

Transport

Lack of top management support holds back Transport sector's adoption of Open Innovation

According to Sopra Steria Next's Open Innovation Report 2025, organisations in the Transport sector have not quite reached the level of success they might be hoping for. 72% of organisations have collaborated with startups, 60% report successful projects, and 77% of them deem Open Innovation as strategically important. These numbers indicate that transport organisations have found moderate success in their adoption of Open Innovation and working alongside startups.

There is one significant element holding Transport organisations back, as only 30% report that responsibility is placed with top management, which is the second lowest of any industry. Transport corporates list their largest barrier to adoption as the lack of structure (34%). In the past two years the Transport sector has engaged in the most logistics and value chain projects of any industry, with 46% doing so. To increase their chances of success, transport organisations need to tackle these challenges head on, continuing their focus on business critical projects, and building the necessary structures and mechanisms to enable their businesses to engage with startups. 72% of Transport organisations have collaborated with startups - the average level for all industries

77%
of organisations judge
Open Innovation to be
of strategic importance
- just below average
for all industries

60% of Transport organisations reach their objectives for collaborations always or most of the time – just below average for all industries

Average level of corporates to have collaborated with startups

Q: Has your organisation ever collaborated with a startup? Companies selecting Yes, both Domestic and Foreign Startups, Yes, Domestic Startups and Yes, Foreign Startups

42% Defence & Homeland Security Public	51% c Sector & Government	72% Transport	74% Energy & Utilities	89% Telecommunications	92% Aerospace	72% Average

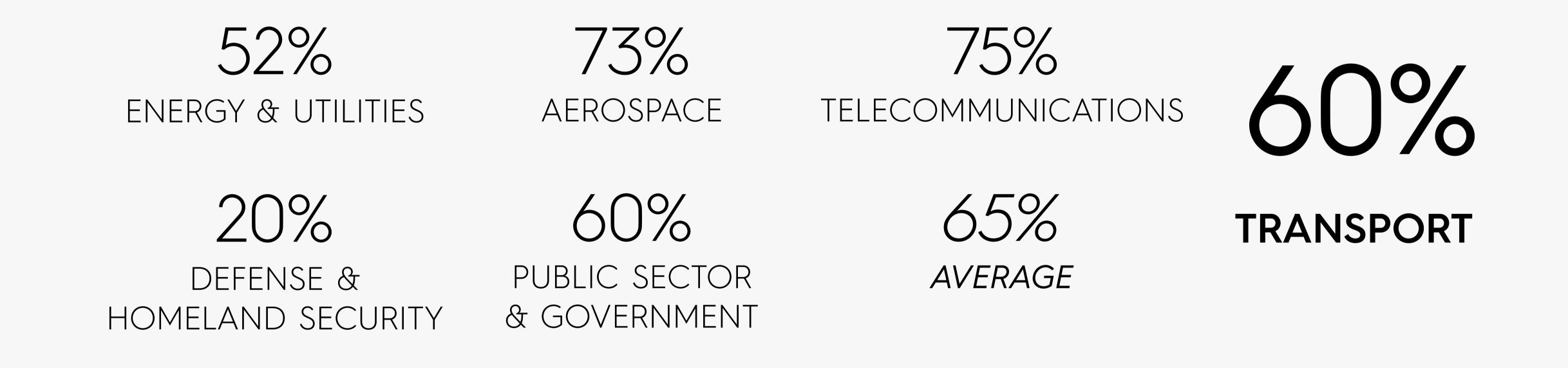


who judge Open Innovation strategically important

86%	58%	88%	77%
retail	Legal services	telecommunications	
82% public sector & government	77% health	80% average	TRANSPORT

Q: How important is startup collaboration for your organisation's strategy? Companies answering Very Important (Mission Critical) and Slightly Important, but not Mission Critical 3. Average level

of successful collaborations



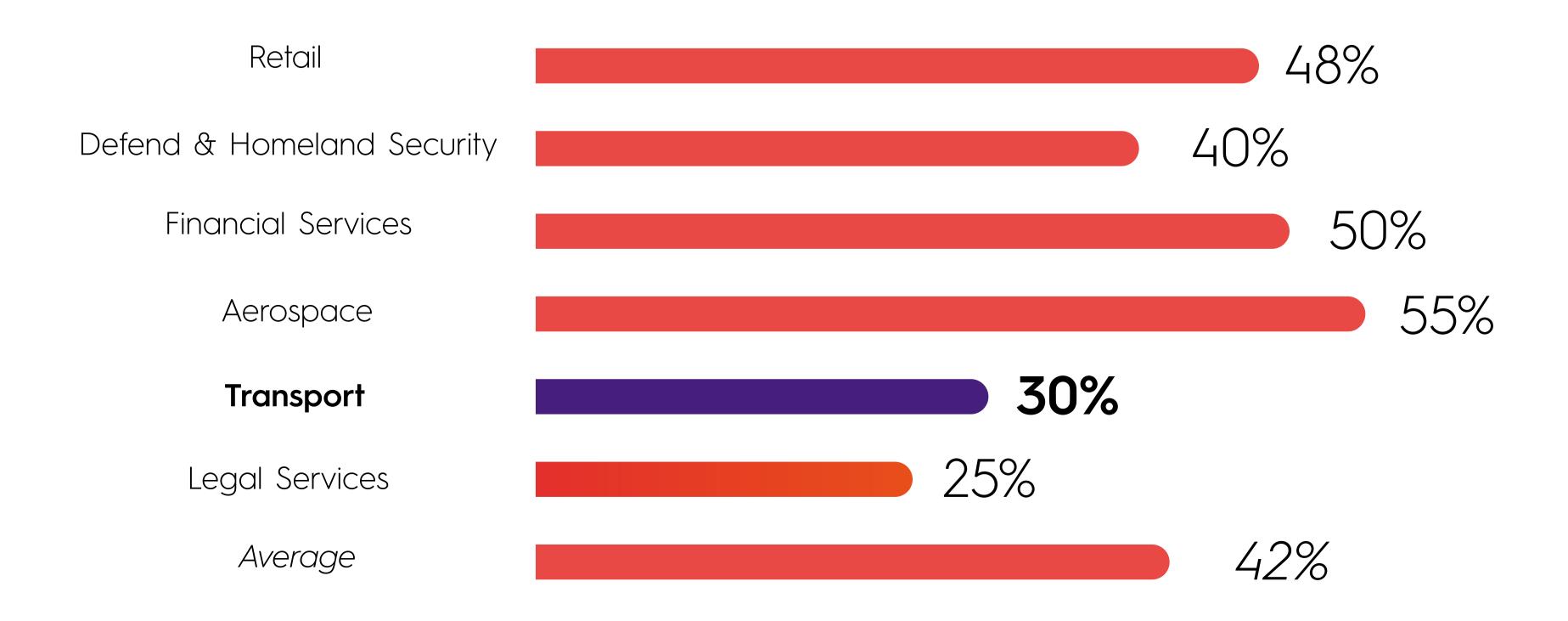
Q: Overall, how often in your collaborations with startups did you achieve your objectives? Companies answering Always and Most of the Time



