



City of  
Ljubljana

# CIVITAS FORUM 2015

CIVITAS ANNUAL CONFERENCE | 7-9 OCTOBER 2015 | LJUBLJANA



## TRAINING ON MOBILITY MANAGEMENT FOR COMPANIES

Bart Desmedt - [SmartTrips.be](http://SmartTrips.be)

9/10/2015



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## 1. General introduction (15'): the practice of company mobility management

## 2. Training, Part 1: COMPANY LEVEL

### sales arguments for company mobility management (30')

- ⑩ Introduction
- ⑩ Brainstorming: motivations for enterprises to participate in a mobility management scheme?
- ⑩ Discussion and prioritisation
- ⑩ Exercise: sales conversation (**volunteers sought ;-)**)
- ⑩ Some inspiring examples

## 3. Training, part 2: CITY/REGION LEVEL

conditions for success and multiplication – support public authorities can give to enterprises (30')

- ⑩ Introduction
- ⑩ Brainstorming: framework for multiplication of green commuter plans
- ⑩ Discussion and prioritisation
- ⑩ Exercise: advise for one case (**volunteers sought ;-)**)
- ⑩ Some inspiring examples

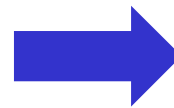
## 4. What have we learnt? (15')

# The practice of Company Mobility Management

## Why do people choose a certain mode of transportation to go to work?



(Mostly) **Not** for the mode itself  
But to enhance **quality of life**  
Or the **efficiency of their work**



Changing modal choice is a  
question of **understanding needs**

# The practice of Company Mobility Management

Why do companies **NOT** automatically choose sustainable modes?



Changing modal choice requires **changing daily practice**

**TRANSITION: from a car policy following demand...**

**“A parking spot for everyone”**

**to a mobility agenda**



**...with cost reduction**

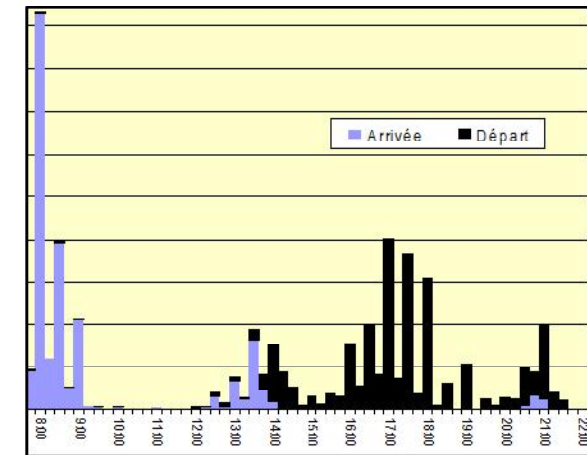
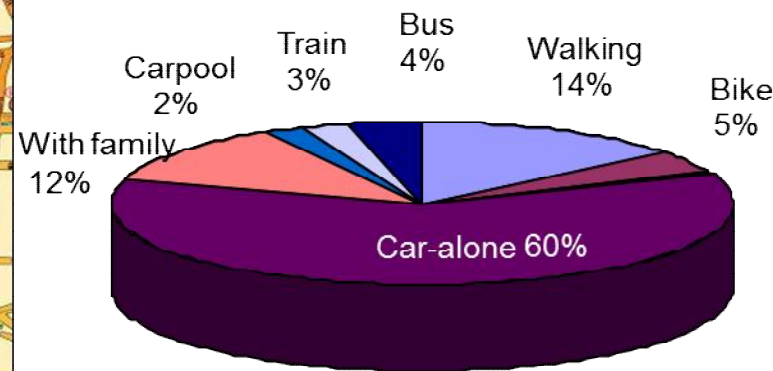
**Mobility**

