



Liberté • Égalité • Fraternité

RÉPUBLIQUE FRANÇAISE



Ministère
de l'Écologie,
du Développement
durable
et de l'Énergie



Une meilleure façon d'avancer ensemble

MCB Open Lab: Innovation Ouvert à la lumière de la Prospective:

Xuan LIU, doctorante rattachée au MCB (Michelin
Challenge Bibendum) Open Lab

Novembre 27, Paris

Who MCB Open Lab - 2015 Members

FOUNDING CORPORATE MEMBERS

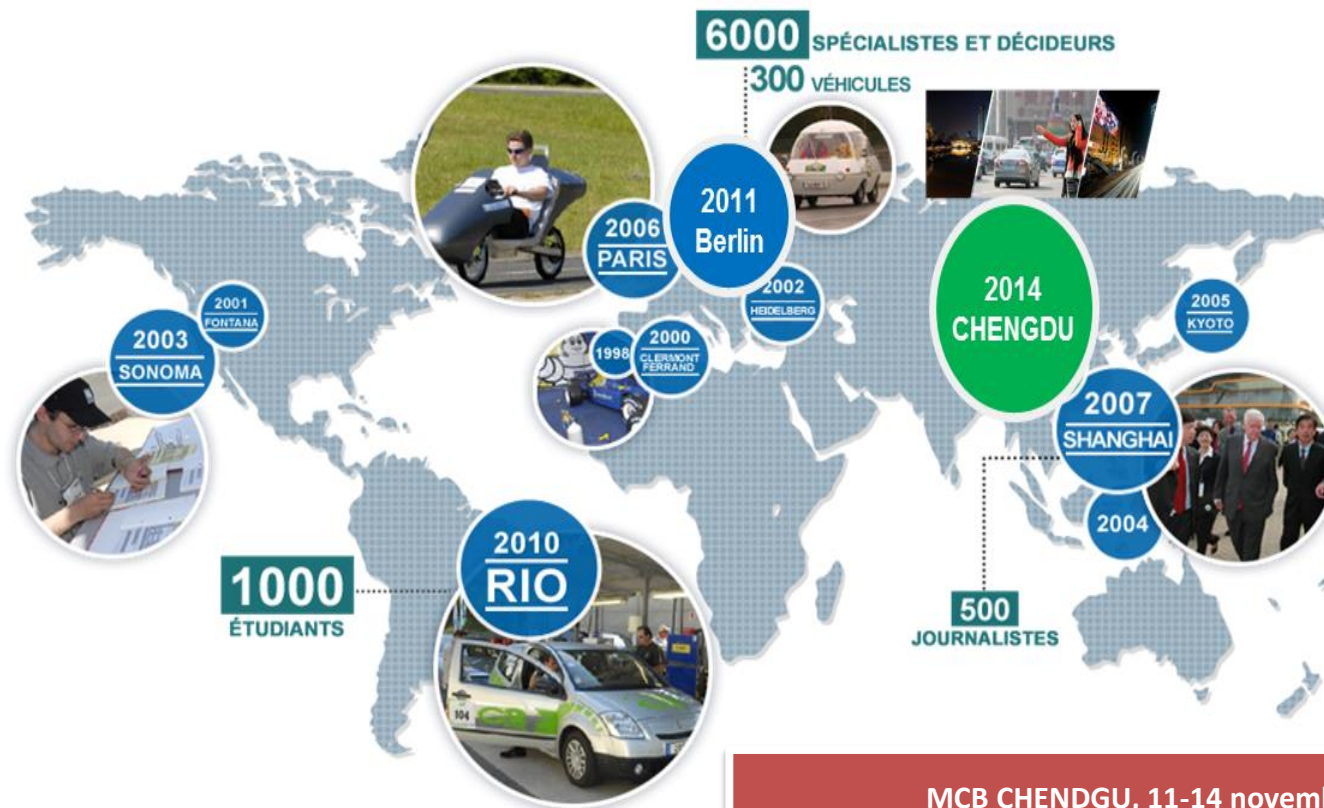


CORPORATE MEMBERS



New members!

Michelin Challenge Bibendum since 1998.



