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CIVITAS PORTIS INNOVATION

INNOVATIVE & SUSTAINABLE URBAN MOBILITY SOLUTIONS

PORTIS Innovation E-Brochure No. 2 | September 2018

A publication by the CIVITAS PORTIS consortium

EDITORIAL
INNOVATION

Dear Reader!

When we think about innovation, we often think about new technical products and solutions. For mobility planners, it is important to carefully consider how such entrepreneurial energy, resources and products can be channelled to help meet policy objectives. The approach of the City of Antwerp to creating a marketplace for MaaS is a case in point. By developing its own intermodal routeplanner apps and API, the city is able to provide travel advice that takes into account planned disruptions (e.g. construction works), as well as routing advice that prevents heavy traffic in neighbourhood zones where walking and cycling is encouraged. Private and community sector MaaS providers are also able to utilise this city-sensitive routeplanner via the API, and the launch of new MaaS solutions is embedded within the city's behavioural change campaign that encourages a mind, modal and time (of travel) shift. This is a fantastic example of technical innovation combined with organisational innovation.

This issue of the Innovation E-brochure focuses on smart mobility tools and linked behavioural change initiatives, with articles presenting the routeplanner and MaaS ideas and achievements of Antwerp and Aberdeen, as well insights into behavioural change approaches such as the 7E model. An important aspect of the PORTIS innovation workstream is to enable exchange amongst partners cities and we are also pleased to share some summary observations and information resulting from these activities, covering bike-sharing, citizen engagement and the hydrogen economy emerging in Aberdeen.

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CIVITAS PORTIS is testing innovative and sustainable urban mobility solutions in five European port cities, and will also exchange knowledge and experience with follower city Ningbo, China. For an overview of the project, as well as further news and resources, please visit http://civitas.eu/portis

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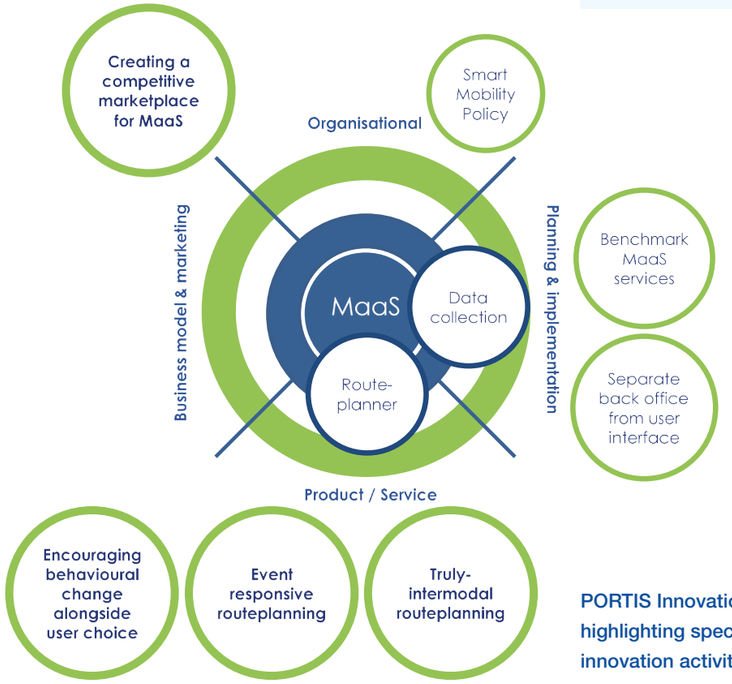
THE FREEDOM TO MOVE:
ENABLING A MARKETPLACE FOR MAAS

Mobility is a matter of convenience. Like Vince, people want to feel free to move around. And for people in Antwerp, choosing sustainable options has just become much easier.

September 2018 marks a significant milestone in the development of Mobility-as-a-Service (MaaS) for the Antwerp city-region, as the city's own sophisticated online routeplanner will be utilised and supplemented by Whim, Olympus Mobility and other providers in a competitive marketplace for intermodal travel services. As local governments across Europe grapple with the concept of MaaS and questions of how public, private and community organisations can best work together in order to deliver efficient, fair and attractive mobility services, the approach taken by the City of Antwerp deserves to be highlighted as a highly advantageous solution. As part of the PORTIS Innovation Process, several innovative aspects of the MaaS platform have been identified (see the innovation diagram below), four of which are highlighted in this article:



PORTIS Innovation Diagram highlighting specific innovation activities

MEET VINCE.