to place responsibility at top management

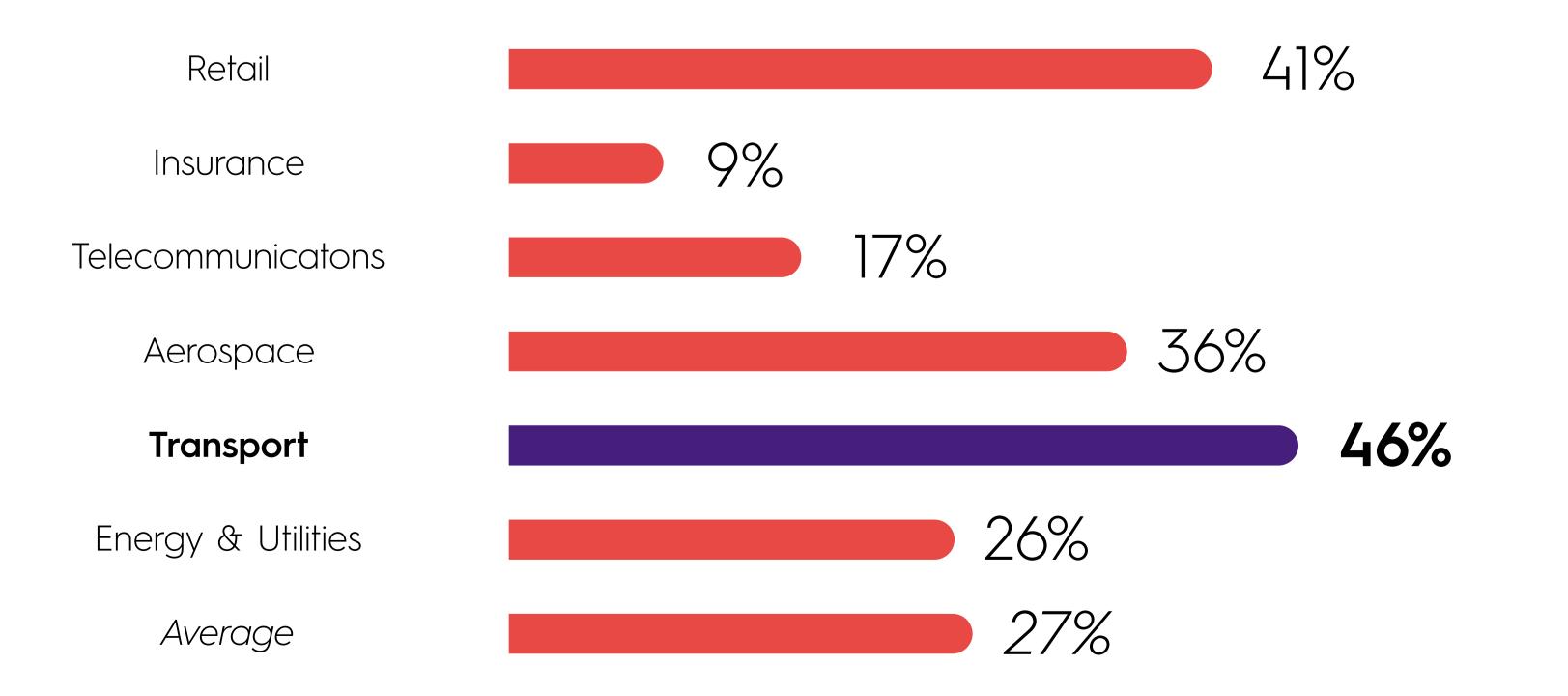
Second lowest industry

Q: Where in your organisation is the responsibility for the startup collaboration placed? Companies answering at Top management



Logistics/Value chain collaborations

Q: In which area(s) have you collaborated with startups within the last 24 months? Companies selecting Logistics/Value chain



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This survey was conducted among 1,643 public and private organisations and startups in 12 European countries: United Kingdom, France, Italy, Spain, Germany, Sweden, Norway, Denmark, Belgium, the Netherlands, Luxembourg, and Switzerland.

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