

CALL FOR COLLECTIVE ACTION TO ACHIEVE THE DECARBONISATION OF TRANSPORT IN EUROPE

MOVIN'ON
Sustainable mobility for societal good

BY 2030, WE, TOGETHER—CITIZENS, ELECTED OFFICIALS, AND BUSINESSES—HAVE AN HISTORIC RESPONSIBILITY TO IMPLEMENT ALL THAT IS NECESSARY TO REACH THE EUROPEAN GOAL OF REDUCING NET GREENHOUSE GAS EMISSIONS BY AT LEAST 55%.

At the heart of this decade of action, it is imperative we reconcile growth with ecology. We must move towards a new, resilient economic paradigm capable of combining economic challenges with the ambition to make Europe the first climate-neutral continent.

While greenhouse gas emissions have decreased across all sectors within the European Union today, there is one exception: transport, which accounts for 25% of total emissions, with 71.7% coming from road transport.* Mobility is essential for access to employment, healthcare, education, culture, and leisure. It also helps to reduce poverty and inequality.

WE, AT MOVIN'ON, WISH TO REITERATE OUR COMMITMENT TO THE DECARBONISATION OF EUROPEAN MOBILITY WHILE SUPPORTING LONG-TERM COMPETITIVENESS.

We call for **intensified** collective action to speed up the deployment of sustainable mobility solutions that benefit all of society while remaining environmentally friendly. The acceptability and accessibility of these solutions will be critical for true adoption.

Convinced that no single actor can achieve this alone, **six proposals have been defined collectively to enable the emergence and acceleration of solutions and behavioural changes for the decarbonisation of transport in Europe to be a true success story:**

- 1 ACCELERATE THE ENERGY TRANSITION AND THE DEVELOPMENT OF INFRASTRUCTURES**
- 2 CREATE A REGULATORY FRAMEWORK FOR MEDIUM-SIZED ELECTRIC VEHICLES**
- 3 PROMOTE THE DEPLOYMENT OF AUTOMATED SHUTTLES IN RURAL AND PERI-URBAN AREAS**
- 4 ACCELERATE INTERMODALITY OPTIONS AND MASSIFY EUROPEAN GREEN CORRIDORS**
- 5 ESTABLISH EUROPE AS A COMPETENCY SOURCE AND MAKE IT A MATTER OF SOVEREIGNTY**
- 6 HARMONISE THE EUROPEAN REGULATORY FRAMEWORK TO FACILITATE CROSS-BORDER WASTE RECYCLING**

To realise our ambitions, we are inviting the new European political leaders to join our international experts and the Movin'On community at the Movin'On Summit, the International Summit on Sustainable Mobility, to be held on 7 November 2024 in Brussels.

Together, we will identify concrete levers for action to make the decarbonisation of transport in Europe a reality.



FLORENT MENEGAUX

President of the Michelin Group and
President of Movin'On

*European Environment Agency 2022

1

ACCELERATE THE ENERGY TRANSITION AND THE DEVELOPMENT OF INFRASTRUCTURES

IF THE DECARBONISATION OF GOODS TRANSPORT IS A MATTER OF URGENCY, THIS RAISES A CRUCIAL QUESTION: IN BOTH THE PUBLIC AND PRIVATE SECTORS, WHAT ENERGY(IES) SHOULD BE APPLIED FOR WHICH USE(S)?

The energy revolution is profoundly transforming the business models of multimodal hubs, now obliged to manage diverse energy supplies.

Investments in energy infrastructure have long-term impacts. Our actions must consider the ROI of infrastructure and the synergies between different modes of transport, prioritising technological adaptability to ensure consistency, profitability, and energy efficiency.

MOVIN'ON IS DEVELOPING THE ENERGY MODEL CANVAS, WHICH INTEGRATES THE SPECIFICITIES OF PROJECTS AND TERRITORIES TO:

- Select the most suitable energy for each use and each territory.
- Align investments with long-term profitability and energy efficiency goals.
- Integrate all key factors into energy supply planning.

This integrated approach is crucial for a sustainable energy transition, supporting the decarbonisation of transport and the development of new mobility solutions.