Vince lives just outside the City of Antwerp, works at the newly developed Eilandje and likes to move around in the city but hates to choose. For years Vince has been struggling with multiple apps, RFID-cards (radio-frequency identification), cash payments and quirky selling machines which made him consider just buying a car he can use as his sole mode of transportation. The massive roadworks around the city and many traffic jams have kept him away from car ownership for now… Luckily, the City of Antwerp has anticipated his struggles and created all the building blocks for the implementation of successful Mobility-as-a-Service. Vince will no longer have to choose only one mode nor struggle with cards. From September 2018 on he'll be able to use one app that does it all in an intermodal way.

Car, bike, bus, train, scooter, … are all just a swipe away

Truly-intermodal routeplanning - if you have ever been frustrated by routeplanners that only offer public transport + walking… or a long cycle ride… or another option, you will be pleasantly surprised by the City of Antwerp's service that links bus, tram, train, bikesharing, cycling, ferries, walking etc. in intermodal journey options.

The City of Antwerp know from customer research that the biggest obstacle for most people is being aware of all the mobility options already available and being able to find their way through the various itineraries, linking all the information together. After consulting technology providers, it became clear that no truly intermodal routeplanner was already available that would enable the city authority to achieve its service objectives. Since just taking an "off the peg" app was not an option, a new routeplanner was developed together with Be-Mobile, a market leader in smart mobility. This new routeplanner combines all transport modes offered within the City of Antwerp based on various user scenarios. Combinations of car, public transport, Park & Ride, bikeshare and walking are calculated and presented to the end-user through the website or through a dedicated app. This has made it easy to know when to take which bikeshare to which train station in order to get to that one bus that drops you off in front of your house, or receive suggestions on where to drop off your car at a Park & Ride and continue your journey by tram to get to that wonderful restaurant.

Event responsive routeplanning – the City of Antwerp ensure that journey options are responsive to both planned events, such as construction works or indeed music festivals, as well as unplanned events such as accidents and disruption on the transport network

A nice side-effect of the city-led development of the route planner is that it is possible to influence the routing logic to the collective benefit of citizens and businesses. Roadworks need to be approved by the city administration, cultural events have to receive a permit... All events that influence mobility are tracked somewhere within the city administration. By linking those sources to the routeplanner, even better routing advice can be given to the end-user. In addition to providing more accurate data to the routing algorithms, it's also possible to define certain parameters that influence the routing advice and help maintain the efficiency of the overall transport system. The city can define certain user scenarios which should not be suggested (e.g. taking the car from within the city to the central train station) or certain parameters which should be given a higher weighting to help limit congestion (for instance by recommending Park & Rides).

A competitive marketplace for MaaS – in order to create choice for users and stimulate further innovation through its procurement approach, the City of Antwerp, in conjunction with Be-Mobile, have launched an API allowing other apps to utilise the highly developed routeplanner. Whim and other single or multi-modal travel services are therefore able to contribute to the range of mobility and service options, all based on the city authority's underlying travel advice

Giving people solid travel advice is important to help them towards a behavioural shift, but without the proper mobility solutions Vince would still buy a car. To solve this challenge, the City of Antwerp has set up a Mobility Marketplace as part of the 'Smart Ways to Antwerp' campaign. This Marketplace serves many purposes. On a basic level it brings together all the players in the mobility field who help the city reach its mobility goals. Approved organisations can use the logo of 'Smart Ways to Antwerp' in their communication and they are given attention on the website in the form of articles. However, the Marketplace goes much further in that it also encourages innovative solutions through competitive project calls.

In the procurement calls, organisations are asked to come up with innovative solutions for various mobility challenges across Antwerp. Successful organisations receive up to €50,000/project based on pre-defined KPIs, and support from the city administration in realizing their goals and launching their solution in Antwerp. For the 2017 call, various MaaS-providers were approved (among others). During 2018 the City of Antwerp helped them get in touch with mobility players, supported the creation of partnerships with public transport providers and helped them set up test audiences. It soon became apparent that, although there were some serious technical challenges involved, finding the right way to influence behavioural change that is in line with the city goals requires close collaboration and clear reporting with all players in the field of MaaS.

