

**MOVIN'ON**



**ENERGY MODEL CANVAS**

**Community of interest**

# THE RIGHT ENERGY SOURCE TO THE RIGHT APPLICATION

## WHAT IMPACT DO WE AIM AT, AMONG WHOM?

Accelerate **energy mobility infrastructure implementation** at all territorial levels, fostering public / private synergies.

We focus on:



**Hubs, logistics & urban**  
Lisboa, Brest & Dunkirk



**Distributed infrastructures**  
Haropa Corridor

## WHO'S ON BOARD (LEADERS & PARTICIPANTS)



## WHAT DELIVERABLES WILL WE PRODUCE?



An evolvable **Energy Model Canvas** enabling the selection of the **right energy source** for the different applications.



Showcase at scale a **regional energy hub** e.g. Brest Port, with the potential creation of a Bio LNG terminal



Develop **Mobility Transition Roadmap** (charging infrastructure & energy supply) **for freight corridors** <sup>1</sup>.

## KEY STEPS

- Energy Model Canvas development | **September 24**
- Energy Model Canvas application | **November 24**
- 1<sup>st</sup> Roadmap - France | **November 2024**
- Detailed study Brest Port Bio LNG terminal | **Q1 25**
- 2<sup>nd</sup> Roadmap – Europe | **November 2025**

# Energy Model Canvas

### OUR UNDERSTANDING OF THE PROBLEMS

The mobility revolution is very closely connected to a reasoned energy transition, adapted to and supported by technological progress. In the field of mobility, today's investments in infrastructure for associated vehicles will continue to serve their purpose for decades to come.

### DESCRIPTION OF INITIATIVE

Develop a tool to accelerate efficiently and de-risk new energy mobility infrastructure development projects, ensuring that key drivers and levers are considered :

- For territories on every scale, whether private or public
- Taking into account each projects/territories specificities :
- Energy infrastructure ROI
- Synergies between mobilities & various field of activities
- Technological solutions adaptability to future evolutions
- Coherent, cost effective and energy efficient globally at different territories scales
- ...

### DELIVERABLE

- An evolutive tool (Energy model canvas) to ensure all the key drivers and levers are considered, enabling the selection of the right/appropriate energy source for the different applications.