**Cost**

Reduce attraction of traffic  
Efficiency  
Sustainable development

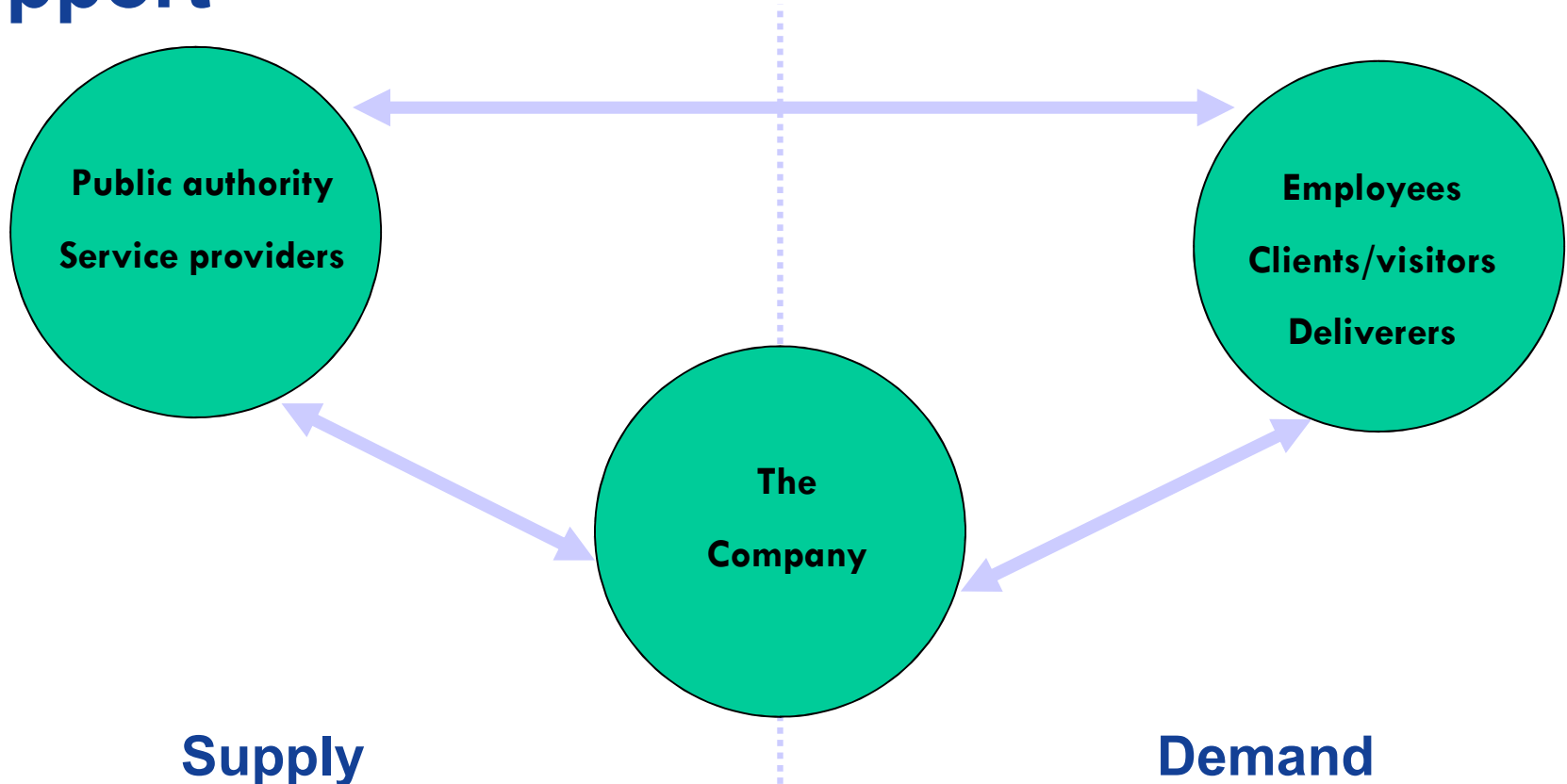
Reduce cost  
(rent/purchase/construction car park)  
Space for company activities