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Encouraging behavioural change alongside user choice – the MaaS services being developed form part of an integrated approach within the 'Smartways to Antwerp' (Slim naar Antwerp) programme that seek to accomplish a mind and modal shift.

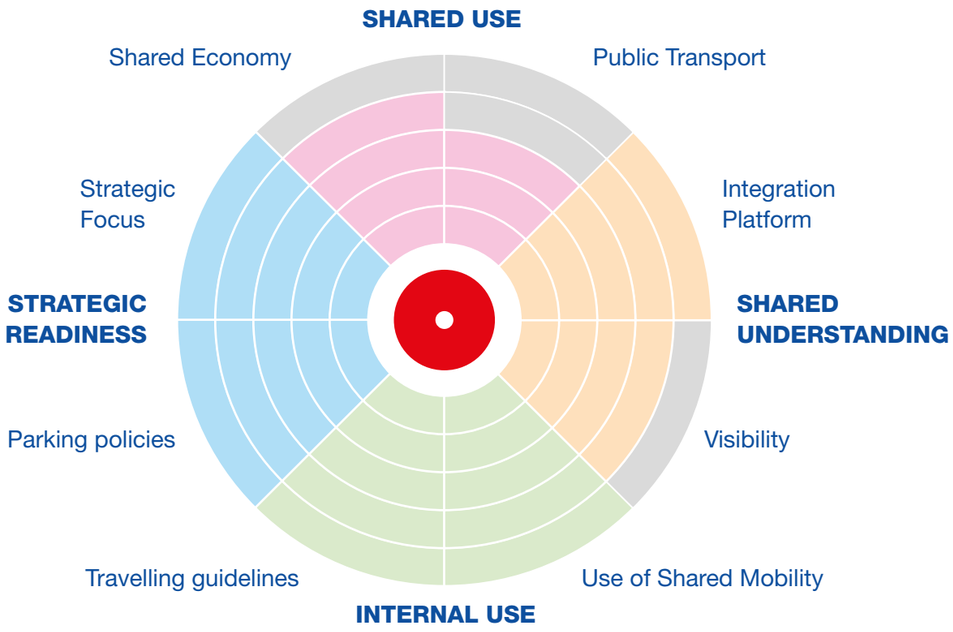
Enabling MaaS is one aspect of a broader range of initiatives under the banner of the 'Smart Ways to Antwerp' programme that includes proactive travel planning for businesses, incentive schemes and 'try before you buy' opportunities. Building upon the ability to recommend trip options that help reduce congestion, the next step is for the routeplanner to combine the parameters defined by the city authority as well as the preferences of the user. This will make it possible to give travel advice to the end-user which is in line with both their expectations and with the City of Antwerp's objectives.

Gauging the status of MaaS in Antwerp using the ECCENTRIC readiness indicators

Applying the MaaS readiness model developed by the CIVITAS ECCENTRIC project demonstrates that the City of Antwerp is a true frontrunner in the field of MaaS. Most of the MaaS indicators (5 out of 8) score at the highest level (5):

1. Strategic focus - level 5: the City of Antwerp has a dedicated team in charge of MaaS development. Antwerp develops MaaS systematically.
2. Parking policy - level 5: The parking policy supports shared cars by offering free parking zones for shared vehicles and parking permits are easy to acquire.
3. Traveling guidelines for the staff and politicians - level 5: Internal city authority travelling instructions prioritize sustainable mobility; travel patterns are monitored annually; the use of private cars for work travel has declined during the past 3 years.
4. Use of shared mobility - level 5: the City of Antwerp uses shared mobility services offered by several service providers and this is not limited to working hours only. In addition, the city authority offers part of its fleet as shared vehicles.
5. Shared economy - availability and market penetration of shared and combined travel options - level 4: There are more than five different MaaS operators providing combined mobility within the city covering the following modes: public transport, shared bikes, shared e-motorcycles and (e-)cars, etc.
6. Public transport - level 3: The public transport authority is actively connecting with other MaaS operators/ transport providers in the area and they have plans to offer package deals to customers (bicycle/car sharing, car pooling, taxis, etc.).
7. Integration platform - level 5: TThird parties work together to sell their MaaS services by using the same apps which may be provided by the public transport authority or a private service operator.
8. Visibility - level 4: Customers can change their means of transport easily in several places within the city (minimum 4 transport modes in one place). And more importantly, they receive truly intermodal travel advice whenever they use the mobile 'Smartways to Antwerp' site or app.

