



# ***Mobility happiness!***

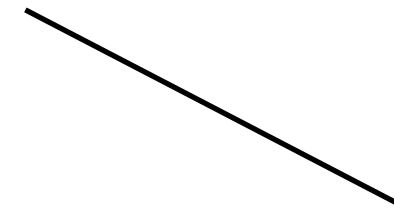
*Government and market:*

*Innovative cooperation for mobility  
happiness*

*Onno van der Veen*

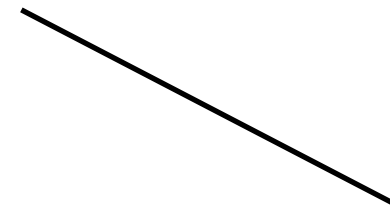
***Mobility happiness!***

earn a living

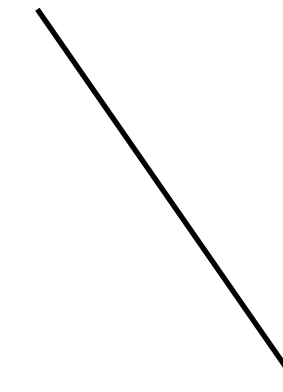


***Mobility happiness!***

earn a living



# ***Mobility happiness!***



meet each other

relax

earn a living

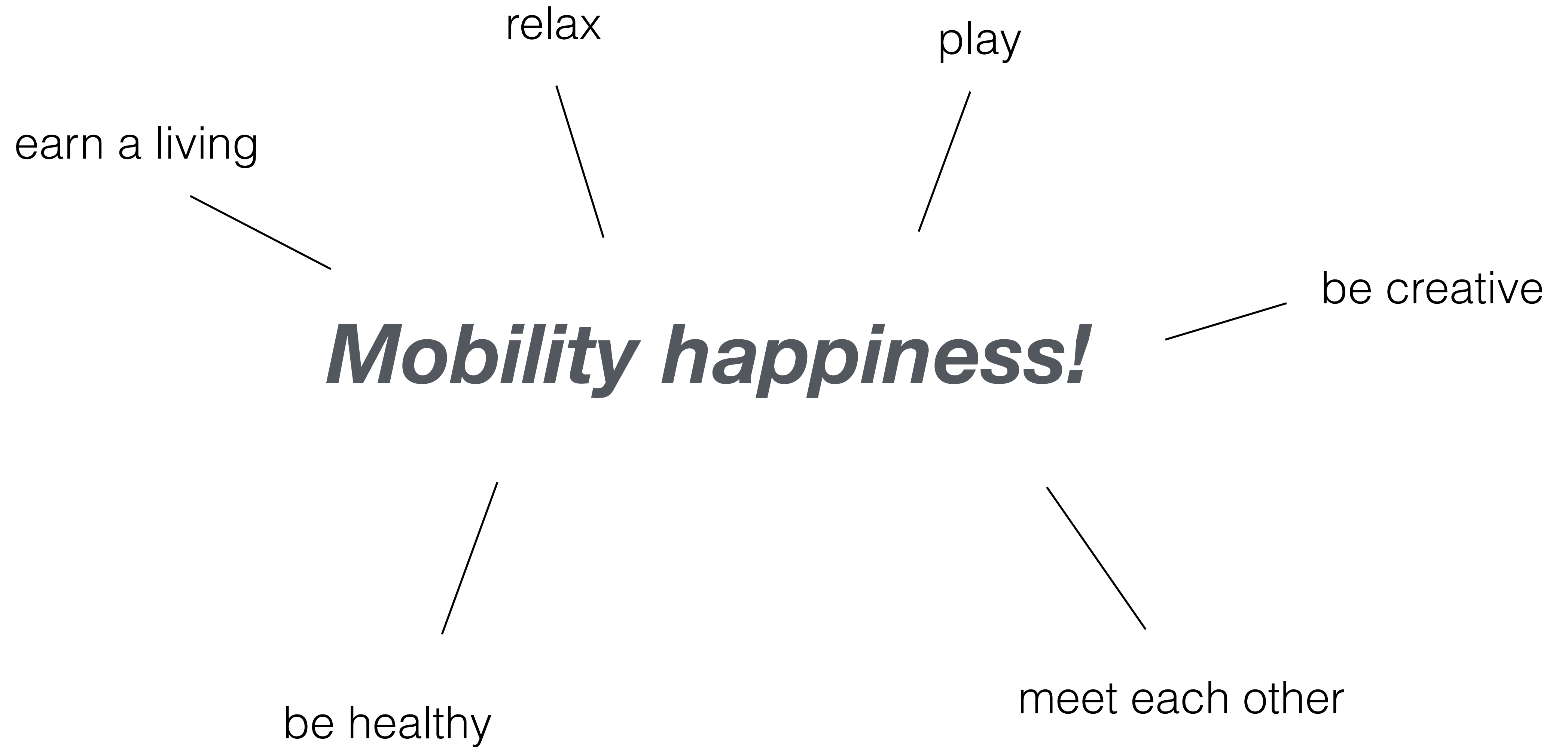
