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CIVITAS PORTIS TRANSFERABILITY

INSIGHTS INTO THE IMPLEMENTATION OF SMART MOBILITY MEASURES

ANTWERP MOBILITY MEASURE SMART WAYS TO ANTWERP/ STRATEGY FOR BEHAVIOUR CHANGE



MOBILITY MEASURE SMART WAYS TO ANTWERP/ STRATEGY FOR BEHAVIOUR CHANGE

WHAT IS IT ABOUT?

The mobility system and the way it is organised becomes increasingly complex. New mobility services are being introduced in the city, people get a lot of choices, a lot of information. Understanding the user and its behaviour is crucial for transport planning, policy design, the successful uptake of mobility solutions and the overall goal of achieving a modal shift.

Smart Ways to Antwerp is a comprehensive marketing & communication programme focussing on soft measures to change/influence people's mobility behaviour. It works both on the demand and the offer side of mobility services. Through informing, nudging, supporting 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, while helping him make that choice. Different communication channels are used in campaigns and daily content, including printed media, social media, radio/TV spots, and search engine advertising to promote the use of the website of Smart Ways to Antwerp and the related smart travel planner. Smart Ways to Antwerp includes many different projects. This document focuses on the extensive communication strategy, aimed at raising awareness and changing mobility behaviour.

KEY ELEMENTS

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. The overall objective of this measure is to contribute to the achievement of this modal split of 50/50, i.e. to guarantee the accessibility and to increase the liveability in city and port.

On a strategic level the objectives are to reduce car-based travel (including freight road traffic) and increase sustainable travel in the city and port (cycling, walking, public transport, water transport, carpooling, P+Rs, shared mobility,...).

The measure-specific key objectives are:

- Raise and increase awareness of sustainable travel and the brand Smart Ways to Antwerp;
- Inform about the mobility situation in Antwerp, and the solutions/alternatives;
- Provide travel advice, inspire and guide different target groups towards sustainable solutions;
- Nudge people towards behavioural change.



CONTEXT & CHALLENGES

To improve accessibility and create the right infrastructure for sustainable and safe transport to/from the city and port, several major infrastructural works have started in the Antwerp region (Flanders – Belgium), and will continue in the following years. These construction works have a negative impact on the accessibility of the city and port. To reduce the impact during the road works, there is a need for an overall strong and effective sustainable mobility policy, joining different partners, focussing on both short-, mid- and long-term measures.

To improve the information process, the city and its partners (Smart Ways to Antwerp is the umbrella brand including several different partners) decided 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. Furthermore, different target groups are being addressed in order to get them involved in co-creating mobility solutions. Over the years, the focus of Smart Ways to Antwerp has grown from providing information to an overall behavioural change strategy, developing/offering travellers sustainable and smart mobility solutions and nudging them towards these solutions.

Key Elements

The main communication tools are the website (www.slimnaarantwerpen.be), the multimodal travel planner and the smart map (website and app). The website provides information about the current traffic situation in and out of the city of Antwerp, all mobility solutions that are available,



road works, the low-emission zone, current news, calls, participation in European projects, etc.

The different mobility solutions and infrastructure available in the city are visible on a smart map, with the very useful ‘around me’ functionality and different layers that can be switched on/off. The multimodal travel planner gives personal travel advice, taking into account road works, the low emission zone and the traveller’s personal preferences. There is also a dedicated space for best practices, sharing testimonials from travellers, companies, mobility providers, etc. Furthermore, the website gives more information about the cooperation programmes of Smart Ways to Antwerp, i.e. the employers’ approach and the government/private partnership opportunities.

Smart Ways to Antwerp is, however, more than just a website and a set of relating tools. The list of communication carriers and dissemination activities is extensive. Below, the most important aspects are highlighted:

1) Communication channels

- Website
- Social media (Facebook, Twitter, LinkedIn, Instagram)
- Local, regional and national radio
- Online radio (Spotify)
- Digital advertising, search engine advertising, OPX
- Print: advertorials, brochures, etc.
- Advertising in regional newspapers
- Out-of-home advertising: posters in the street, on trams/buses, on trucks
- Events (car-free Sunday,...)