ENABLING MAAS IS ONE ASPECT OF A BROADER RANGE OF INITIATIVES UNDER THE BANNER OF THE 'SMART WAYS TO ANTWERP' PROGRAMME



Source: http://civitas.eu/news/maas-readiness-level-indicators-local-authorities-launched

City of Antwerp results from applying the CIVITAS ECCENTRIC MaaS Readiness Tool

The next cycle of the Innovation Process

The PORTIS Innovation diagram highlights how the four key innovative aspects of the Antwerp approach described above relate to four types of Innovation: Organisational; Planning & Implementation; Marketing & Business Model; Product / Service. These include the major organisational innovation of creating a competitive marketplace for MaaS that nevertheless helps to ensure that private sector providers support public authority objectives. The implementation of three of these innovations are now reaching fruition and can be further developed, while the City of Antwerp has already begun generating ideas about the next developments, such as integrating user preferences in the search results… Vince's routeplanning search results could soon reflect both the efficiency and liveability agenda of the city authority and his own preferences for walking, cycling, using public transport and other forms of shared mobility.

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TURN LEFT, CONTINUE FOR 200M AND THEN TAKE THE BUS: COMMUNICATING WITH CAR DRIVERS

Aberdeen's innovation idea to communicate intermodal options to people already en route.

Aberdeen City Council has long recognised that digital technologies are playing an increasing role in everyday life, and that it is only set to become more prominent with future generations who will have different expectations. We also recognise that as a Council we have to make more attractive urban environments, improve air quality and thereby provide associated health benefits to our citizens. We need to encourage a shift to more sustainable and active travel modes and decrease the dependency on private vehicles. Through the CiViTAS PORTIS project, the City Council and local partners in the project will develop and implement a smart journey app for the public with the intention of the app connecting to SatNavs and operating within the context of Mobility as a Service (MaaS) in the longer term.

It is now the opportune time for Aberdeen to develop and implement its smart journey app due to a number of major projects coming online. These include the Aberdeen Western Peripheral Route (AWPR) road which will be a new, main strategic transport route for the Aberdeen region, removing unnecessary through traffic from the city centre and unsuitable urban and rural roads. The AWPR should also be viewed in the context of other initiatives including:

- The City Centre Masterplan
- The Local Transport Strategy
- The Sustainable Urban Mobility Plan

Through these projects, complemented by a reassessment of the roads hierarchy, the City Council will be able to redefine road space, improve infrastructure for walking and cycling and also improve journey and reliability times for public transport.

The Council has already developed a smart journey website to provide road users with information about disruption on the road network and therefore influence their route. The platform also provides links for users to report issues and to sign-up for email alerts. Current data gathering is mainly carried out for operational purposes and providing guidance to people already travelling is largely dependent on physical infrastructure such as Car Park Guidance Signs and Variable Message Signs. Journey time data collection is carried out by utilising a mix of technologies such as Bluetooth sensors and an Automatic Number Plate Recognition system, however it is only used in an operational control environment and has not been published for users by the City Council.
Within the PORTIS project it is anticipated that the smart journey app can be developed, using existing datasets and potentially private car information, to push data to the user to allow them to make an informed decision about their modal choice. For effective promotion of alternative, sustainable modes of transport the app will aim to target all users and provide valuable information on the benefits to consider all or a mix of modes for a user selected journey.

With an aim to seek further benefits in the long term, building on the development of the smart journey planning app, the Council sees the potential to develop the connection of the data and/or App to on board vehicle devices (SatNavs) to allow the provision of live information as the journey occurs. This would enable the City Council to offer journey recommendations to drivers that include Park & Ride and other intermodal options. This would also represent a first step towards integrating and testing the deployment of connected vehicle infrastructure in Aberdeen and, working alongside Transport Scotland and Department for Transport, build on the knowledgebase across the UK. The City Council is also scoping the viability of the data and the smart journey app being developed to support the delivery of Mobility as a Service (MaaS) solutions.

QUICK TIPS FROM THE PORTIS
BIKE-SHARING INNOVATION EXCHANGE

Within the PORTIS innovation workstream, regular telcos are held amongst the project cities to enable exchange of ideas and knowledge. The following articles provide brief insight into conversation topics.

