

Title: Industry driving the transition to zero emission mobility

Decarbonisation of the transport sector is critical in achieving the European Green Deal and EU Industrial Strategy target of net-zero greenhouse gas emissions by 2050.

MSIP is a joint venture between Michelin, Scottish Enterprise and Dundee City Council, formed to drive growth and diversity in the Scottish economy while addressing the global climate emergency. ID4CAR is an innovation hub for digital mobility services and vehicle smart manufacturing in the Grand Ouest Region in France.

The discussion will focus on innovation models developed by both MSIP and ID4CAR in order to support the transition of the sector to zero emission mobility and explore how these models could be replicated elsewhere. It will look at how the automotive sector can efficiently support the development of new supply chains in Europe, as well as how collaboration at European level could help the automotive industry to reach large-scale delivery and industrialisation of new technology and products.

Speakers include -

- Sarah Petrie, Innovation Director, Michelin Scotland Innovation Parc
- Stuart Greig, Director Low Carbon Economy, Transport Scotland
- Isabelle Dussutour, Director Innovation and International, ID4CAR
- Stephen Marvin, Director R&D, Plateforme Automobile (PFA)

You can register for the event [here](#).

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