



Fostering a better life
through sustainable mobility

Michelin Challenge Bibendum 2014



CONTENT



Fostering a better life
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- **CHALLENGE BIBENDUM “ THINK & ACTION TANK” TO HELP TRANSFORM MOBILITY**
 - **Mobility challenges**
 - **What is Challenge Bibendum**
 - **The evolutions of Challenge Bibendum**

- **CHALLENGE BIBENDUM CORE THEME AND TOPICS**

- **CHALLENGE BIBENDUM CHENGDU 2014 GLOBAL SUMMIT**



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CHALLENGE BIBENDUM: A THINK & ACTION TANK TO HELP TRANSFORM MOBILITY

MOBILITY CHALLENGES AND SOLUTIONS



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Global Trends



9 billion of people by 2050

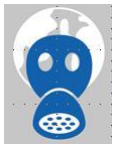


65% of the population in cities by 2030

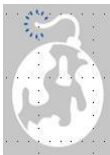


Around 2 billion of cars by 2030

Global Challenges



Pollution



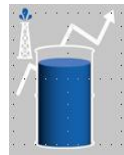
Climate Change



Road fatalities



Congestion



Price of energy

Urgent to act

But solutions do exist



Clean and light vehicles



Connectivity



Multi modal transport



Shared transport

WHAT IS CHALLENGE BIBENDUM



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- **LAUNCHED IN 1998, CHALLENGE BIBENDUM IS A PARTICIPATIVE, PRIVATE / PUBLIC, INTERNATIONAL INITIATIVE TARGETING AT DECISION MAKERS:**
 - **To accelerate technological and societal innovation**
 - **In favor of a massive development of sustainable transport**
 - **To satisfy everyone's well being**



THE ONLY INITIATIVE BRINGING TOGETHER ALL THE MOBILITY PLAYERS



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- OEMs
- Components Suppliers
- Energy, Chemical
- IT, Telecom
- Logistics
- ...

PRIVATE COMPANIES

PUBLIC AUTHORITIES

- International Organizations
- National Ministries
- Cities

MICHELIN
CHALLENGE BIBENDUM

ACADEMIC RESEARCH

ASSOCIATIONS

- Professional Associations
- Thematic Associations
- Consumer Associations

MEDIAS

- Generalist Media
- Specialized Media

- Universities
- Clusters
- Think Tank

BERLIN 2011



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6000
Professionals



More than
200
organizations



From 80
countries



FROM AN INTERNATIONAL EVENT...



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... TO A THINK & ACTION TASK



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➤ MOVING FROM INCREMENTAL PROGRESS TO SWEEPING CHANGE



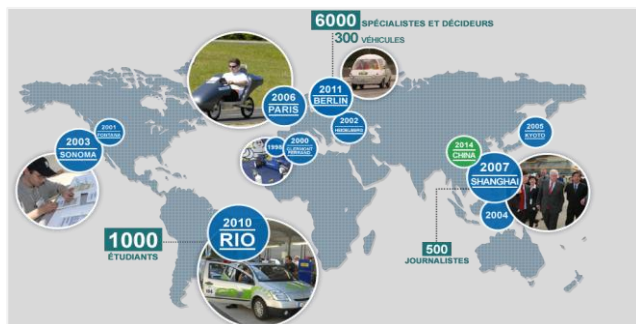
... TO A THINK & ACTION TASK



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GLOBAL SUMMIT



- 11 editions since 1998

OPEN LAB

A public and collaborative platform



- Knowledge Center
- Added Value services
- Thematic events



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CHALLENGE BIBENDUM CORE THEME AND TOPICS