Bike stands for historic settings; overcoming Trieste's dilemma

The City of Trieste has ambitions to introduce a bike-sharing scheme for use by citizens as well as the many visitors that arrive on cruise ships to discover the rich heritage of a city influenced by Italian, Slavic, Jewish and Germanic cultures. Related PORTIS measures include the development of themed walking and cycling tour itineraries that will be available on an app. When seeking to proceed with the implementation of a bike sharing scheme, the municipality has had to address specific issues relating to conservation of the architectural heritage of the city centre. The City of Trieste were advised that standard bike-docking stations would not be appropriate and therefore alternative solutions were discussed with PORTIS partners, including bike sharing experts from ISINNOVA, who had led the Velocittà project ('better use of bicycle share systems').

Implementation of a free floating bike sharing system was one option, but this was discounted due to the Bora winds and strong gusts experienced around the city. After receiving follow-up advice based on the experience of other Italian cities that have also had to address the relevant regulations for historic environments, the City of Trieste will deploy the following design solutions. The docking stations will be installed using a self-supporting platform, which avoids the need to drill into the valuable paving stones. Additionally, the Superintendency for Cultural Heritage' requested that the electric meters are installed inside the bike stand totems, so that the final appearance is uncluttered. It is now expected that the bike-sharing system will be installed by Bicincittà S.r.l., with cycles becoming available for use by the end of 2018 or early 2019.

From recreation to utility riding - the next step for Klaipeda

The introduction of a bike-sharing system has been an important component of the municipality's plans for the PORTIS workstream 'New mobility lifestyles for port cities'. A short period into the project a partner organisation, CityBee, came forward to implement a dock-based scheme in accordance with the city's plans. As the scheme has already been in operation since May 2017, it has been possible to observe the types and frequency of use. The City of Klaipeda are delighted that the system is well used, although available information shows that this is generally in line with historic behaviour: i.e. the citizens of Klaipeda enjoy recreational cycle rides, for example through the Curonian Spit UNESCO World Heritage site accessible via a short ferry trip across the harbour. The typical peak of daily usage is at 19:00. This means that the remaining challenge, or opportunity, is to promote use of the bike-sharing scheme for commuting, shopping and other short trips within the city.

As a partner came forward to deliver the bike-sharing scheme, this has released resources for the City of Klaipeda to focus on another priority cycling infrastructure project. Much of the housing in the city is made up of communist-era apartment buildings several storeys high. As there is no provision for communal bicycle storage, cycling is an unattractive option, in particular for those

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living in the upper storeys of the building. To complement the bike-sharing initiative, the city authority is therefore leading a measure to provide cycle storage units. At present, the city is completing an analysis the best locations for these and, following a procurement process, it is intended that the new cycle storage will be installed early in 2019.

Looking further into the future, the municipality is in the process of installing bike counters to inform future improvements to cycle infrastructure. Additionally, as the bikesharing provider CityBee also provides a car sharing system, the potential to develop a network of Mobility Points was also discussed during Innovation meetings

Antwerp's approach to avoiding a free-floating bike and scooter inundation

Widely publicised scenes of huge piles of bicycles from China, the bike sharing graveyards, run counter to the environmentally-friendly image of cycling. Closer to home, reports of irresponsibly parked bicycles blocking sidewalks and littering, as a result of vandalism, could lead to anti-bike sentiment. As more and more cities draw up plans to launch bike-sharing systems, and fast-moving free-floating bike system companies seek to extend their services across Europe, it is important to implement a well thought out bike-sharing policy from the start. This way, cities can avoid an inundation of different bike systems filling up the city streets and maximise the environmental and health benefits.

Due to concerns about the bike-sharing boom and its side effects, the City of Antwerp has drawn up a regulation for free-floating (e-)bike and e-scooter systems, stating the maximum number of providers that can be active at the same time in the city and the maximum amount of bikes or scooters. Providers who wish to roll out their system in the city have to apply for a permit and meet the specified criteria regarding operator and service quality, space usage, data and interoperability (MaaS).

At this moment, four different bike-sharing systems are active in Antwerp: a back-to-many public urban bike-sharing system with a network of 3,800 bikes and 303 stations, two free-floating systems with geo-fenced dropzones (around 300 bikes each), and a back-to-one system with docks at two main train stations.