# Energy Model Canvas : Approach

## 1. INTERVIEWS



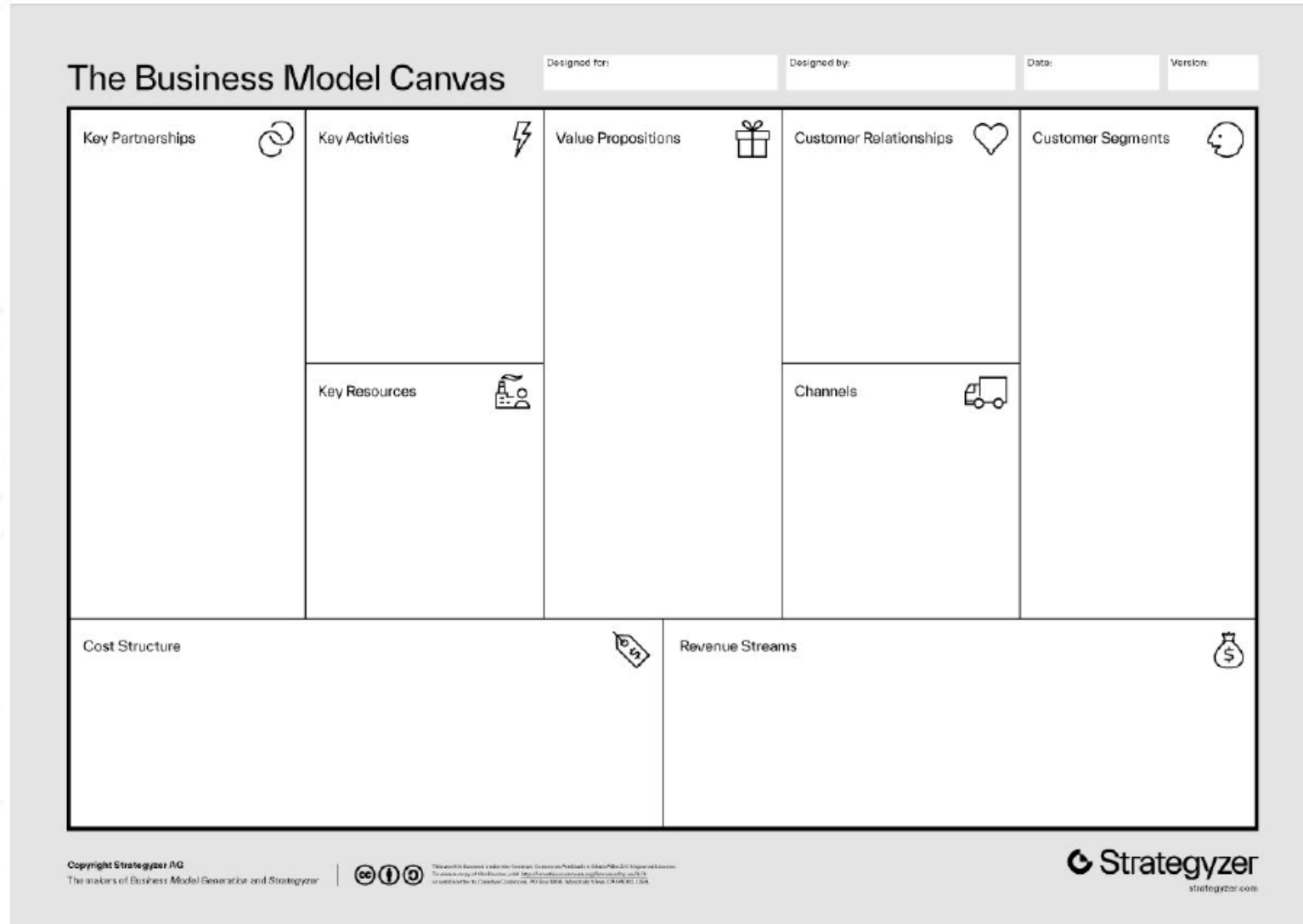
## 2. WORKSHOPS

- TO REFINE IT WITH EXPERTS
- STRESS TEST WITH ACTUAL CASES



*Port Bio GNL Terminal, Port of Dunkirk, Vinci/Total EV charging HGV, Port of Lisbon, ....*

# Energy Model Canvas : Inspiration



## COMMUNITY OF INTEREST

# Energy Model Canvas

### GOALS OF THIS TOOL:

- MAKE SURE THE TOP QUESTIONS AND ASSUMPTIONS ARE CONSIDERED
- ALLOWING TO EASILY COMPARE AND COMMUNICATE ABOUT SCENARIOS
- FROM A CASE POINT OF VIEW

Not a energy transition solution for everyone, it is case based

- LEAVING OPTIONS OPEN BUT GIVING A STRUCTURE, A SENSE OF DIRECTION

Not a magic solution, but providing guidance, references, to ensure critical questions are addressed and critical stakeholders are involved in making the adequate choices

## COMMUNITY OF INTEREST

# Energy Model Canvas

### WHAT IT'S NOT:

- THE TOOL WILL NOT PROVIDE ANSWERS OR SELECT SOLUTION, TECHNOLOGIES OR ENERGY TYPE FOR YOU

- A DATA OR DATA DRIVEN TOOL

It's a reflection canvas, not an excel sheet or a simulation tool, even if it can reference existing ones to be used to dig into some of the crucial questions to be addressed

- IT WILL NOT PRIORITIZE SOLUTIONS, INDUSTRIES OR TRANSPORT MODES

Even if it can reference supporting materials about these topics and potential conflicts between usages

