUROPE GREEN MULTIMODAL CORRIDOR
— MEET 2020

Content leader
Event location: [https://www.movinon.com](#)



BACKGROUND
The European Commission's Green Deal is a key component of its strategy to reach climate neutrality by 2050. It aims to transform the EU into a sustainable, competitive and resilient economy. The Green Deal is a key component of the EU's strategy to reach climate neutrality by 2050. It aims to transform the EU into a sustainable, competitive and resilient economy. The Green Deal is a key component of the EU's strategy to reach climate neutrality by 2050. It aims to transform the EU into a sustainable, competitive and resilient economy.

CHALLENGES & OPPORTUNITIES
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IN PRACTICE
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BRING YOUR EXPERTISE
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TAKE PART & CONNECT WITH OUR CROSS-SECTORIAL EXPERTS
More information on the Movinon Green Deal

FOCUS 2024
In 2024, Movinon is focusing on the implementation of the Green Deal. The focus is on the implementation of the Green Deal. The focus is on the implementation of the Green Deal. The focus is on the implementation of the Green Deal.



**FOR MORE DETAILS
DOWNLOAD THE ONE PAGER**



COMMUNITY OF INTEREST FINANCING FRAMEWORK

How do we solve the financial equation between the "risk of doing" and the "risk of not doing" when managing the life-cycle costs of transport infrastructures?

Led by **CMA CGM**

With **Brittany Ferries**



**FOR MORE DETAILS
DOWNLOAD THE ONE PAGER**

Potential Future COIs



Mobility of Energy

Right Energy at the Right place
High Availability of Green Fuels
Short-sea vessels
as energy vehicles



Intermodality

Autonomy-ready
Electrified Barges
Rail fluidity
Dataspace



Ship Retrofit capacity in Europe

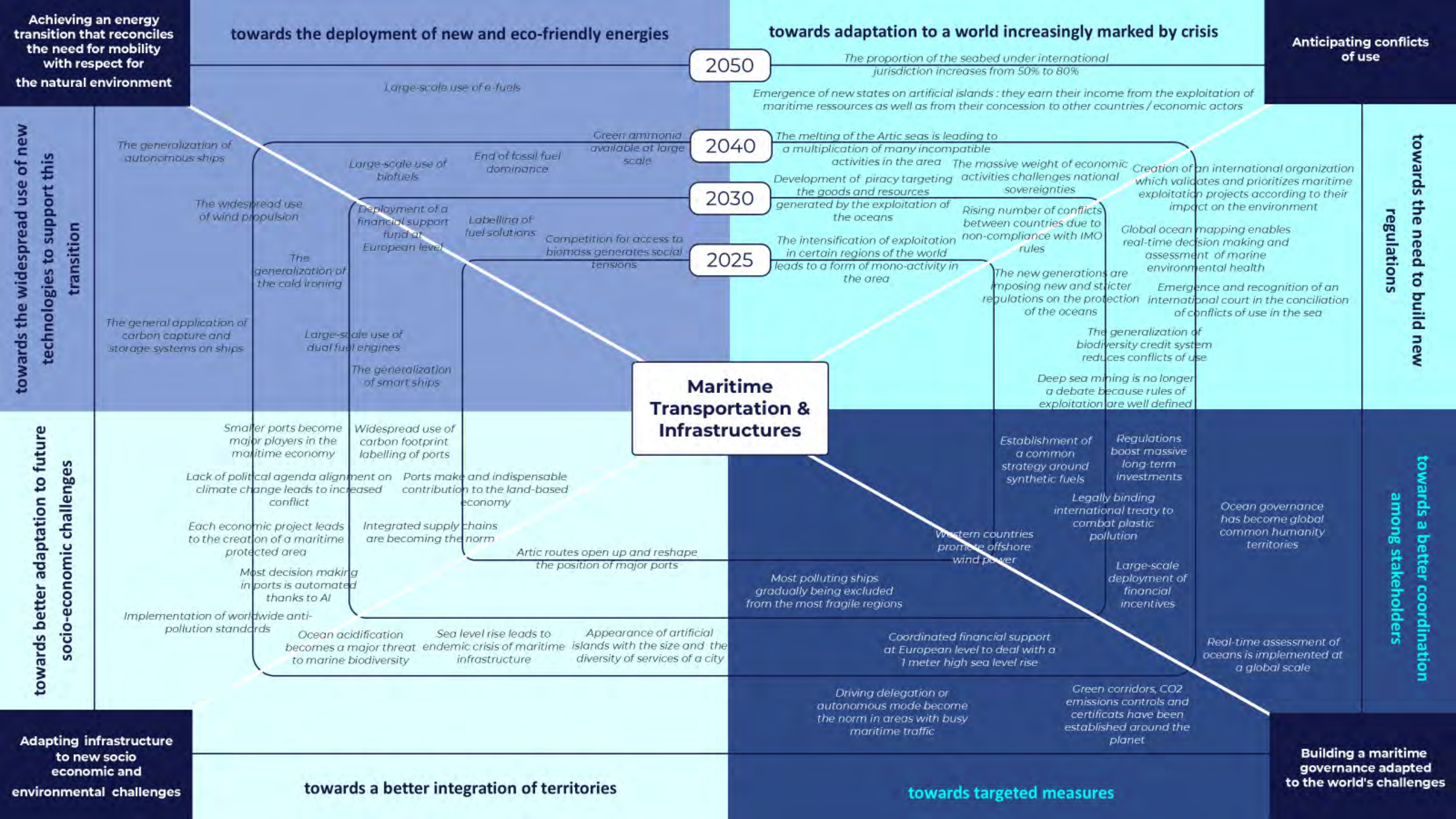


Accelerate Technology Adoption in Ports & Maritime



Human Resources:

Talent inflow
Reskilling



Call-to-Action

- ▶ Who's in?
- ▶ What challenges should we tackle first?
- ▶ What Maritime & Ports actors should we target?
- ▶ What guidelines for our cluster management within Movin'On ecosystem?