By regulating bike-sharing and having a clear policy, the city of Antwerp gives businesses the possibility to operate in Antwerp in a competitive marketplace, but at the same time acts as a market moderator to avoid an uncontrolled abundance of bike-sharing systems. This way, the balance is kept between the goals of the market and the government, and the needs of the users.

AS MORE AND MORE CITIES DRAW UP PLANS TO LAUNCH BIKE-SHARING SYSTEMS, AND FAST-MOVING FREE-FLOATING BIKE SYSTEM COMPANIES SEEK TO EXTEND THEIR SERVICES ACROSS EUROPE, IT IS IMPORTANT TO IMPLEMENT A WELL THOUGHT OUT BIKE-SHARING POLICY FROM THE START.

PEOPLE NOT PERCENTAGES
HUMANISING MODAL SHIFT OBJECTIVES

An interview with Marijke de Roeck, Programme Manager “Smart ways to Antwerp” of the City of Antwerp.

Marijke De Roeck is the Director of Communication and Participation of the City Development Department in Antwerp and programme manager of “Smart ways to Antwerp”. She is an expert in social marketing, market research, campaigning, stakeholder management and innovation in mobility. She has extensive experience with managing European funded projects and is the general project coordinator of the CIVITAS PORTIS project.

The SUMP for Antwerp contains ambitious modal split targets. What have been the motivating factors for such high aims?

Antwerp’s 50/50 target (50% walking, cycling and public transport / 50% by car) has been strongly motivated by both economic and city liveability factors. The Port of Antwerp is responsible for 17% of the Belgian GDP and by the end of the 1990s heavy road congestion was starting to have a major adverse effect on logistics operations associated with the Port. The 50/50 target originated with the Flemish Masterplan developed at the end of the 1990s and has been incorporated within the SUMP for the City of Antwerp adopted in 2006.

Alongside freight operations, the Port of Antwerp is also a major industrial cluster. The City recognises that to maintain its economic position, it also needs to provide an environment that is attractive for highly-skilled workers. In addition to reducing congestion and pollution levels, updates to the SUMP have therefore aimed to create a family friendly city, incorporating “superblock” type initiatives to create liveable neighbourhoods with 30 kmph speed limits and no through traffic within defined areas.

The modal split for the City of Antwerp is already 48/52 for commuting Antwerp residents and our main challenge is to address continuing high car usage across the city-region.

To achieve these targets, is there a high reliance on infrastructure investment, ‘soft’ measures, or a balance of the two?

Up until 2016 there was an emphasis on providing infrastructure for sustainable modes, which included major investments in the public transport network, such as Noorderlijn, a tram connection between the city centre, the recently redeveloped neighbourhood Eilandje and the north of the city, as well as improvements to the cycle network. The EU has been willing to fund mobility management and behavioural change initiatives and this was one factor that encouraged the City to also allocate its own budget of €5mil for soft measures. Projects such as PORTIS have enabled the City to recruit more personnel, which has been vital to progress high profile initiatives with tempo.

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It was seen as a risk to spend so much on behavioural change and communication, and there have been critical voices, but the City of Antwerp is extremely pleased with the initiatives that have put us in a frontrunner position. The Slim naar Antwerpen (Smart ways to Antwerp) campaign is viewed as very successful and the online routeplanner (and data systems that support this) have made Antwerp highly attractive for MaaS companies to launch their platforms.

During a PORTIS Innovation Exchange with partners you suggested that modal split targets should be expressed in terms of numbers of people, not percentages. Why do you think this is important?

Most people don’t rationalise what these modal split percentages mean in reality. We are talking about such huge numbers. People may say, “ok, so it is only a 10% reduction”, but from a total of 300,000 car trips a day this means a reduction of 30,000 trips. This is a big task from a communication and behavioural change perspective.

At a company level it is also important to think about the numbers of people from a practical viewpoint. If we would like to encourage 100 people to cycle to work, is there even enough cycle parking?

Working with numbers of people also enables us to look at the people themselves, whose actions are motivated by very emotional drivers. It is important that we understand the target groups that make up our modal shift targets and consider what combinations of services and triggers could encourage change – putting the mobility service users at the centre of our attention. For example, we know that many people combine trips – the school run / grocery shopping – so we need to pursue a package of initiatives to enable the change of behaviour.