- IT WILL NOT DEFINE AMBITIONS OR SCENARIOS FOR YOU

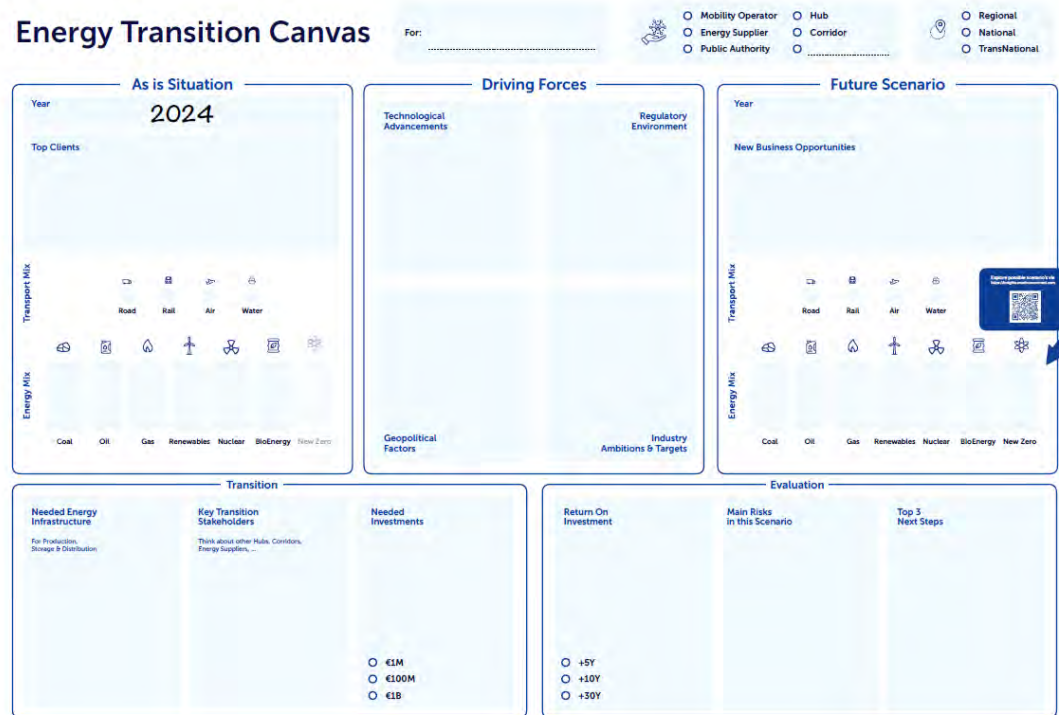


# COMMUNITY OF INTEREST

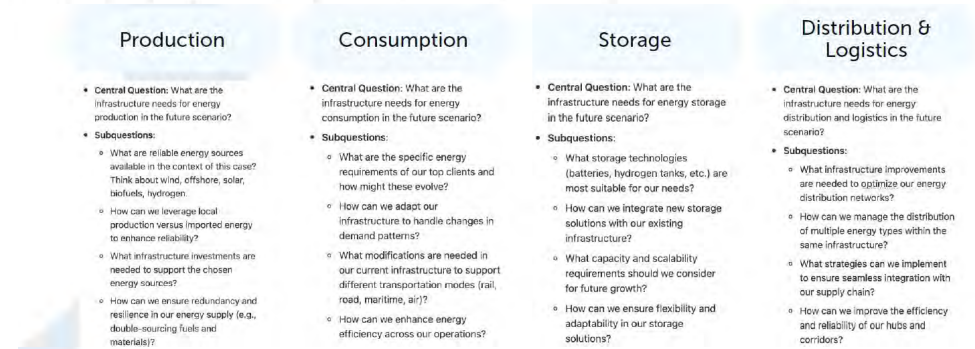
## Energy Model Canvas : 1<sup>st</sup> draft

### Canvas

#### Energy Transition Canvas



### Questions/Subquestions



### Reference tools/documents



### ORGANIZE REFLECTIVE QUESTIONS INTO CLEAR BUILDING BLOCKS

Addressing crucial aspects of the energy infrastructure transition, to help users think about the path from the current state to the future ambition, guiding conversations, aligning stakeholders and developing an actionable plan



# Energy Transition Canvas

For: .....



- Mobility Operator
- Energy Supplier
- Public Authority
- Hub
- Corridor
- .....