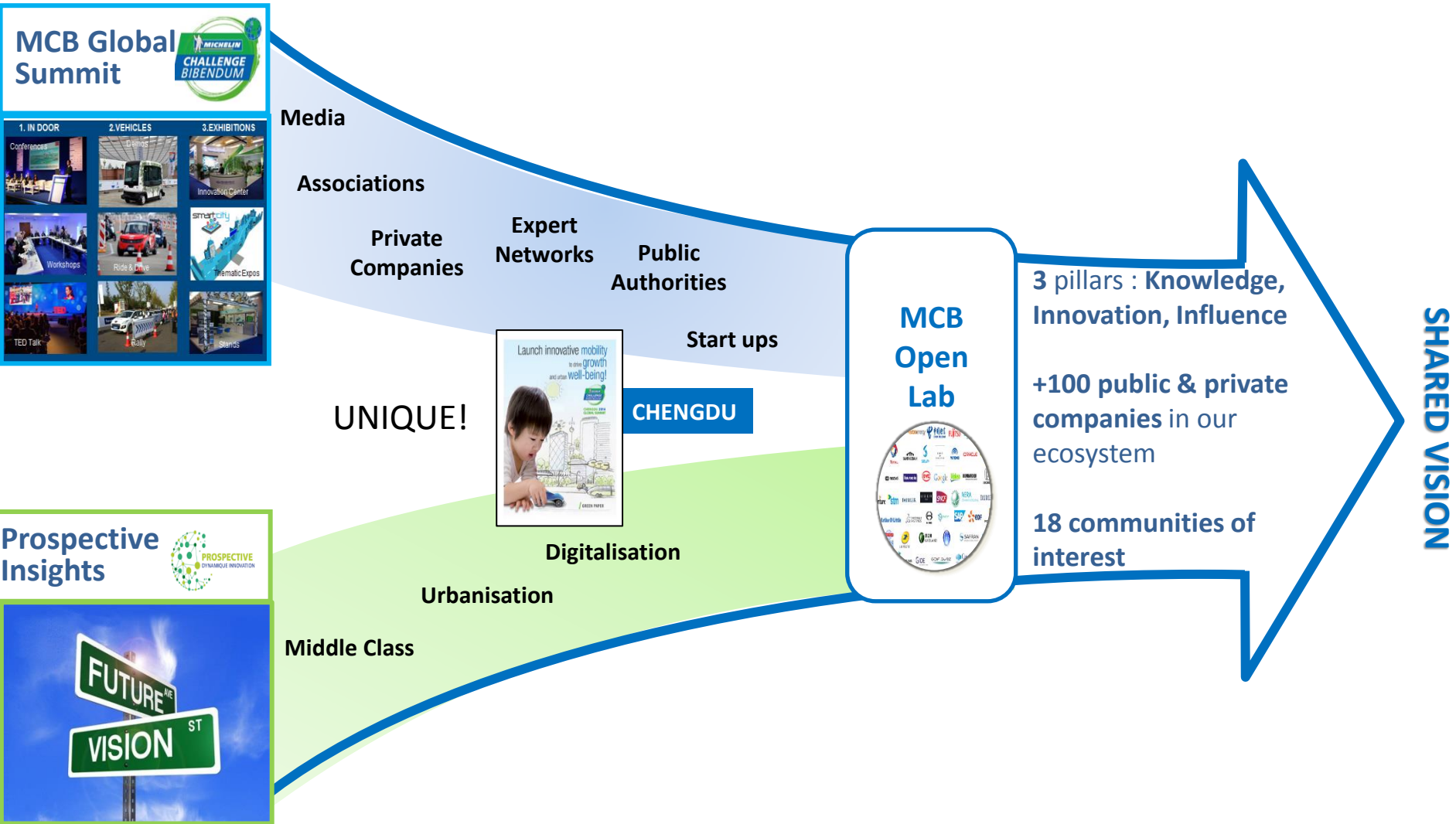
MCB CHENDGU, 11-14 novembre, 2014

Last editions of the MCB :

- Last MCB in Asia : 2014 in Chengdu
- Last MCB in Europe : 2011 in Berlin
- Last MCB in South America : 2010 in Rio de Janeiro
- Last MCB in North America : 2003

- Green Book
- Many workshops
- ICT / ITS companies, Finance, Banks
- Hackathon
- Smart Cities
- Diversity of Corporations....
- 5000 people 5 days....
- and the end of a Business Model ! ...

...Creation of the MCB Open Lab



How does MCB Open Lab work

1 – GOVERNANCE



- The decision-making body of the Open Lab MCB is the **Corporate Advisory Board** who meets 4 times per year
- **Annual General Meeting** gathers all members of the Open Lab once a year

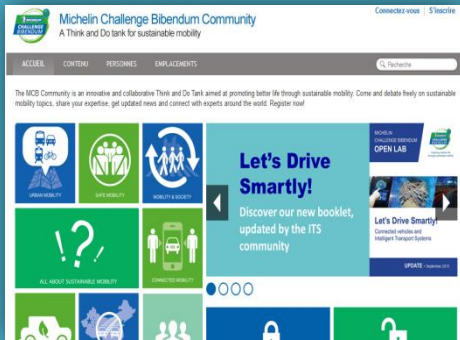
2 – GROUP WORK



- Lead chosen closed **Communities of Interest (CI)**.
 - Leader for one or more CI.
 - Suggest, create and found the leader for one or more new CI.
- Participate in Open Community Platform.
- Participate in the kickoffs and the feedback meetings.
- Co-write your CI closing report or other deliverables.

How does MCB Open Lab work

3 – MCB OPEN LAB SERVICES



- Through **B2B learning platform of MCB Open Lab MOOCs** (Massive Open Online Courses), members learn how to work with an ecosystem, to foresight and to co-innovate.
- **Training on foresight** helps members to anticipate future demand.
- Members enjoy the **Shared Knowledge Management** that includes full access to the information collected among international & professional organisations such as IEA, ITF, UN, OECD, etc.