## A good beginning : agree on targets



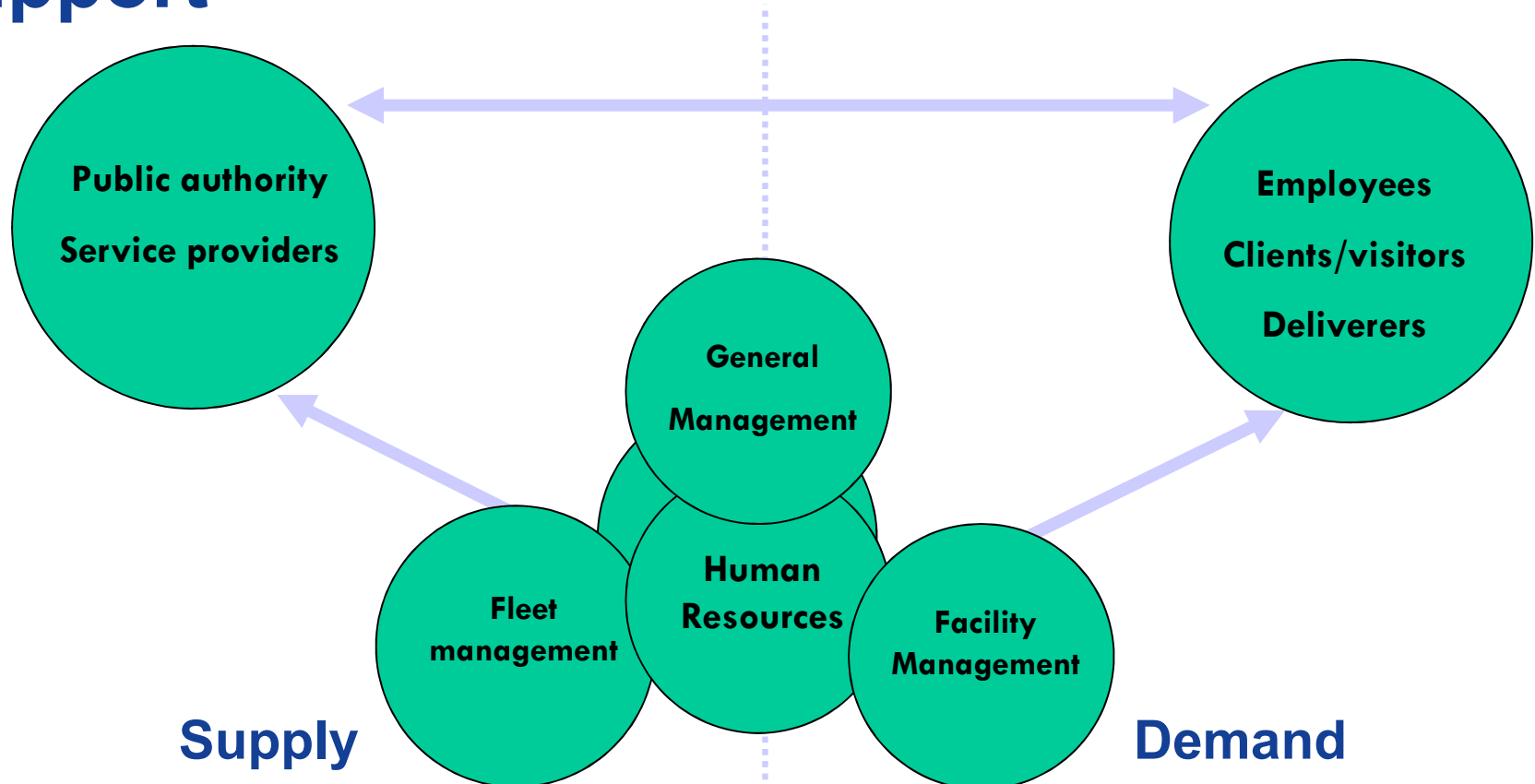
- 10 Get reliable basic information: access situation and commuting data
- 10 Follow existing, good examples
- 10 Set qualitative and quantitative targets
  - Solutions to obvious problems
  - Secondary results that will motivate your partners