- Regional
- National
- TransNational

V1



# Energy Transition Canvas

For: \_\_\_\_\_  
By: \_\_\_\_\_



- Mobility Operator
- Energy Supplier
- Public Authority
- Hub
- Corridor



- Regional
- National
- Transnational

Version: \_\_\_\_\_

### As is Situation #reality

Year: **2024**

Top Stakeholders

choose an existing Energy Need

- Road
- Rail
- Air
- Water

choose an existing Energy Source

- Coal
- Gas
- Nuclear
- Wind your own

choose an existing Energy Modality

- Oil
- Coal
- Gas
- Electric
- Wind your own

### Future Scenario #thedream

Year

Ambition(s)

Capture possible scenario's risks

choose an existing Energy Need

- Road
- Rail
- Air
- Water

choose an existing Energy Source

- Coal
- Gas
- Nuclear
- Wind your own

choose an existing Energy Modality

- Oil
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### Transition needs

Needed Energy Infrastructure  
For Production, Storage & Distribution

Key Transition Stakeholders  
Think about other Hubs, Corridors, Energy Suppliers... Write down specific names or organisations

Needed Skills  
Which new skills would you need to acquire or hire for making this transition happen?

### Expected Shifts

Societal/Public      Technological      Regulatory

### Timeline

### €€€

Needed Investments  
What you need it for + where you'll get it from

- €1M - €9M
- €10M - €99M
- €100M - €999m
- +€1B

Return On Investment

- +5Y
- +10Y
- +20Y
- +30Y

V2



## Energy Model Canvas : Call to action

- **Join us on workshops** to fill our EMC for your energy infrastructure project's case
- **Help us with resources** linked to EMC
  - Other canvasses
  - Information sources to help the choices
- Support the COI to increase the effectiveness of the EMC in v2.0
  - AI supported suggestion engine
  - Link to other supporting resources like other canvasses and information
  - Facilitated workshops for stakeholders

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MOVIN'ON THEME ENERGY  
*Energy Model Canvas*



# Energy Model Canvas : 1st draft : Questions / Subquestions

## Production

- **Central Question:** What are the infrastructure needs for energy production in the future scenario?
- **Subquestions:**
  - What are reliable energy sources available in the context of this case? Think about wind, offshore, solar, biofuels, hydrogen.
  - How can we leverage local production versus imported energy to enhance reliability?
  - What infrastructure investments are needed to support the chosen energy sources?
  - How can we ensure redundancy and resilience in our energy supply (e.g., double-sourcing fuels and materials)?

## Consumption

- **Central Question:** What are the infrastructure needs for energy consumption in the future scenario?
- **Subquestions:**
  - What are the specific energy requirements of our top clients and how might these evolve?
  - How can we adapt our infrastructure to handle changes in demand patterns?
  - What modifications are needed in our current infrastructure to support different transportation modes (rail, road, maritime, air)?
  - How can we enhance energy efficiency across our operations?

## Storage

- **Central Question:** What are the infrastructure needs for energy storage in the future scenario?
- **Subquestions:**
  - What storage technologies (batteries, hydrogen tanks, etc.) are most suitable for our needs?
  - How can we integrate new storage solutions with our existing infrastructure?
  - What capacity and scalability requirements should we consider for future growth?
  - How can we ensure flexibility and adaptability in our storage solutions?

## Distribution & Logistics

- **Central Question:** What are the infrastructure needs for energy distribution and logistics in the future scenario?
- **Subquestions:**
  - What infrastructure improvements are needed to optimize our energy distribution networks?
  - How can we manage the distribution of multiple energy types within the same infrastructure?
  - What strategies can we implement to ensure seamless integration with our supply chain?
  - How can we improve the efficiency and reliability of our hubs and corridors?

COMMUNITY OF INTEREST

# Energy Model Canvas : 1st draft : Reference tools & documents

**REFERENCE DOCUMENTS**

**TOOLS FROM OUR MEMBERS, PARTNERS**

**MOVIN'ON PREVIOUS RESULTS**

**SIMILAR CASES FROM THE TOOL**