

IMPLEMENTING COMMUTER TRAVEL PLANS EMPLOYERS' APPROACH



(c) Noortje Palmers

Smart Ways to Antwerp helps companies with more than 20 employees in Antwerp with the development of a smart and sustainable mobility policy for their employees. This programme focuses on commuter transport and contributes to the overall goal of the Antwerp region to achieve a modal split of 50/50 and long-term behavioural change.

The cooperation starts with a mobility scan in the company: it maps the current travel behaviour of the employees and highlights the potential for smarter commutes. Based on the results, the employer together with the Smart Ways to Antwerp mobility manager set up a plan of action, mapping out which measures to take.

CONTEXT & CHALLENGES

This programme is part of the broader Smart Ways to Antwerp approach and strategy of the city of Antwerp. Smart Ways to Antwerp focuses on soft measure to change/influence mobility behaviour. It works both on the demand and the offer side of mobility services. Through in-



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forming, nudging and incentivising people to travel differently, it influences demand for mobility. Through supporting and regulating the development of new mobility solutions in the city, it increases the offer and at the same time ensures the end user's freedom of choice. Antwerp counts over 250,000 commuters which has a large impact on mobility. There is a high potential and this makes employers and employees an interesting group to target. Based on the mobility scans of 47 companies (22,042 employees) in 2018, it



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RESULTS - FINDINGS - LESSONS LEARNED



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The employers' approach was launched in 2016. After one year already 19 companies in Antwerp participated, counting 22,500 employees together, which was 10% of the total number of employees in Antwerp. By mid-2020, circa 233 companies were contacted and 118 companies participated in the approach (with a total of 56,058 employees). Mobility scan were calculated in 108 companies.

In 2018, the first effect measuring survey has been held. 26 companies participated with a total of ca. 26,000 employees. The results of the effect measuring survey were

compared to the mobility scans of these companies in order to analyse the modal shift. Car use has declined (from 64% to 45%) in favour of the (electric) bike, public transport, carpool and walking. This shows that the employers' approach has a positive impact on the modal shift.

- **Recommendation 1:**

Due to privacy reasons (GDPR) some companies cannot provide all necessary information for the mobility scans or it takes them longer. Therefore, clear agreements in which the privacy of data is guaranteed must be signed between the city and the companies.

- **Recommendation 2:**

The mobility landscape is changing constantly. Services and products need to be adapted. The working needs to be flexible and up-to-speed with the current situation and needs of the companies.

- **Recommendation 3:**

One of the strong points of this employers' approach is its personal approach

and support. However, this is very time consuming, especially when the number of participating companies is increasing every year. A balance needs to be found between having a standard range of services/products/recommendations, but also have room for customized support based on the specific situation of a company.



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