## A good beginning : mobilise partners and support

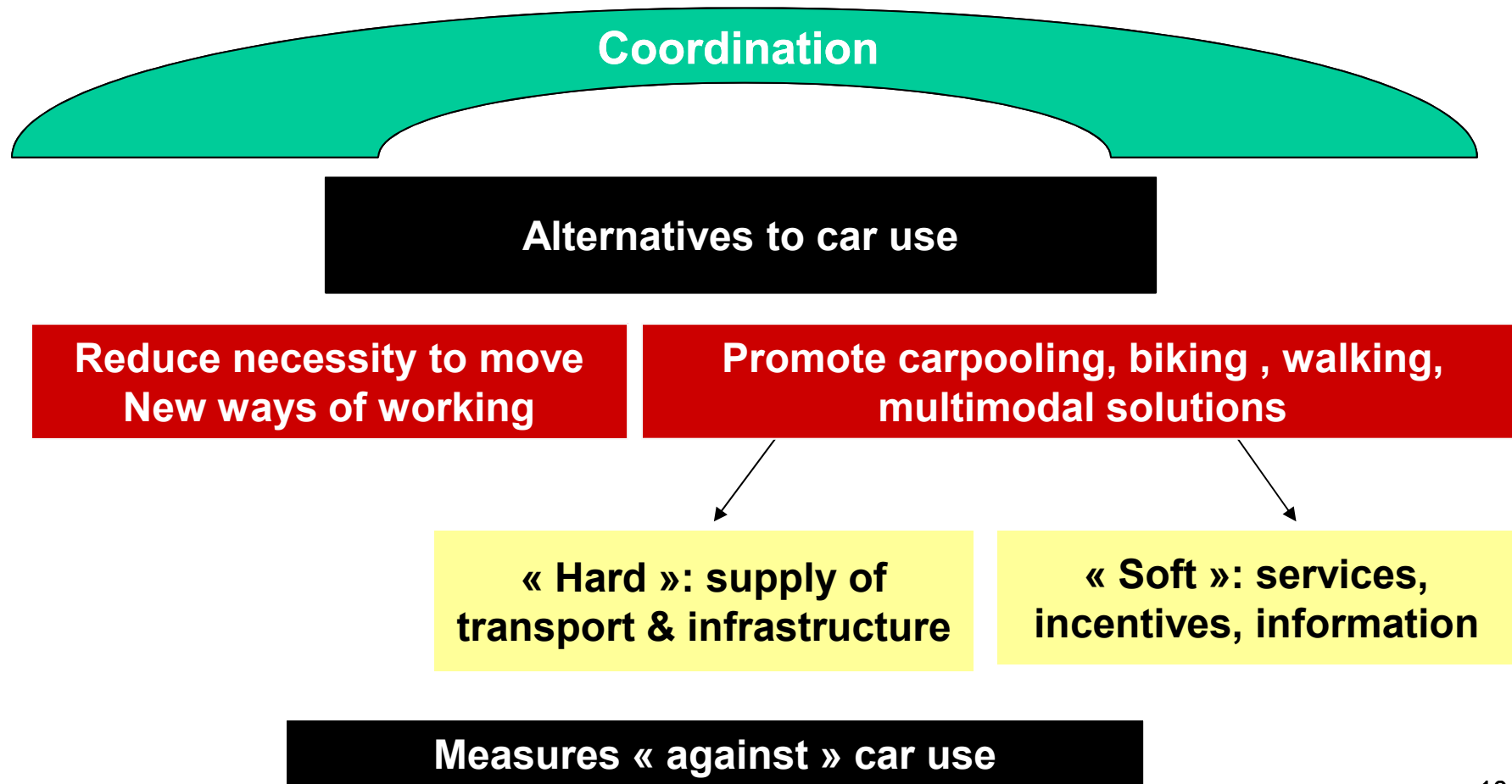




## A good beginning : mobilise partners and support



## Make a good mix of measures



## Start before you decide!



- 10 Don't wait until all decisions have been taken
- 10 Launch pilots and evaluate them publically
- 10 Feed the partners and employees with information
- 10 Make the project visible
- 10 Keep the project alive



Semaine de la mobilité  
Concours photo

Au travail sans voiture, c'est mon quotidien !

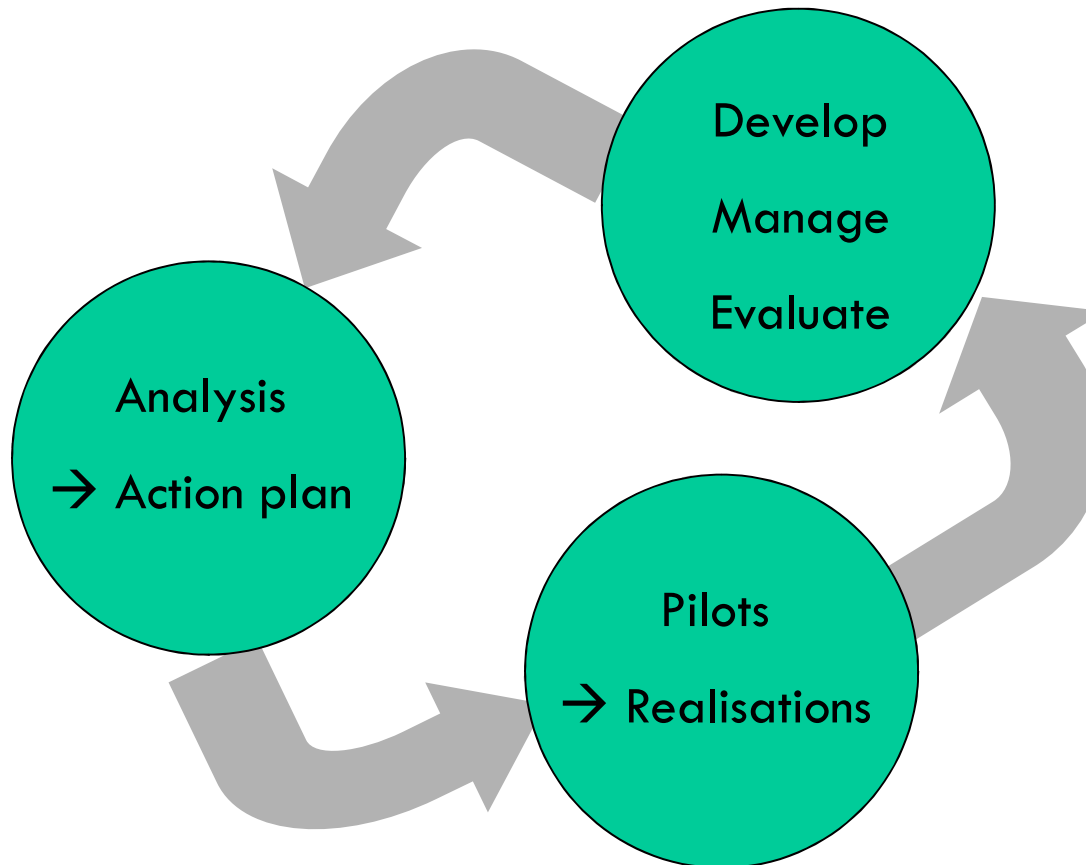
Cycliste, piéton, covoitureur, usager des transports en commun,  
envoyez-nous une photo originale de vous sur le chemin du travail.

