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GOVERNANCE FOR NEW MOBILITY SOLUTIONS

GECKO Workshop D1 and D2 Sessions: Big data and environmentally sustainable business model innovation in the transport industry

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Workshop Objectives

- Identifying patterns of big data applications in the transport industry
- Understanding how companies can leverage big data to detect and capture emerging business opportunities
- Exploring the potential of environmentally sustainable business model in the transport industry
- Exploring how big data facilitates or hinders the development of greener products/services

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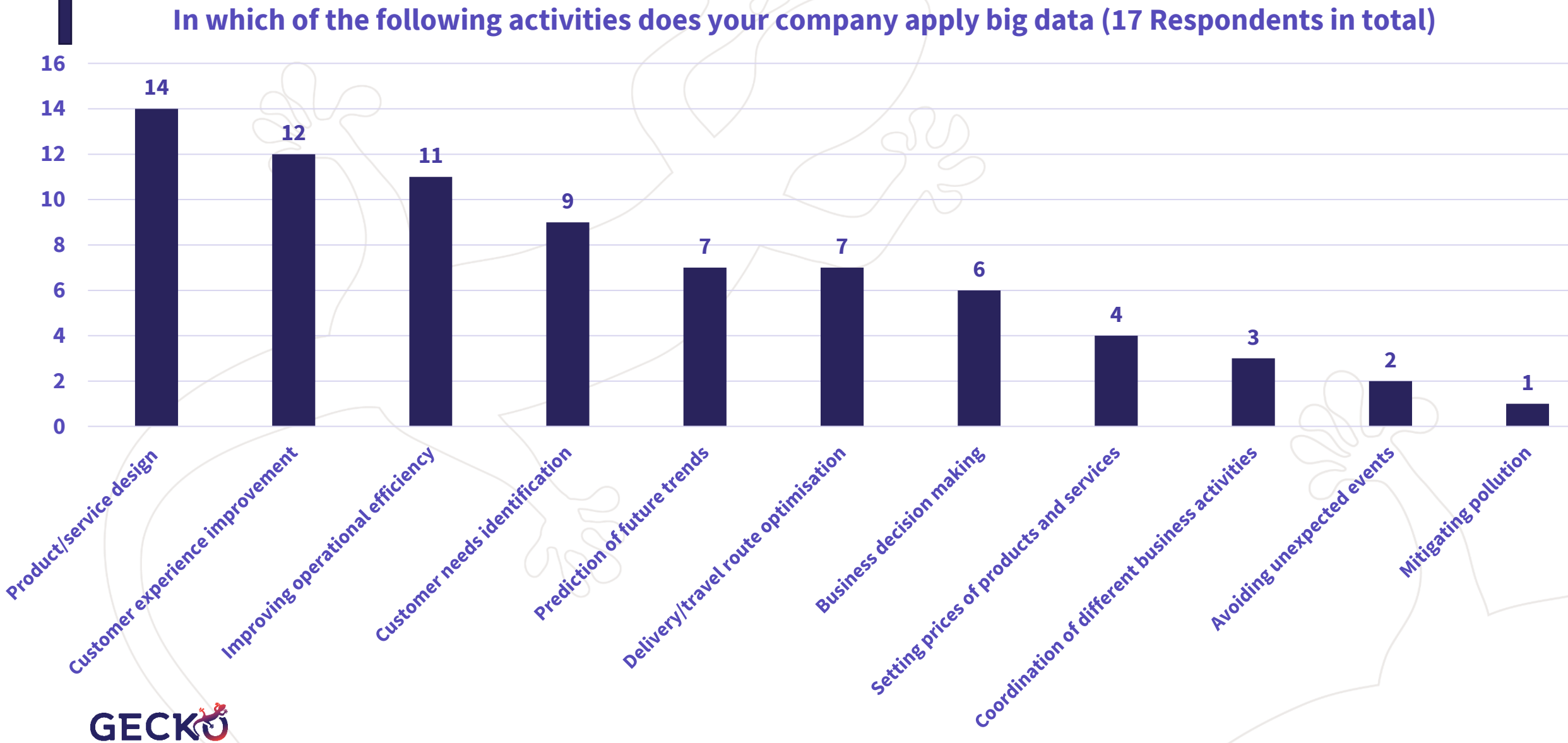
Survey Results



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Transition Toward A More Environmentally Sustainable Business Model

Companies typically do this by maximising material and energy efficiency, creating value from waste, substituting with renewables and natural processes, delivering functionality rather than ownership, encouraging sufficiency, and re-purposing the business for society and the environment.

(How) can big data be used to help you with this transition?

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Thank you for your participation

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