What successes have you seen so far from applying this approach?

Our Approach for Employers measure has already undertaken ‘mobility scans’ with 65 companies (30 big companies and 33 small companies). From this work we can see there is a theoretical potential for modal shift of 41% overall (from 61% to 20%), and so we then work with the companies to translate these figures into the specific number of people and target groups that should receive most of our attention and support.

We are also currently working with two neighbourhoods to engage them on questions of mobility, applying an insight from labour psychology – i.e. if you focus on one group and give them attention, they start behaving in the way intended. This is not a ‘controlling’ approach, but involves asking questions, providing follow-up and support, and enabling people in these communities to become ambassadors for change. This is good for the community and good for the city.

How is the PORTIS project further supporting the development of mobility strategy?

Working closely with important stakeholders is crucial if a SUMP is to be successfully implemented. There is no point preparing a SUMP that does not take into account the level your stakeholders are at. For the City of Antwerp, the port authority is clearly a key stakeholder and PORTIS has been important for supporting integration of mobility and port masterplans and for devising solutions for commuters to access the port, or to cross it where the water acts as a barrier.

The Vision for the Roadmap 2030 was recently approved and now we are looking to define new targets for the region.

FROM IGNORANCE TO CONCERN TO BEHAVIOURAL CHANGE – NUDGING IN THE RIGHT DIRECTION WITH THE 7E MODEL

What is nudging?

We all know the phrase ‘a nudge in the right direction’, meaning subtly encourage someone to do something. In behavioural psychology, nudging means exactly that: consciously influence unconscious behaviour. Individuals retain their freedom of choice, but subtle influencing mechanisms lead them unconsciously to certain desired behaviour.

It may seem complicated, but actually we regularly come across it in our daily lives. For example, stores and supermarket shelves are arranged in a specific way leading customers to certain (buying) behaviour: popular brands on eye level, basics at the end of the store, etc.

Nudging is, however, not only used in commercial settings, but also by governmental institutions in social marketing, to encourage desired behaviour in socially relevant issues, such as sport, healthy food, sustainability, etc.

Smart Ways to Antwerp and behavioural change

In order to keep the city accessible and liveable, Smart Ways to Antwerp, with the support of CIVITAS PORTIS, is developing alternative mobility solutions. To reduce congestion, transport behaviour should evolve towards car-independent lifestyles and alternative means of transport. However, since people are generally creatures of habit, achieving such a behavioural change is not an easy process. Nudging techniques can be used to subtly steer them towards desired behaviour. Smart Ways to Antwerp uses the 7E model in order to do this.

The 7E model

The 7E model is an instrument that helps with the design, adjustment and evaluation of governmental communication. The model is built around a seven-step scale of behaviour ranging from ignorance to permanent behavioural change. It identifies seven barriers which prohibit people from moving up in the scale, as well as seven levers to overcome these barriers.

In order to use this model optimally and efficiently, the first task is to define the target groups. Not only who they are, but also where in the scale of behaviour they are located and which barriers they encounter. Secondly, it is necessary to describe the desired behaviour of each target group. This way, it will become clearer which lever can be used to make them overcome their barrier and show the desired behaviour.

The 7E model in practice: Smart Ways to Antwerp

Last year, the Smart Ways to Antwerp campaign team started an optimization process to improve the efficiency and effectiveness of its work. Gaining more insight into nudging and the 7E model was one aspect of this. The process was applied for all target groups of Smart Ways to Antwerp, including citizens, visitors, companies and commuters. Below, a few examples are given of the outcomes of this exercise and how the 7E model can lead to practical insights for effective campaigns and communication actions.

Not all people are already aware that they personally have to do something to change the mobility situation in the city. The first barrier is, therefore, ignorance, which can be overcome by enlightening people about the problem or

Giant billboard to announce major road works in the city centre

situation. In order to reach this target group, communication campaigns need to be informative, striking and clarifying. Brand awareness campaigns also fall in this category. Many general campaigns of Smart Ways to Antwerp do exactly that: give information about road works, show that there are alternatives, etc.

Explanation: The billboard announces the construction of the new ‘Opera Square’, in front of the Antwerp Opera House. The text reads: ‘From 5 June, we work with heart and soul on the Opera Square’. Fun fact: The people in the picture are actual workers on the project.

