

Design a disruptive mobility solution that  
BALANCES the three recognized pillars of sustainability—  
**PEOPLE, PROFIT AND PLANET**



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## MOVIN'ON CHALLENGE DESIGN

Sustainability, a key driver in the acceleration of mobility transformation, is balanced on the pillars of people, profit, and planet, but many initiatives focus on just one or two pillars. Designers and creatives are uniquely positioned to recognize and present solutions that benefit stakeholders of all three pillars.

The 2023 Movin'On Challenge Design task is to design a disruptive mobility solution that balances the three recognized pillars of sustainability—People, Profit and Planet. Your design should be a vivid example of safe and efficient mobility that meets the end user expectations and supports a viable business model for movement of people in an environmentally friendly manner.

### Your 2023 design solution will include the following elements:

1. Identify the specific urban or suburban area in which your solution will be deployed.
2. Describe the primary purpose of the solution. Consider land, maritime and aviation domains.
3. Show how each pillar of sustainability is reflected in the design.
4. Provide a visual representation of your solution showing your design process.

### Some references:

- Disruptive means having the potential to improve in an exponential way.
- A sustainable mobility solution is one that exhibits the attributes of safety, efficiency, accessibility and is environmentally friendly.

**Entries are now open, and will close February 28, 2023.**

Winners will be recognized during the 2023 Movin'On Summit in June.

Additional information is available at: [www.michelinchallengedesign.com](http://www.michelinchallengedesign.com),  
and you can learn more about Movin'On here: [www.movinonconnect.com](http://www.movinonconnect.com)