MOVIN'ON MEMBERS ENGAGED:

ALSTOM, BREST PORT, ENGIE, MCA, MICHELIN, TOTALENERGIES, VINCI

2

CREATE A REGULATORY FRAMEWORK FOR MEDIUM-SIZED ELECTRIC VEHICLES MADE IN EUROPE, WITH AN OPTIMISED ENVIRONMENTAL SCORE, SAFE, AFFORDABLE, AND ATTRACTIVE

SAFER OR GREENER?

The European car market is currently facing two trends in contradiction with the challenges of decarbonised mobility. On one hand, a safety policy aiming to achieve zero road fatalities, involving enhanced equipment. On the other, a goal of transitioning to fully electric vehicles by 2035, structurally reinforcing this phenomenon.

Knowing that 98.7% of journeys are within 80 km of home, we believe in an intermediate solution: a vehicle between categories L6e/L7e and M1, safe, suitable for 99% of trips, and capable of addressing:

- Usage needs for four passengers
- Affordability price-wise
- Minimal environmental impact:
 - Consuming fewer resources
 - Incorporating into the design recycled materials from Europe.

MOVIN'ON MEMBERS ENGAGED:

ALLIANZ, CAPGEMINI, MICHELIN,
SAINT-GOBAIN

3

PROMOTE THE DEPLOYMENT OF AUTOMATED SHUTTLES IN RURAL AND PERI-URBAN AREAS

HOW TO RECONCILE ECOLOGY, ECONOMY AND MOBILITY FOR ALL, ACROSS ALL TERRITORIES?

Technological innovations have a role to play: the potential of increasing vehicle automation and connectivity must serve the public interest and provide concrete solutions for more sustainable and inclusive mobility. The shared automated shuttle, a public transport option that is electric and driverless, is a good example: 3 out of 4 French people* believe it will offer new services and enhanced services (at night, at off-peak hours...) for medical appointments, work, study locations, leisure activities, or shopping.

Fully understanding the conditions for the acceptability and acceptance of these new modes of transport by all stakeholders (users and non-users, residents, elected officials, association leaders...) is a central issue. For example, we are monitoring and supporting the deployment of a network of shared automated shuttles in a rural area in the Drôme region.

MOVIN'ON MEMBERS ENGAGED:

BETI, KANTAR, MACIF, MICHELIN, MICROSOFT, ORANGE, SNCF, VINCI

4

ACCELERATE INTERMODALITY OPTIONS AND MASSIFY EUROPEAN GREEN CORRIDORS

HOW TO ENHANCE CONNECTIONS BETWEEN RAILWAYS, WATERWAYS, MARITIME AND LAND ROUTES TO CITIES, PORTS, AIRPORTS, AND TERMINALS ALL ACROSS EUROPE?

The Movin'On impact coalition is working on the coherence and efficiency of a large intermodal transport network across our continent. Due to their CO2 reduction potential, modal shifts are crucial for decarbonisation strategies and combating climate change:

- **Freight:** Shifting freight from road to rail can reduce CO2 emissions by about 75% per tonne-kilometre. In regions where electricity comes primarily from renewable or low-carbon sources (such as hydroelectricity, nuclear, wind, or solar), CO2 emissions associated with rail transport are even lower*.
- **Passengers:** Shifting passengers from car or plane to train can reduce CO2 emissions by about 50 to 90% per passenger-kilometre, depending on the initial mode of transport and the type of train used*.

These multimodal green corridors enable Europe to significantly reduce its greenhouse gas emissions, better manage road traffic, and decrease dependency on fossil fuels. For businesses, this means environmentally friendly logistical efficiency. For citizens, it means a more practical and ecological mobility offering. In short, a better quality of life!

The trans-European challenge is threefold: connecting infrastructure, coordinating modes of transport, and controlling costs. This requires cooperation among stakeholders and coordination among operators at all levels of the logistics chain and across Europe.

The stakes are high, and two key factors will be decisive:

- Data management, particularly through artificial intelligence, to optimise real-time economic and ecological management.
- Standardisation of equipment (physical layer), homogenisation of data (digital layer), and unification of processes (coordination layer) for greater system interoperability at lower cost.