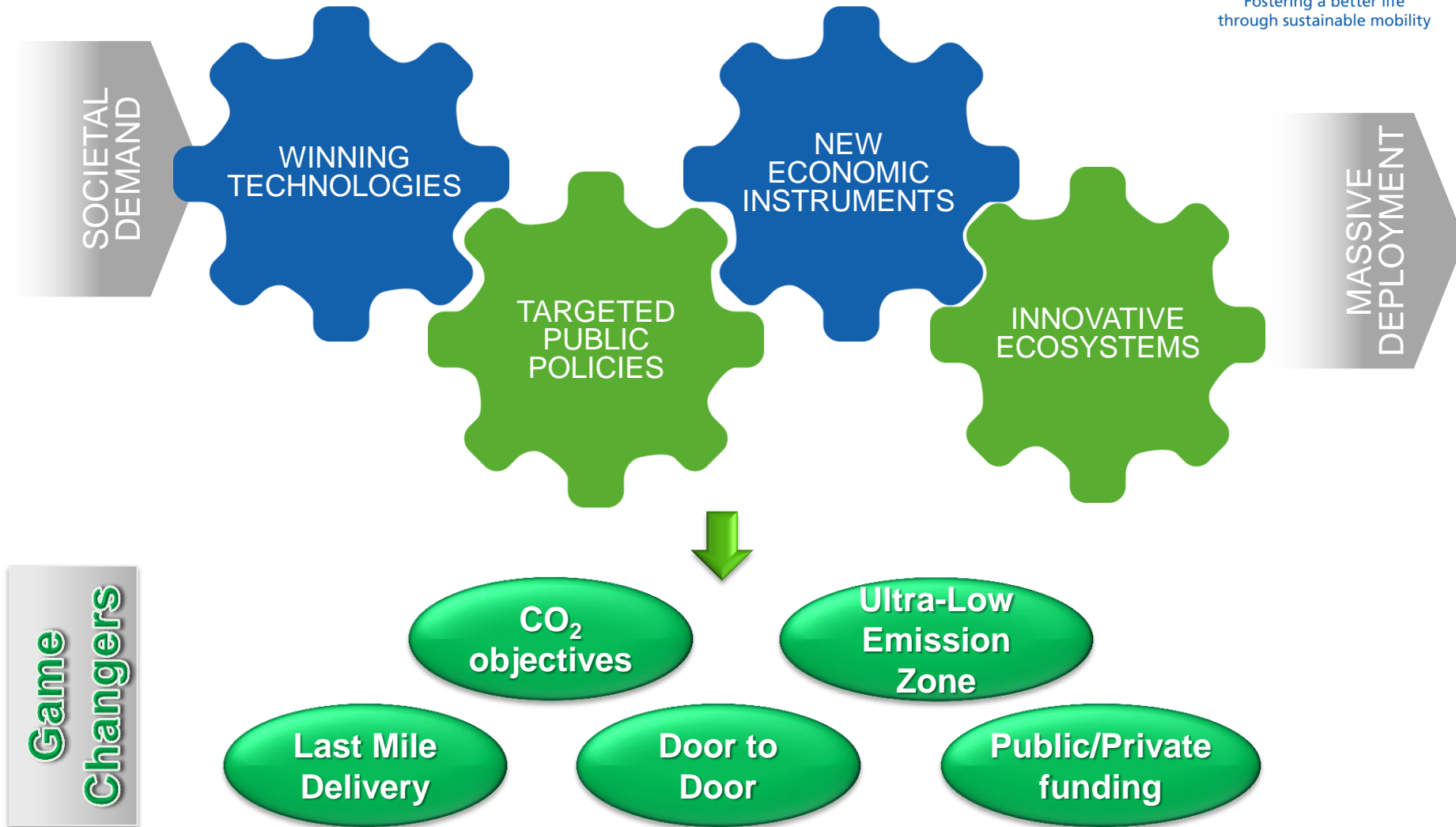
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***“Innovation in mobility at the heart
of growth & urban well-being”***

6 KEY LEVERS AND 5 GAME CHANGERS



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THE 5 GAME CHANGERS



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**CO₂
objectives**

**Ultra-Low
Emission
Zone**

**Last Mile
Delivery**

**Door to
Door**

**Public/
Private
funding**



**Setting drastic CO₂
reduction objectives
and installing new
economic instruments**

**Deploying
zero emission & casualty
zones with relevant
infrastructures and
vehicles**

**Re-designing and
enforcing innovative
last mile freight
delivery systems**

**Developing
door-to-door solutions
with corresponding
web-based applications**

**Mobilizing
private investment in
sustainable transport
infrastructures**

WORKING GROUPS PRODUCING A GREEN BOOK TO BE PRESENTED AND DEBATED AT CHENGDU 2014 GLOBAL SUMMIT



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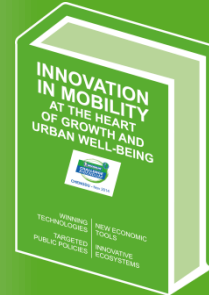
12/2013

WORKING GROUPS

(Winning technologies,
Targeted public policies,
Economic tools, etc.)