2) Media campaigns

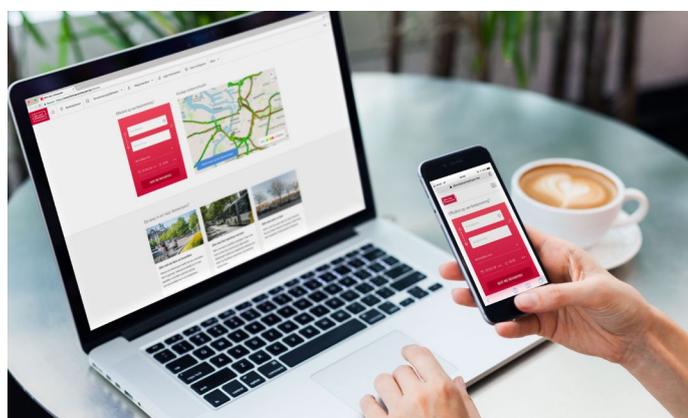
Each year, several big media campaigns are being developed about important topics that Smart Ways to Antwerp wants to highlight. For example: encourage cycling, promote the multimodal travel planner and the benefits of combining different modes of transport, the low emission zone, etc. Whereas in the beginning of the project the focus of campaigns was mainly on informing people about the roadworks (mitigating), the focus evolved more towards promoting sustainable travel, especially combi-mobility and shared mobility. It also evolved from informing the general public towards nudging different target groups to change their travel behaviour.

For the big media campaigns, Smart Ways to Antwerp works together with a professional marketing agency. Together with the agency, a marketing plan is made, the concept and visuals are created, photoshoots and video shootings are planned, media space is bought, radio spots are recorded, etc. On a regular basis, surveys are being held to measure the impact of the Smart Ways to Antwerp brand and campaigns.



characteristics and attitude towards mobility. This way, the most effective message can be conveyed to each target group, highlighting the most convincing arguments or incentives for them in particular. As a fact, some people are convinced by internal motivators, whereas others are more likely to be persuaded by social motivators or financial motivators. For example, the way to convince a die-hard car lover to be more sustainable is very different from targeting someone who is already using the bike regularly. With this as the starting point for your communication, quick wins can be determined, and the communication strategy is more integrated and effective.

EACH YEAR, SEVERAL BIG MEDIA CAMPAIGNS ARE BEING DEVELOPED ABOUT IMPORTANT TOPICS THAT SMART WAYS TO ANTWERP WANTS TO HIGHLIGHT.



The media campaigns are supported and strengthened by continuous informative and inspirational content on the various Smart Ways to Antwerp channels.

3) Behavioural change

The Smart Ways to Antwerp communication strategy is based on the idea that the target group should not be the general public as a whole, but should be divided into smaller target groups or personae; each having their own



BENEFITS & COSTS

Benefits

It is difficult to single out the effect of one measure within the context of a broad range of mobility measures. What follows are the most important observations in mobility, to which Smart Ways to Antwerp and its communication strategy has contributed to a great extent:

1) Over the years, a modal shift can be noticed among Antwerp citizens and port employees. These results are not only to be attributed to the various campaigns and actions, but it is safe to say that the campaigns were an enabler for people to make the modal shift.



2) The city of Antwerp has succeeded to make the Smart Ways to Antwerp brand known in the city, The Flanders region, nationally in Belgium, and even across the border. In 2018 and 2019, brand awareness surveys were held to discover whether the media campaigns of Smart Ways to Antwerp have an effect on the target groups. The results showed that 92% of the Antwerp citizens know the brand name (2019), and 45% of the Antwerp visitors. As for the Flemish region, 62% knows the brand (2019), which is quite remarkable as it is a city brand.

