



RAISING AWARENESS



(c) Frederik Beyens

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. Different communication channels are used in the campaigns, including printed media, social media, radio/TV spots, and search engine advertising to promote the use of smart transport modes, the website and the travel planner.

The Antwerp Port Authority also undertakes several measures to facilitate cycling to work, via funding the Bikebus and Waterbus; and also via campaigns. A key element for the port is to promote safe cycling to work.

CONTEXT & CHALLENGES

The Flemish Government's Masterplan 2020 and Routeplan 2030 state that at least half of the journeys (not limited to commuting traffic) in the Antwerp region should be made by public transport, bicycle or on foot. Because there are major infrastructural works taking place in Antwerp in the past/coming



(c) Via Victor

years, the city and port wanted to create a digital platform with information about the planned construction works and tools to stimulate sustainable travel. This online platform is embedded in the overall communication strategy to encourage people to travel differently to the city.

To accomplish a permanent change in the behaviour of employees in the city and port area, the positive dynamic which has been created around commuting by bike needs to be maintained and strengthened in the coming years.

On the one hand, measures should be aimed at citizens, visitors and employers as well as employees in the city and port area, while on the other hand these measures should establish a permanent instead of a momentarily incentive.



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RESULTS - FINDINGS - LESSONS LEARNED



• **Key result 1:** Over the years, a modal shift can be noticed among Antwerp citizens and city/port employees. These results are not only to be explained by the various campaigns and actions, but it is safe to say that the campaigns were an enabler for people to make the modal shift.

• **Key result 2:** The Antwerp team has succeeded to make the Smart Ways to Antwerp brand known in the city, in Flanders and even across the border.

• **Key result 3:** Cooperation between the port and the city of Antwerp (amongst other under the brand Smart ways to Antwerp) has been of great importance in reaching a wider audience and enabling larger awareness raising campaigns for sustainable travel than would otherwise have been possible.

• **Recommendation 1:**

One of the key lessons for behaviour change is that communication and repetition of key messages is a focal point in order to reach success.

• **Recommendation 2:**

For the smart travel planner: it is important to have everyone on time around the table.

• **Recommendation 3:**

It is important to have early discussions with all stakeholders (for example com-

panies that are a requesting party for a modal shift), so that a common plan of action can be set up and budget can be spent efficiently.



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