MOVIN'ON MEMBERS ENGAGED:

GEODIS, MICHELIN, SOLVAY

*International Transport Forum : www.itf-oecd.org

5

ESTABLISH EUROPE AS A COMPETENCY SOURCE AND MAKE IT A MATTER OF SOVEREIGNTY

**WHAT IF MASTERING NEW TECHNOLOGIES
AND ECONOMIC MODELS SUCH AS CIRCULARITY
REPRESENTED NEW OPPORTUNITIES FOR
EUROPE?**

Better professional adaptability to future industries.

The challenge is to ensure the availability of skills at the right time and place by synchronising education, vocational training, and labour market needs across Europe.

How do we achieve this?

- By developing new skills through training.
- By supporting the transformation of the relevant economic sectors.
- By implicating both public and private players in particular in education.

A Europe of skills is also a Europe of cooperation.

Cooperation between industrial, private, and public sectors is essential to make Europe a leader in human resources for mobility. This will be achieved by sharing best practices and developing common training paths for carbon-neutral mobility and sustainable economic growth.

MOVIN'ON MEMBERS ENGAGED:

ACCENTURE, THE ADECCO GROUP,
ALSTOM, ENGIE, MOBIVIA, SAINT-GOBAIN,
TOTALENERGIES

6

HARMONISE THE EUROPEAN REGULATORY FRAMEWORK TO FACILITATE CROSS-BORDER WASTE RECYCLING

HOW TO GIVE A NEW STATUS TO WASTE AND SPEED UP PROCESSING AT THE EUROPEAN LEVEL?

Today, car recycling is nearly 95% ensured. In reality, 85% when subtracting the 10% related to their "value recovery» (energy recovered by burning parts). Among the 85% of recycled or reused materials, many undergo "downcycling" (recycling for lesser-quality uses).

The emergence of electric vehicles "mechanically" reduces the share of the usage phase in the carbon footprint over the full life cycle, as the vehicle no longer consumes fossil fuel. Vehicle recycling thus plays a more significant role in the carbon footprint and provides new perspectives for transforming recycling from "local craftsmanship" to a true European industry.

This transformation will require cross-border flows, representing a real paradigm shift for the automotive industry.

In the case of combustion engine vehicles, few materials crossed borders. These flows did not exist due to the low value of the waste, making transport unprofitable beyond a certain perimeter. With electric vehicles, the value recovery of waste into resources makes transport not

only possible but necessary to capture the majority of raw materials, to scale new recycling industries. However, to transform these wastes effectively, it is essential to have a unified procedure at the European level, and for each member state to recognize each other's procedure.

Movin'On members have identified three major challenges:

- Proximity of raw materials: Resources have been identified in Europe, often near factories, sometimes across the border. They need to be easily transported.
- Recycling capacity: Efficient industrial solutions and a robust economic model allow for full utilisation of these raw materials.
- Legislative barriers: The lack of a unified European status for waste imposes time-consuming and complex procedures in each country, thereby restricting the profitability and implementation of projects.

Movin'On's RECYCLING impact coalition will therefore propose solutions for mutual European recognition from one member state to another, to simplify the removal of waste status and facilitate the movement of materials across borders. It will illustrate this advocacy with concrete examples.

MOVIN'ON MEMBERS ENGAGED:

MICHELIN, SAINT-GOBAIN, SOLVAY, THALES

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MEMBERS ENGAGED IN COLLECTIVE ACTION:

 **accenture**

Capgemini 

CGI

 **CMA CGM**

 **ENGIE**

 **MACIF**

 **MICHELIN**

SOLVAY


THE ADECCO GROUP

Allianz 

ALSTOM

BrestPort
À la pointe de l'Europe

 **Brittany Ferries**

DunkERQUE
PORT
Grand Port Maritime de Dunkerque

 **EY**

 **FORUM
océano**
CLUSTER DA ECONOMIA DO MAR


GEODIS

KANTAR

 **MCA**

 **Microsoft**

 **Mobivia**

 **orange™**

 **SAINT-GOBAIN**

 **SNCF**

SOLARIMPULSE
FOUNDATION

THALES


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