CHALLENGE

To create a unique experiential platform for inventing and sharing innovative solutions, aiming at successfully revolutionising our existing mobility habits and to become a reference region for next-generation solutions.

SOLUTION

Embracing the collective innovation model with the involvement of the founding partners of InOut and government bodies, MCI helped conceptualise and implement a 3-day interactive programme designed to motivate delegates & visitors to share knowledge and embrace innovative next-generation mobility solutions. Starting from the selection of the city of Rennes, recognised at national level for its ambitious policy regarding public transport and the dynamism of its digital ecosystem, the [IN]door section was built around conferences and roundtables for mobility professionals, whereas the [OUT]door section was the place of testing some of the proposed future modes of travel experiences for the general public. The activations transformed the city into a full-size playground and stimulated more than 50K visitors to know more about the future of mobility.