Et gagnez une tablette numérique.

Infos et règlement sur éco'Net'vie pratique d'mobilité  
Contact : mobilityforum@bnp-paribasfortis.com

BNP PARIBAS FORTIS | La banque d'un monde qui change

## Keep the wheel turning



# Training, Part 1: COMPANY LEVEL



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# Training Part 1: COMPANY LEVEL



Volvo Cars, Ghent, Belgium:

- ⑩ Active assistance for finding a carpool partner: internal database
- ⑩ Fiscal advantage for carpoolers registered under “collective transport”
- ⑩ Reserved parking voor carpoolers

→ 25% carpoolers



# Training, Part 1: COMPANY LEVEL



## Colruyt supermarkets, Belgium

- ⑩ Free home-work bike + accessories
- ⑩ Good parking facilities for cyclists
- ⑩ Bikes available at the station (train+bike)
- ⑩ If distance + 7 km: electric bike
- ⑩ Tax free cycling fee
- ⑩ Participation “Bike to Work” campaign
- Number of cyclists from 800 to 3000 in 5 years





### Nieuwe gebruiker

Ben je nog niet geregistreerd?

Je kunt je hier (eenmalig) registreren als werknemer van je bedrijf.

Dan sturen we je een login-ID en wachtwoord per e-mail, waarmee je aan de slag kan.

[Eerste inschrijving](#)

### Geregisteerde gebruiker

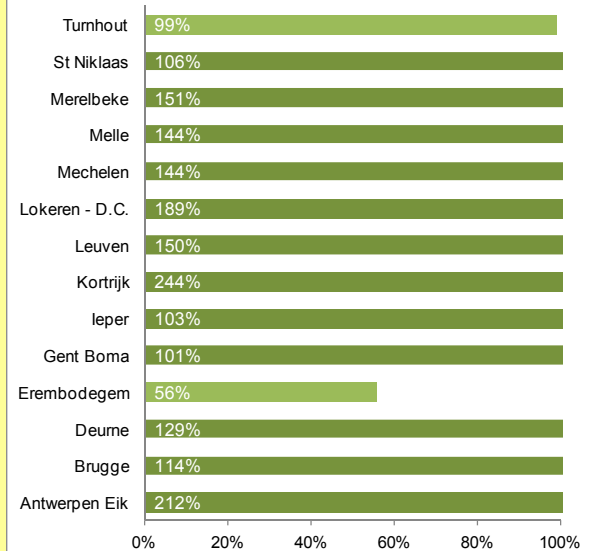
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### Mobility barometer site Melle



- ⑩ 'Mobility months'
- ⑩ Intensive communication
- ⑩ Targets per site (saved km and CO2)
- ⑩ Mobility lottery
- ⑩ Focus on one of the sites
- ⑩ Test electric bikes and carpooling cars
- ⑩ Individual travel advise
- ⑩ Use of open offices

### Saved CO2 compared to target





# Training, Part 1: COMPANY LEVEL



KPN wants to enable people to work freed from the constraints of time or place and so find a good work-life balance, while contributing to solving the issues of mobility and climate change.

- Working independently from time and space constraints
- Sound work-life-balance
- Cost saving
- Sustainability