3) Cooperation between the port and the city - and other relevant partners such as public transport, the province, the region of Flanders, Lantis,... - 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.

4) The Smart Ways to Antwerp multimodal travel planner is actively used, with especially high amounts of users during events.

These impacts contribute to the following benefits:

- **Economy:**
 - Guarantee economic growth and employment in the city and port by providing better access.
 - The digital platform www.slimnaarantwerpen.be can be used as a forum for companies and other organisations to share their best practices in sustainable mobility.
- **Transport:**
 - Guarantee accessibility of the city and port by different transport modes
 - Reduce car based travel in city and port (focus on commuters)
 - Reduce freight road traffic in city and port
 - Increase sustainable travel in the city and port (focus on commuters)
- **Health:**
 - Increase the liveability and health in city and port area
- **Governance:**
 - Improved governance for an enhanced cooperation between cities and ports

Costs

The budget from CIVITAS PORTIS has been very important for the success of these measures. The CIVITAS PORTIS funding enabled the Smart Ways to Antwerp team to expand the knowledge about the brand, not only in the Antwerp region but also across the border (the Netherlands) and the other regions and provinces of Belgium. CIVITAS PORTIS has enabled more promotional actions than otherwise would have been possible.

The Smart Ways to Antwerp team consists of 7 full-time employees and an external freelance copywriter. The average yearly communication and marketing budget amounts to 1.200.000 euros.

USERS & STAKEHOLDERS

- **City of Antwerp:** Principal partner involved, developing and promoting Smart Ways to Antwerp and providing data input
- **Antwerp Port Authority:** Antwerp Port Authority also promotes the Smart Ways to Antwerp platform, fosters cycling to work and launches campaigns to incentivise more port employees to commute by bike, by promoting projects such as the bike bus and the water bus
- **Department of Mobility and Public Works**
- **De Lijn (public transport)**
- **NMBS (public transport)**



- **Antwerp Province**
- **The Flemish Waterways**
- **VOKA** (Flemish network for enterprises)
- **Unizo** (organisation for the self-employed and SMEs) and local businesses: Smart Ways to Antwerp has a special programme for employers, guiding them in developing a strong business transport plan.
- **MaaS/Mobility providers**
- **Policy makers**
- **End users:** residents, commuters and visitors are being given travel advice and information on the many road works and their implications on the accessibility of the city and the port of Antwerp.

SMART WAYS TO ANTWERP WAS BORN AS AN UMBRELLA BRAND FOR RAISING AWARENESS AND NUDGING TOWARDS SUSTAINABLE MOBILITY.



FROM CONCEPT TO REALITY

To improve accessibility and create the right infrastructure for sustainable and safe transport to & from the city and port, several major infrastructural works have started in the Antwerp region. To improve the information process and to achieve the common goal of a modal split of 50/50, the city and its partners decided to work together and coordinate their efforts.

At first, their shared mission was:

- Coordinate roadwork planning
- Increase road capacity
- Improve traffic flows on the main arteries
- Expand public transport
- Reduce congestion during rush hours
- Provide clear signage and travel information

In 2016, together with the support of CIVITAS PORTIS, Smart Ways to Antwerp was born as an umbrella brand for raising awareness and nudging towards sustainable mobility. At first, its main focus was to provide clear information on a dedicated platform. Over time, the focus shifted towards behavioural change. The Smart Ways to Antwerp approach is both stimulating the demand for sustainable mobility by nudging and incentivising, as well as supporting the offer (the development of new mobility solutions) by cooperation programmes. Over the years, Smart Ways to Antwerp never stopped evolving and further developing, tackling current issues, developing new tools, come up with new behavioural change strategies, etc.

