



IDDRI and SLOCAT have therefore partnered Michelin with the support of Movin'On to delve deeply into this question with a community of private sector actors, mostly shippers or cargo owners. Through the activities organised with the community, the three partners have developed an initial understanding of the necessary transformations to implement and the challenges it represents.

This event is therefore an opportunity to showcase the role of companies in implementing these structural transformations to deeply reduce freight-related emissions and structure a conversation with public decision makers, companies, research institutes and NGOs.

### Provisional agenda

5 minutes	Welcoming words
15 minutes	Framing presentation about company strategies aligned with carbon neutrality and the systemic transformations required Speakers: Yann Briand, IDDRI Liza Castillo, SLOCAT Partnership on Sustainable Transport
35 minutes	Panel discussion on how to support structural transformations within multinationals with: Henri Waisman, co-author of IPCC Report « Global Warming of 1.5°C » Eszter Tóth-Weedon, Director of the Sustainable Freight Buyers Alliance at the Smart Freight Centre Pierre-Martin Huet, Senior Vice President Global Supply Chain at Michelin Yann de Feraudy, Deputy Managing Directions Operations & IT at Yves Rocher  + Questions/Answers from the audience
5 minutes	How do we take this discussion forward in our work? Speakers: Yann Briand, IDDRI Mark Major, SLOCAT Partnership on Sustainable Transport