METHODOLOGY FOR TERRITORIAL TRANSFORMATION
- Master and enjoy the necessary complexity of solutions -

Dr Patrick Oliva, OrbiMob’

12 octobre 2021

EUROMONTANA
European association of mountain areas
AT LEAST TEN KEY REASONS MOTIVATE THE NEED FOR CHANGE

- Jobs
- Access disparity
- Safety
- Digital empowerment
- Pleasure and lifestyle
- Logistical complexity and cost
- Energy constraints
- Health
- Pollution
- Climate change
AT LEAST SIX HURDLES TO OVERCOME

- Biased information
- Anticipated cost of alternative solutions
- Never-ending trials
- Silo thinking
- Overlooking NIH solutions
- Fear of choosing
FOSTER A TRANSFORMATION MINDSET

Multi-disciplinary education

Test’n develop

Winners will be many!

Competition

Driving dogmatisms out

Appetite for progress

Synergism

Thinking big

Frugality

Sense of urgency

Winners will be many!
SPEED UP IN DIRECTIONS WHICH ARE "NO BRAINERS"

- Develop soft mobilities
- Embark on electrification (EBs, PHEVs, EVs)
- Develop alternative fuels for ICEs
- Push MAAS
- Mutualise logistics
- Open mass transit to competition
- Decentralize energy generation
- Expand CCUS
- Explore clean, short distance, air solutions
- Foster crash avoidance technologies
- Capitalize on sustainable assets: wide spaces and nature
- Resist "city-centered" solutions
- Do not ask for yesterday's solutions
Massif central
Région AURA
Auvergne
Pole métropolitain
Clermont Vichy Auvergne

Clermont
Auvergne Métropole
Clermont Ferrand
Moulins
Vichy
Montluçon
Le Puy en Velay
Aurillac
ORBIMOB' CLERMONT-AUVERGNE : 2020 -2027

- Universal education
- Academic research
- Economic development
- "Upgraded" Clermont
- Flagship technopole
- Renewables
- OrbiMob' annual international event
- CO₂ wells
- Multimodality and MAAS
- Frugal electrification
- Innovative air and rail solutions
Let's work together!