The brand has grown into a more integrated approach, and the shared mission became more versatile and extensive:

- Coordinate roadworks planning, signage and rerouting
- Communicate roadworks in an integrated way
- Expand the network and infrastructure for cyclists
- Provide online travel advice and support
- Provide inspiration (forum for best practices) & incentives
- Become a known and reliable brand/partner, with strong marketing campaigns
- Cooperate with employers and companies (moving people and goods)
- Cooperate with residents in the areas around the roadworks
- Cooperate with private mobility providers

The measure was implemented in the following stages:

- 1) Launch of the website www.slimnaarantwerpen.be (Feb 2016 – Sept 2016)
- 2) Smart Ways to Antwerp 1.1: website in 4 languages + including multimodal travel planner (Oct 2016 – Aug 2017)
- 3) Multimodal travel planner (Smart Ways to Antwerp 2.0, from Aug 2017 onwards): Since August 2019, the travel planner advice has been made more flexible so that the users can choose his/her preferred transport modes. In addition, the travel planner aims to stimulate behaviour change by giving the smartest, fastest or the cheapest route.
- 4) From website to an app (from Aug 2018): With the introduction of the app, it has been noticed that people are now used to real-time information being available and rely on service at the moment instead of checking the information in advance.



5) Continuous update of the smart travel planner and the content on the website:

- Smart travel planner: Updates include info on points of interest in a circle of 5 or 10 min around your location; a personalized profile, etc
- Content of the website: A dedicated team provides regular updates to the content of the website

Next to that, there are ongoing periodic campaigns to promote Smart Ways to Antwerp. Different media channels are used to generate traffic to the website in order to increase awareness and acceptance of the brand Smart ways to Antwerp and to promote behavioural change towards sustainable modes of transport, through local and international campaigning (printed, social media, radio/TV, search engine advertising).

BARRIERS

- **Involvement:** Due to the roadworks in the city and congestion limiting the accessibility, it is challenging to create a 'positive' narrative about mobility in communication and marketing, and to get citizens, commuters, and companies involved.
- **Organisational:** Data is key in providing information and a reliable travel planner. Gathering all these data from the many partners involved is challenging.
- **Strategy:** Antwerp is a lively city with many commuters, citizens, visitors, companies, etc. How do we address all these very different target groups, with different expectations, different problems and needs?
- **Behavioural change:** People are usually creatures of habit. How do we convince them to try something new, break those habits? A private - or company car still is a status symbol.
- **Safety:** Because of the increased popularity of cycling, we must watch out for overcrowding the bicycle lanes. Furthermore, people might fear that more accidents are likely to take place. Therefore, it is important to focus on the behaviour of cyclists, and safety of all road users in general.

DRIVERS

- **Infrastructural works:** During major road works the car mobility flows are negatively impacted. This negative effect can be used as a turning point towards a long-term modal shift away from the car.
- **Institutional:** The Smart Ways to Antwerp programme enjoys political support. This is important to keep on developing, and more improvements are therefore expected.
- **Institutional:** Since the start of the project, the concept of Mobility-as-a-Service (Maas) has gained a lot of attention. Several players became active in the city. Innovations such as MaaS continue to be an excellent push for raising awareness and promoting new mobility solutions.
- **Organisational:** A dedicated team with diverse competences leads to a professional and integrated approach.



KEY LESSONS LEARNED

- Large campaigns and repetition are needed to reach success.
- When developing tools such as the smart travel planner, it is important to have everyone on the same page and on time around the table, since data gathering and implementation is a complex process.
- It is important to determine your target groups, know them and get them involved if possible.

IS THIS SOMETHING FOR US?

In order to raise awareness for sustainable mobility and nudge travellers/transporters towards changing their travel behaviour, a strong mobility brand is key. This umbrella brand should encompass a variety of tools tailored to different target groups, and be the signboard of one strong shared mission for sustainable travelling of all stakeholders involved, from city and port over governmental bodies, policy makers, public transport providers and employers.

CIVITAS PORTIS TRANSFERABILITY



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PARTNERSHIP



City of Antwerp



Antwerp Port Authority



Province of Antwerp



NMBS Belgian Rail



De Lijn



Traject



Lantis

IMPRINT

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