4 – NETWORKING



- Members participate to **thematic breakfasts and thematic events** all year long and continue to exchange through online platform of Open Lab.

How does MCB Open Lab work

5 – TRIBUNE



- Present & share ideas and innovations during our **thematic events** : forum, plenary, workshops, demonstrations, experiments...
- Promote your ideas through **articles & media-partnerships** .
- **Co-write the Green Paper / white papers...**

6 – INFLUENCE



- **VIP meetings** with elected representatives, top managers, renowned experts and Key Opinion Leaders
- Participate to MCB Open Lab **events, like TED...**

How does MCB Open Lab work

7 – VISIBILITY



- Right to use the MCB logo and the Corporate Member designation.
- Enjoy exposure for the company during our initiatives, on all our reports and during the MCB thematic events.
- Visibility thanks to our media-partnerships, with the publication of co-written articles.

8 – START-UP



- Right to **sponsor 2 start-ups** and to include them in MCB Open Lab's ecosystem.
- Access to ADEME's **Fabrique des Mobilités**

What do we stand for?

5 Game Changers // 5 Initiatives de Rupture indiquées ci-dessous

5

INITIATIVES DE RUPTURE

- Fixer des objectifs ambitieux de réduction des émissions de CO₂ et mettre en place des instruments économiques adaptés
- Créer des zones urbaines à ultra-faibles émissions polluantes et à sécurité routière renforcée avec les infrastructures et les véhicules associés
- Développer des solutions de transport de personnes « porte à porte » et les applications connectées correspondantes
- Réinventer des systèmes innovants de logistique sur le dernier kilomètre
- Mobiliser l'investissement privé pour des infrastructures de transport durable et des services de mobilité innovants

What do we stand for?

working together to build new mobility models through our 5 Game Changers

GAME CHANGER 2°

Implementing ultra-low emission zones with enhanced road safety measures and appropriate infrastructure and vehicles

Soft Mobility
Solutions



Intelligent
Transport
Systems



Private invest.
E-Mobility / H2O-
mobility
infrastructures



Collaborative
Economy



New
Urbanization
(Fostering growth
and people well
being)



Parkings
Innovative
Business Models



What do we stand for?

working together to build new mobility models through our 5 Game Changers

GAME CHANGER 3°

Door-to-door
solutions with corresponding web-based applications

Collaborative
Economy



Soft Mobility
Solutions



Intelligent
Transport
Systems



Driving Well
Being

faurecia

Smart
Mobility



Automated
Transport



New
Urbanization
(Fostering growth
and people well
being)

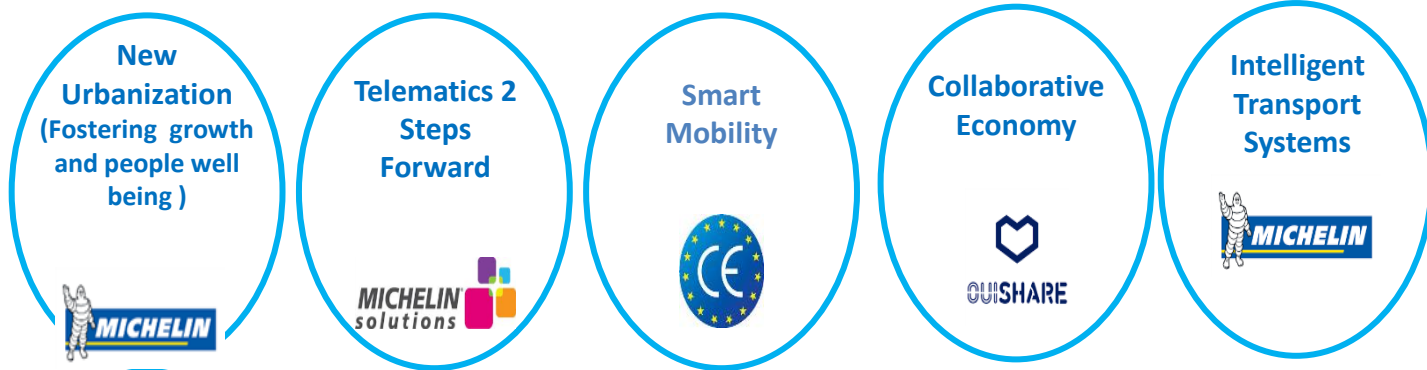


What do we stand for?

working together to build new mobility models through our 5 Game Changers

GAME CHANGER 4°

Innovative last mile freight
delivery systems



What do we stand for?

working together to build new mobility models through our **5 Game Changers**

GAME CHANGER 5°

Mobilization of private investment
in sustainable transport
infrastructures

Private invest.
E-Mobility / H2O-
mobility
infrastructures



Inclusive
Mobility



Africa and its
motilities



New
Urbanization
(Fostering growth
and people well
being)



Other coming Communities of Interest

Light
Weighting



African
market Entry



Future of car
racing



Economie de
fonctionnalité



Green Chemistry
(Incl. biosourced
composites &
materials)



Time to Market
Acceleration
Economy