09/2014

GREEN BOOK



(Priority actions,
Recommendations)

11/2014

DEBATES AT CHENGDU 2014 GLOBAL SUMMIT

(Workshop & Conferences
with experts
Round table & Leaders
Forum with
decision makers)



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CHENGDU 2014 GLOBAL SUMMIT

CHENGDU 2014 GLOBAL SUMMIT

11 TO 14 NOVEMBER 2014



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Capital of Sichuan,
in western China
with **14 million**
inhabitants

Strong support from
Chinese authorities
("Go-West" strategy)

Large automotive
plants (Volvo, VW,
Toyota, Hyundai...)

and other key
industries
(electronics,
aeronautics, ...)



One of the World's
Fastest Growing
City
in the Next Decade,
according to *Forbes*

One of China's
Happiest City,
according to *Oriental*
Outlook

Active on smart
cities concepts

UNDER THE HIGH PATRONAGE OF MOST



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ORGANIZED WITH THE OFFICIAL APPROVAL OF THE MINISTRY OF SCIENCE AND TECHNOLOGY (MOST)



PARTICIPATION OF WAN GANG

- Vice Chairman of the 11th Chinese People's Political Consultative Conference (CPPCC)
- Minister of MOST



OFFICIAL EVENT FRANCE-CHINE 50



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**CHALLENGE BIBENDUM HAS BEEN SELECTED AS OFFICIAL EVENT OF THE
COMMEMORATION OF THE ESTABLISHMENT OF DIPLOMATIC RELATIONS BETWEEN
FRANCE AND CHINA IN 1964**



中国 FRANCE
— 1964 - 2014 —
CHINE 法国

THE VENUE: HERITAGE PARK



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THE PLACE TO BE FOR EXCITING CONTENT AND EXPERIENCE



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A FORMAT HAILED BY PARTICIPANTS



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1 Technical tests
and rallies

2 Ride & Drive
Demonstrations

3 Innovation Center
Exhibitions



4 Prospective
Workshops

5 Conferences &
Leaders Forum

6 Meeting with
Students

EXAMPLES OF DEMONSTRATIONS & EXHIBITIONS



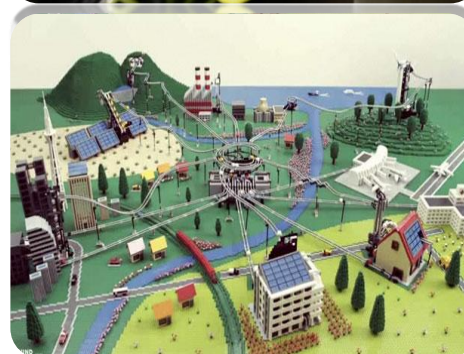
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SMART CITIES EXHIBITION



E-MOBILITY

SEMI / AUTONOMOUS VEHICLES



CONNECTED MOBILITY

CONVERGENCE

CONTENT AT A GLANCE



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- **1 leaders' forum (November 13)**
- **1 leaders' round table (November 14)**
- **12 conferences (November 12 & 13)**
- **16 targeted workshops (November 11, 12 & 13)**

12 CONFERENCES AT CHENGDU 2014



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Format: open high-level speakers conferences dealing with the Green Book issues

- Societal demand
- Low emission & high safety zones
- CO₂ reduction objectives and related economic instruments
- Door-to-door solutions
- Winning technologies
- Mobilizing private investment in sustainable transport infrastructure
- Targeted public policies
- Innovative urban Last Mile Delivery freight systems
- New economic instruments
- Innovative ecosystems
- Convergence in multimodality
- Massive deployment



16 TARGETED WORKSHOPS



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Format: experts workshops on specific topics (*some open to the public*)