People who are aware of the problem, but are rather unconcerned can be reached by enthusing them. Communication needs to personally or emotionally address the target group and inspire them. Storytelling is an important factor here. For example, recently Smart Ways to Antwerp launched a series of social media videos showing daily-life situations where the bike is a better alternative to the car, including a call-to-action asking people why they like to bike. The message is simple and recognizable and the people portrayed are easy to identify with.

The following step on the scale is being concerned but not involved and the feeling that someone else should solve the problem. This target group can be reached by engaging them, creating a community feeling and show that if someone else can do it, they can do it as well. Sharing testimonials and creating ambassadors are good ways for inspiring others.

The same exercise was undertaken for the remaining four barriers and levers. Which target groups encounter which barriers, what is their desired behaviour and how can we nudge them towards a behavioural change? The 7E model helps with the definition of the different target (sub)groups, their characteristics, desired behaviour and barriers. The corresponding levers show how certain barriers can be overcome and help decide where the focus of communication actions should lie in order to efficiently nudge the target (sub)groups towards desired behaviour.

Why we cycle video on Youtube: www.youtube.com/watch?v=jLDn1o-TpGA&feature=youtu.be

During the PORTIS consortium meeting on 6th September in Constanta, partners from Aberdeen, Antwerp, Klaipeda and Constanta joined a workshop session to generate ideas for how the 7E model could be applied to selected measures. If you would like more information on communication approaches and examples then please contact us!

PORT CITY REFLECTIONS:
KLAIPEDA PARTNERS VISIT ABERDEEN

During June 2018 representatives of the PORTIS cities Antwerp and Klaipeda travelled to Aberdeen as part of the peer-to-peer exchange programme within the project. Describing this as an excellent learning experience, colleagues from the City of Klaipeda were pleased to recount some highlights from the visit.

First of all, we were really impressed with how citizens have been engaged in the Aberdeen Harbour Expansion Project, a major £350 million project to develop Aberdeen Harbour by creating a new port extension to the south of the city. This is particularly topical for us as there are plans to develop a deep sea port extension at Klaipeda. For us it was interesting to see how Aberdeen City Council and partners have taken a very open approach, providing information in a visitor centre on the historic development of the port, its role in the economy, the harbour extension plans and how the construction phase will be managed. Citizens are encouraged to provide feedback. The plans for Klaipeda have become very controversial and while there are significant issues surrounding the project, the lack of information and engagement has created a confrontational atmosphere. We plan to bring some of the engagement approaches we have learnt about in Aberdeen back to Klaipeda with us.

The progress Aberdeen has made with its H2 initiative is also inspiring. In Klaipeda we have been considering electric mobility and LPG gas for public transport, and were not aware that Aberdeen has focussed on the hydrogen economy and already has state-of-the-art production facilities and 10 hydrogen fuel cell buses, the largest fleet in Europe. The city's plans to utilise hydrogen as a means for storing energy from renewable offshore wind and wave sources were explained to us, and the public transport fleet is one beneficial way to then utilise the hydrogen power alongside heating applications. As part of the PORTIS project, the city will expand the fleet of fuel cell vehicles operating in the region by working with private sector companies, following identification of the most suitable users, to trial low emission vans. The purpose of doing so is to further promote the use of fuel cell vehicles within the private sector, at the same time demonstrating their commercial reliability. We understand it is an exciting time for partners from Aberdeen as the city is a frontrunner for Europe on hydrogen technologies.

CIVITAS PORTIS INNOVATION

CIVITAS PORTIS
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CIVITAS PORTIS

INNOVATIVE AND SUSTAINABLE URBAN MOBILITY SOLUTIONS IN FIVE EUROPEAN PORT CITIES

CIVITAS PORTIS involves 33 partners from five European port cities, a Chinese follower city, Ningbo, and six partners responsible for research activities, working together on sustainable mobility in terms of commuter traffic as well as transport and logistics. With European support, these cities will work together on good, innovative and sustainable solutions to improve access to their cities and ports.

IMPRINT

CIVITAS PORTIS is funded through the EC's Horizon 2020 programme under grant agreement 690713.

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Copywriting: ISINNOVA www.isinnova.org // Design & Layout: FGM/COMMUNICAT www.communicat.at

A publication by the CIVITAS PORTIS consortium