

About Antwerp

Name: City of Antwerp

Modal split: Walking: 15.3%

Cycling: 28.9%

Country: Belgium

Car: 41.4%

Public Transport: 14.4%

Population: 516,009 inhabitants

Topography: Flat

Size: 204.51 km²

Accessibility will be at the core of Antwerp mobility policy as huge **road infrastructure works** will take place in the city during the following years.

The SWITCH campaign in Antwerp

Why start a SWITCH campaign?

Antwerp is the largest municipality in Flanders (Belgium) with 516,009 inhabitants. The city expects to grow by 100,000 inhabitants by 2030. This will lead to many urban challenges, including mobility. The city already has a wide network of public transport modes (train, tram, buses, bike sharing) and will invest more in public transport and cycling in the future. This investment is necessary as the city is undergoing huge road infrastructure works since 2015. Antwerp takes this opportunity to convince people to make (more) smart and active mobility choices. Because of these road works, Antwerp has to convince as many citizens, employees, entrepreneurs, students and pupils as possible to make active, smart and sustainable transport choices for their commuting habits. Within the framework of the SWITCH project, Antwerp developed a strategy on how to reach thousands of individuals in a personal way, by having face-to-face conversations.

Target group & approach to reach SWITCHers

In order to deal with the impact of the road works and to convince as many citizens and commuters in Antwerp as possible, the Municipality works together with the targeted workplaces and organisations to reach the potential SWITCHers through a personal one-to-one conversation. The SWITCH campaign in Antwerp focuses on employees of big workplaces.

The first step is to get in touch with the management staff of the targeted organisations. After approval by the management staff for the implementation of the project, the Antwerp SWITCH team supports the workplace with: 1) canvassing champions in their own organisation; 2) developing a mobility guide, tailor-made for the targeted organisation; and 3) organising an *in plenum* session to announce the installation of an information booth where all targeted individuals can have a PTP conversation and where the SWITCH team delivers the personal marketing package. The package will include: a mobility guide; selected leaflets; and gadgets as ticked in the service sheet.





Timeline & Activities

Identification of the target population

February 2015

Antwerp has identified different big workplaces and organisations who will be affected by the infrastructure works. Because of the large number of employees, we will focus first of all on these workplaces for the SWITCH project.

Contact with management of workplaces

March 2015

Antwerp established contact with the management staff of the targeted organisations including: CEO, mobility coordinator, HR-manager, facility manager, firstly by phone. This was followed by a meeting at the targeted organisation.

Announcement letter

April 2015

The management staff of a workplace announces the project to all employees and invites them for an *in plenum* information session.

Recruitment of participants, baseline measurement and training of interviewers

April 2015 – May 2015

Through the baseline measurement, individuals are recruited for a personal conversation (based on a personalised marketing package). Internal champions within the workplace are recruited for the internal SWITCH campaign.

PTP

May 2015 – June 2015

The SWITCH team delivers prepared marketing packages and has personalised conversations with all employees in the selected workplaces.

Post-campaign surveys

June 2015 – July 2015

Antwerp will conduct a post-campaign survey in the short term and then a second post-campaign survey to measure results and impact of the campaign.

Expected outcomes and results

The city of Antwerp has already implemented PTP solutions (personalised travel plans) in different workplaces, universities and schools. Thus, Antwerp has already contacted more than 1,000 individuals (segmented into different target groups) in a personal way.

The first very positive output is the enthusiasm of target organisations, as presented to the Antwerp SWITCH team by the management staff and by the employees, students, pupils and their parents.

Moreover, some organisations were inspired to invest further in different measures to increase active and smart mobility within and to/from the organisation.

Regarding the SWITCH project, Antwerp plans to reach personally at least 2,500 individuals, through PTP and with a personalised marketing package. Thanks to the monitoring tool, the municipality will quantify the effect of reduced car trips and the increase of walking and cycling. At the same time, we want to improve health and to raise awareness on public and personal health issues, related to mobility issues.

The different workplaces will receive information gained during the evaluation and monitoring phase and this will, it is hoped, convince them to undertake other mobility measures. Finally, the final result of the SWITCH campaign is a good way to inform and motivate employees again.

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