- **A practical roadmap to CO₂ emissions reduction for commercial vehicles**
- **Road safety and connected mobility**
- **Sustainable mobility for tourists**
- **Sustainable mobility for a circular economy**
- **Smart grids: How and When?**
- **From Advanced Driving Assistance Systems to full autonomous vehicles**
- **Battery, Fuel Cell and supercaps for EV: latest advances**
- **What benefits can be expected from the ITS?**



16 TARGETED WORKSHOPS



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- **Fuel efficiency vehicles: latest advances toward 2l/100 km**
- **2 Wheelers' safety**
- **Adapted and generalized long haul logistics**
- **Transport mean and energy convergence**
- **Which future for LNG, CNG, Power-to-gas?**
- **Inclusive mobility**
- **Automotive design**
- **Case studies public-private partnership**



ASSOCIATED EVENTS



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ViajeoPLUS



- Seminar UNEP/POLIS on cities
- FR/CN cooperation on electric mobility
- Hydrogen initiatives
- Open data for smarter mobility (*by Bluenove*)
- Digital automotive industry performance in China (*by Orange*)
- Global chemical regulations
- Compliance
- Sustainable racing
- Hackathon
- Prospective sessions by consulting companies
- Food production & optimized logistics – FAO



bluenove
opening innovation:

AVERE
The European Association for Battery,
Hybrid & Fuel Cell Electric Vehicles



International
Transport Forum

ASSOCIATED EVENTS



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- Industry 4.0
- World Energy Outlook (*by IEA*)
- UN-Habitat WRPDUSM presentation
- International project on urban mobility (Viajeo +)
- The economics of low carbon mobility
- China road transportation association
- SMP 2.0 project (*by WBCSD*)
- Bilateral ministerial industry meeting FR/CN
- Bilateral ministerial research meeting FR/CN





THE AGENDA



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Tuesday, November 11

- Rallies and Tests
- Associated Events
- Targeted Workshops
- Innovation Center
- Smart Cities Exhibition
- Design Exhibition
- Start-up Village

Wednesday, November 12

- Opening Ceremony
- TED Talks
- Thematic Conferences
- Targeted Workshops
- Associated Events
- Ride & Drive
- Demonstrations
- Innovation Center
- Smart Cities Exhibition
- Design Exhibition
- Start-up Village

Thursday, November 13

- Leaders Forum
- Thematic Conferences
- Targeted Workshops
- Associated Events
- Press Conferences
- Innovation Center
- Smart Cities Exhibition
- Design Exhibition
- Start-up Village
- Ride & Drive
- Demonstrations
- Gala Dinner

Friday, November 14

- Leaders Round Table
- Closing Ceremony
- Thematic conferences
- Associated Events
- Press conferences
- Closing Ceremony
- Ride & Drive
- Rallies Award Ceremony
Demonstrations
- Innovation Center
- Smart Cities Exhibition
- Student Day

	9H	10H	11H	12H	13H	14H	15H	16H	17H	18H	19H	20H			
Nov 11th 2014	Targeted Workshops											On Site Participants cocktail dinner			
	<i>Associated Side Events</i>														
	Smart Cities/ Innovation Center/ Design exhibition/Start-up village														
	Rallyes														
Nov 12th 2014	Targeted Workshops														
	<i>Associated Events</i>														
	Smart Cities/ Innovation Center/ Design exhibition/Start-up village														
	Ride & Drive/ Demos														
					Opening Ceremony		TED Talks		Conferences						
Nov 13th 2014	Targeted Workshops											Off Site Gala dinner & Trophies Ceremony			
	<i>Associated Events</i>														
	Smart Cities/ Innovation Center/ Design exhibition/Start-up village														
	Conferences						Conferences		Leaders forum						
	Ride & Drive/ Demos														
Nov 14th 2014	<i>Associated Events</i>														
	Smart Cities/ Innovation Center/ Design exhibition														
	<i>Student Day</i>														
	Award Ceremony		Leaders Round Table						Closing Ceremony						
	Ride & Drive/ Demos														

EXAMPLES OF PARTICIPATING ORGANIZATIONS IN CHENGDU 2014



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EXAMPLES OF PARTICIPATING ORGANIZATIONS IN CHENGDU 2014



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SINOTRANS



United Nations Framework Convention on Climate Change



Working for a World Free of Poverty