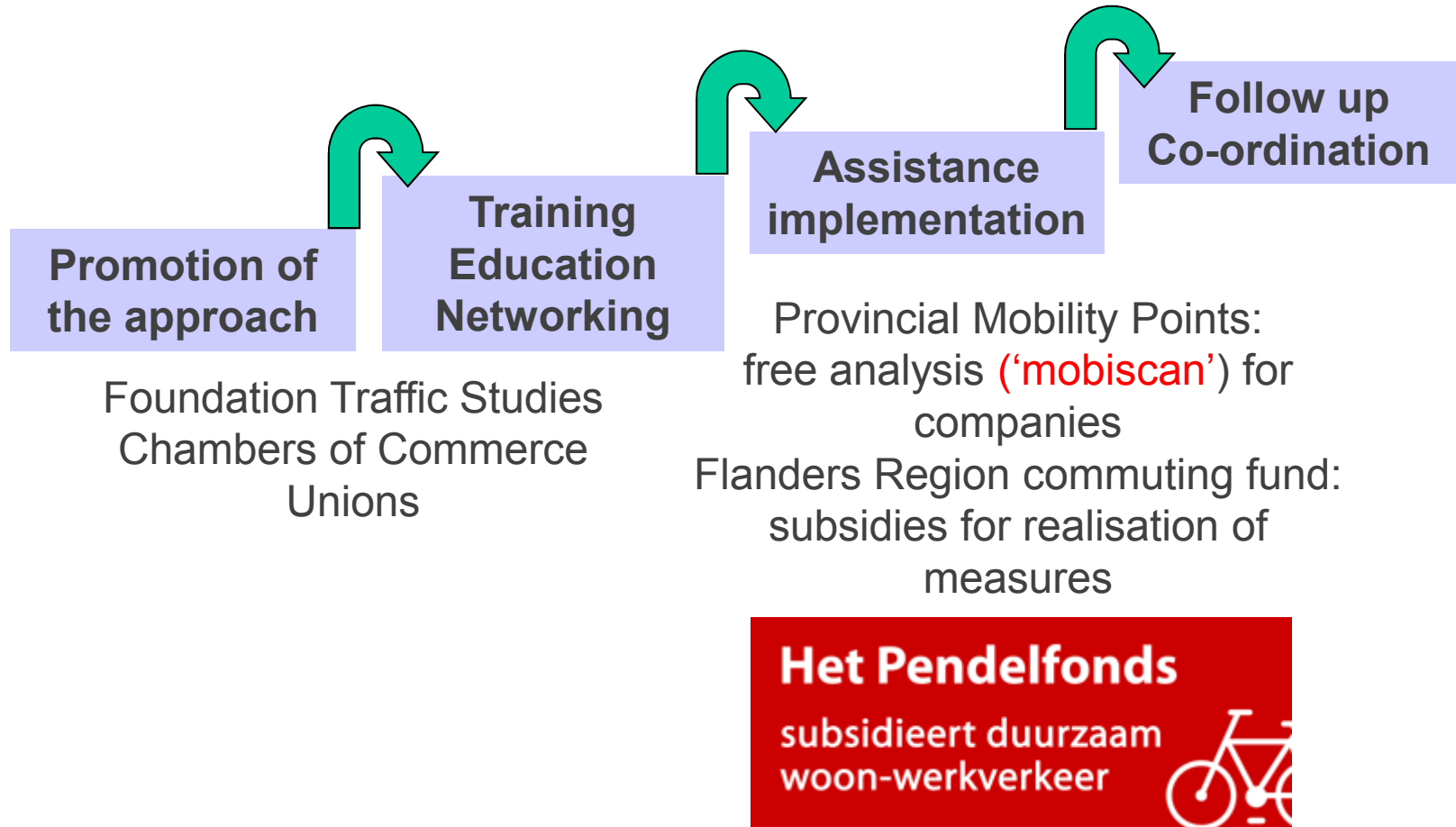
characteristics Target groups	Is the employee bound to certain working times?		Is the employee bound to certain working places?	
	Time Independent	Time dependent	Place dependent	Place Independent
Carolien: on the spot	X	←●	X	
Daan: "knowledge worker"	X	←●	●→	X
Betty: "information worker"		X	X	
Xander: "customer facing"		X	●→	X

Categorize according to role and function

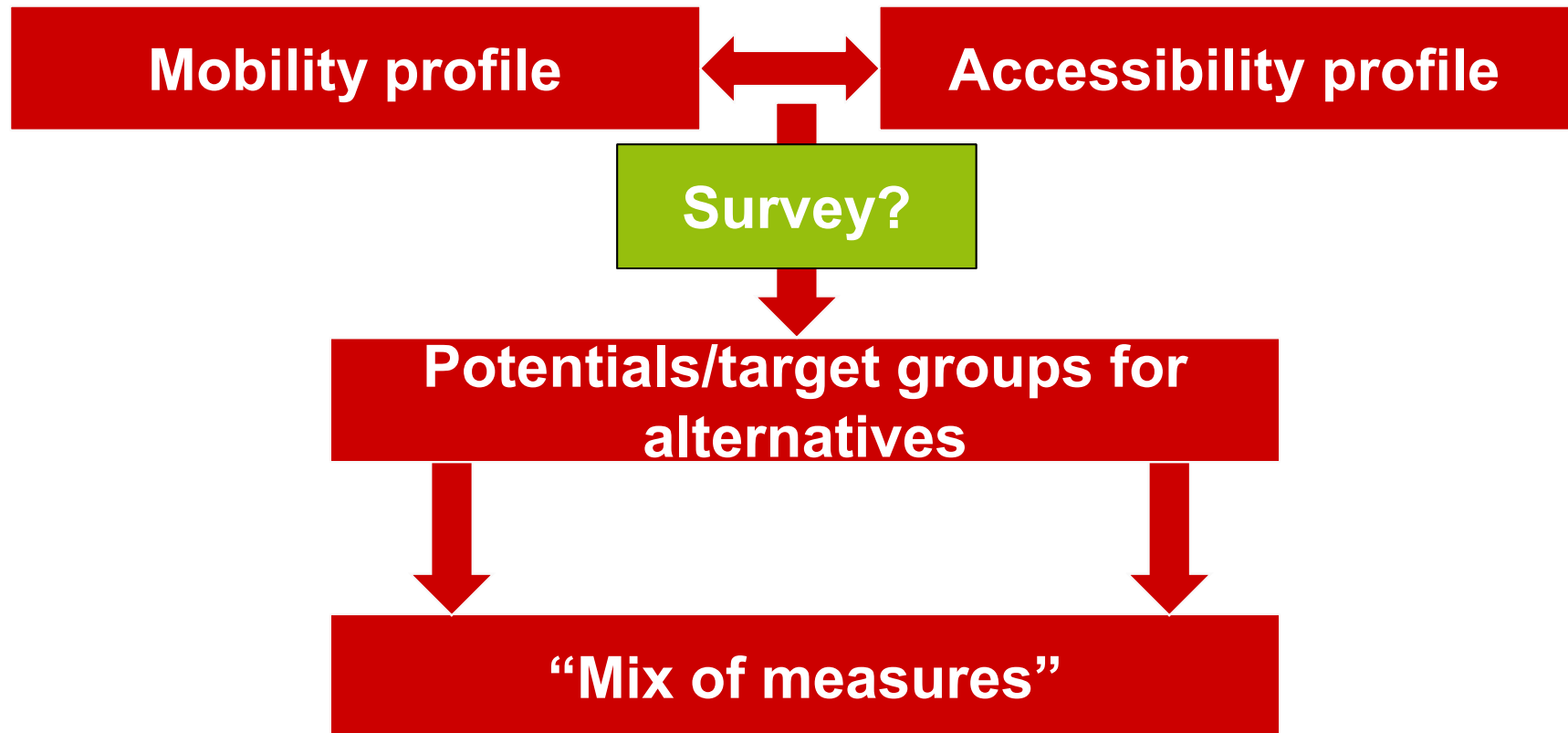


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## Flanders, Belgium: a multi-stages approach



**‘Mobiscan’**: a targeted and ‘light’ analysis of the mobility of employees and the access to the company



## Brussels Region, Belgium: obligation company mobility plan

- ⑩ employers with at least 100 employees have to submit and develop a mobility plan:
  - ⑩ mobility analysis;
  - ⑩ action plan;
  - ⑩ implementation of compulsory measures:  
contact person, communication campaigns, access plan, promoting public transport, bike parking, purchase of cars based on the 'ecoscore', pollution peak action plan
  
- ⑩ Support by the Brussels region:
  - ⑩ Practical tools
  - ⑩ Trainings
  - ⑩ Seminars
  - ⑩ Assistance



## General framework in Belgium:

- ⑩ Fiscal framework rewarding employees using sustainable transport modes and employers providing cycle infrastructure and bus transportation.
  - possibility to replace a company car by a ‘mobility budget’
- ⑩ Obligation for companies (+100) to participate in a mobility survey (every 3 years)
- ⑩ New mobility products for direct and combined transport: car sharing, shared bikes, bike points at the stations

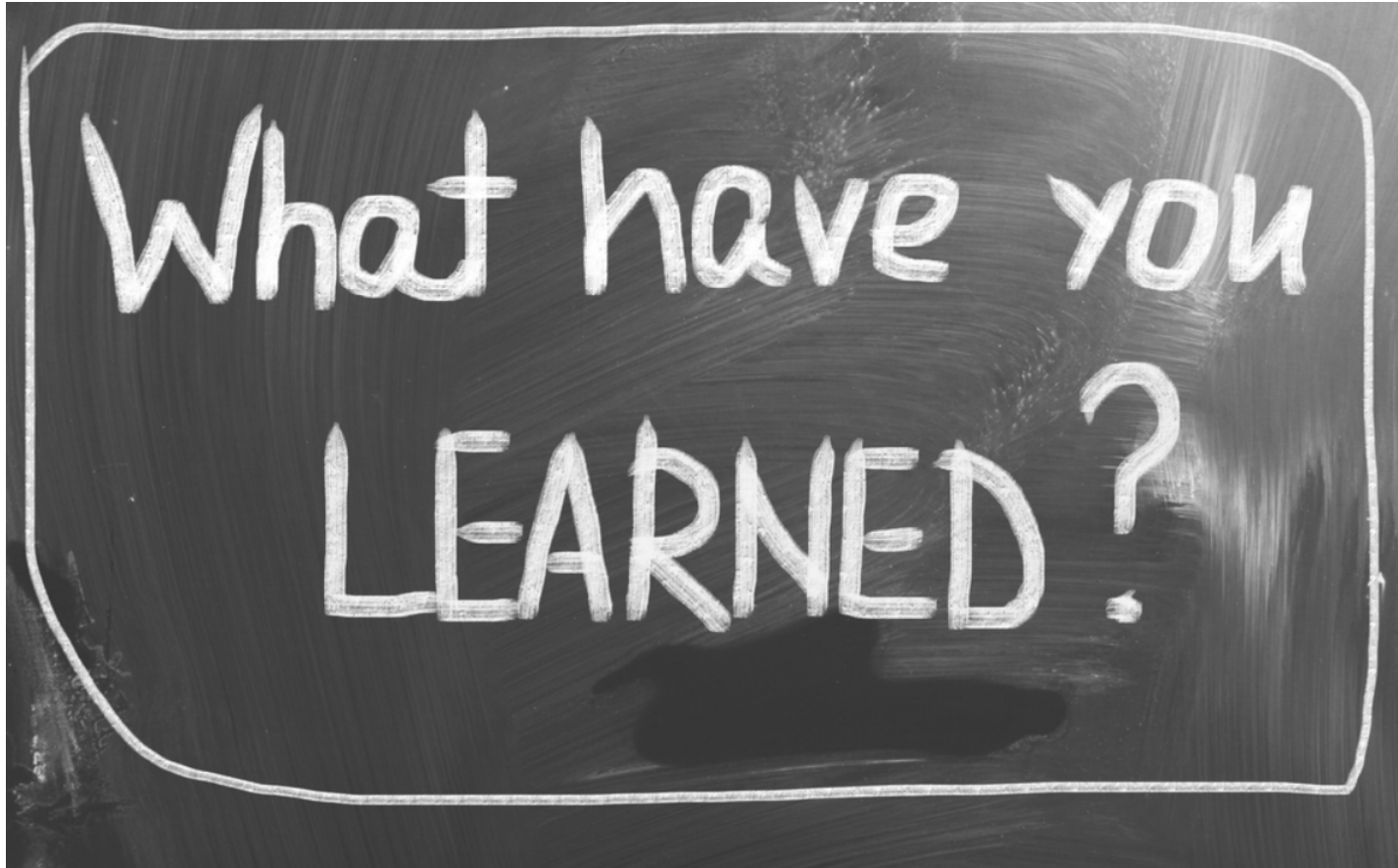




## Cities of Antwerp and Ghent, Belgium - dedicated actions:

- ⑩ **Company mobility plans** for local industrial areas and new developments.
- ⑩ **Co-operation and communication with companies and public transport companies** for reducing the **consequences of road works**.







# A few resources

## TDM Handbook (Canada)



<http://www.vtpi.org/tdm/tdm12.htm>

And also: EPOMM, Eltis...

## TOOLBOX

for Mobility Management Measures in Companies

### About

What you can do with this website.....

### Famous Examples

Successful mobility management measures implemented by well known companies  
Get along with Ford, Wolford, BASF, Novartis.

### Decision Support System

This Programme helps you to select the most appropriate customised measures for your company and if necessary to organise a company mobility survey.

### Quick Solution Catalogue

A selection of some of the most common company mobility problems with possible solutions.  
Choose your problem and get a quick solution.

### Measures List

Complete list of measures to help companies manage their mobility.

### More about SAVE and authors

Find information on the EU SAVE-II Programme, that has made the TOOLBOX happen, and the developers of the toolbox!

[www.mobilitymanagement.be](http://www.mobilitymanagement.be)  
(2000)

## Societal motivations



Congestion



Safety



Environment



Inclusion

## Company policy



Access,  
recruitment



Efficiency  
of business  
travel



Parking



Mobility costs



## Wellness of the employee



Reduction  
of stress



Safety



Work  
comfort



Access  
to work



# Thank you!

Bart Desmedt

Independent expert mobility management

Ajuinlei 1, 9000 Ghent, Belgium

[bart@smartrips.be](mailto:bart@smartrips.be)

[www.smartrips.be](http://www.smartrips.be)

Tel. +32 (0)477 204 918

<http://www.civitas.eu>



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