***Mobility happiness!***

meet each other

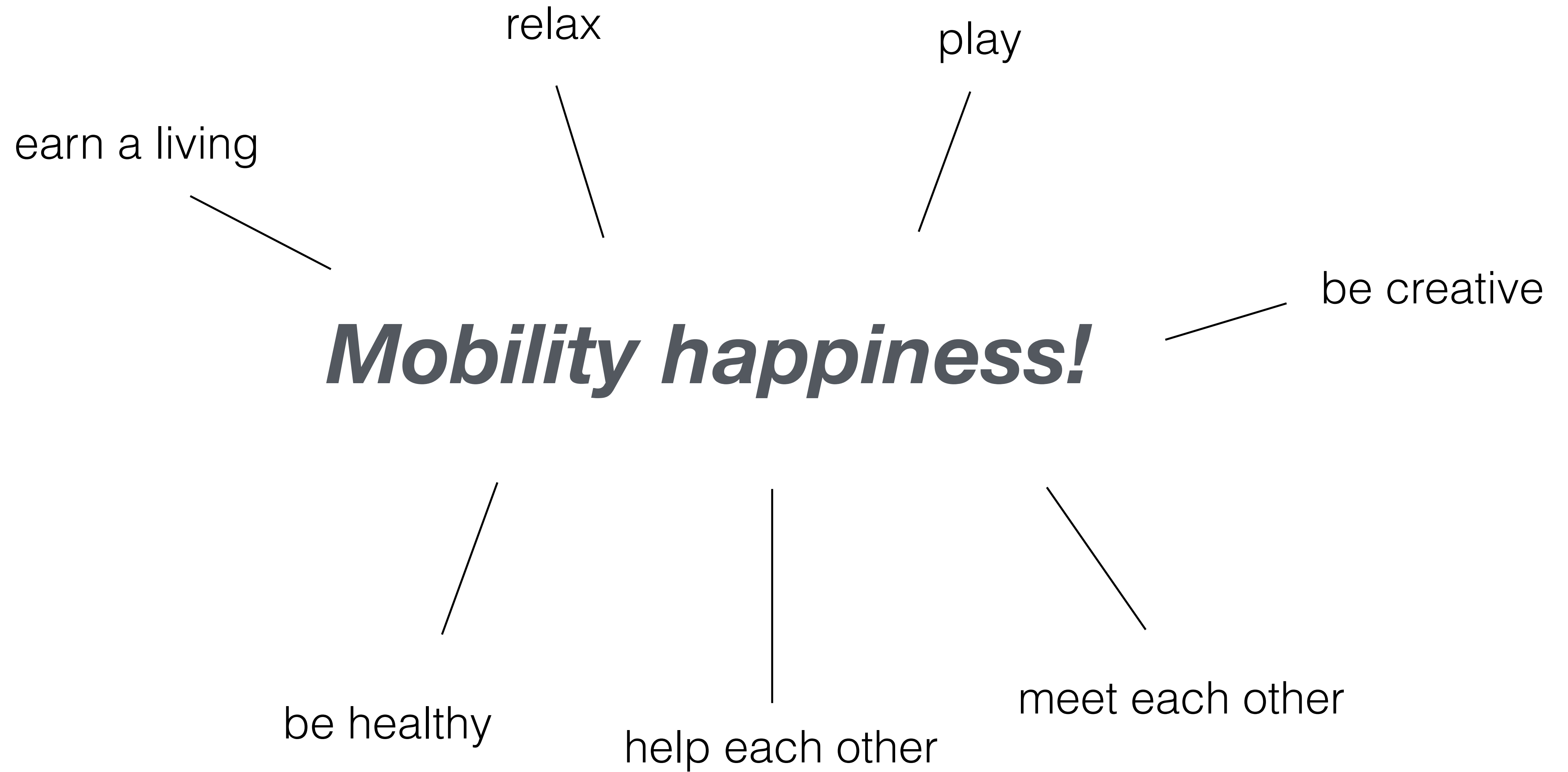


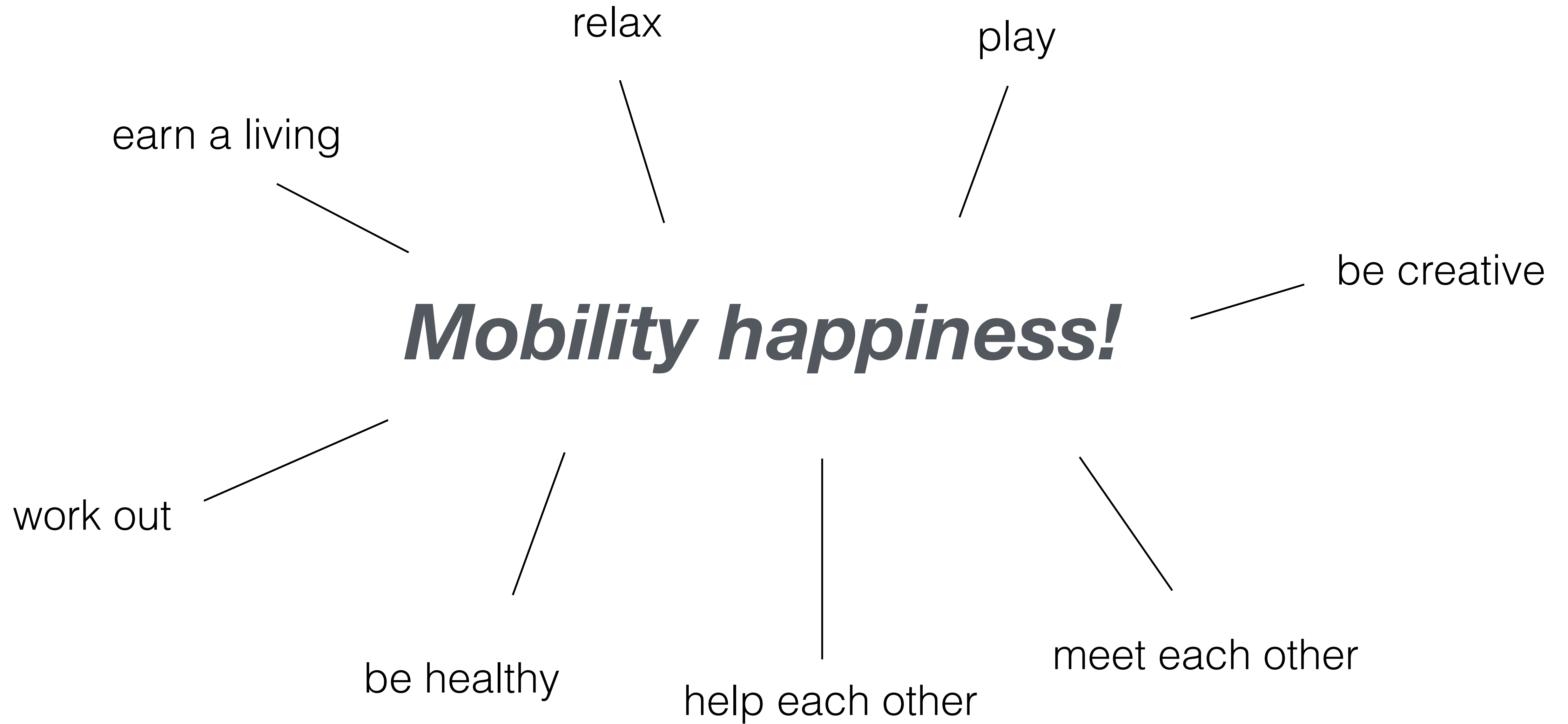














# De Verkeersonderneming





rewards

**De Verkeersonderneming**

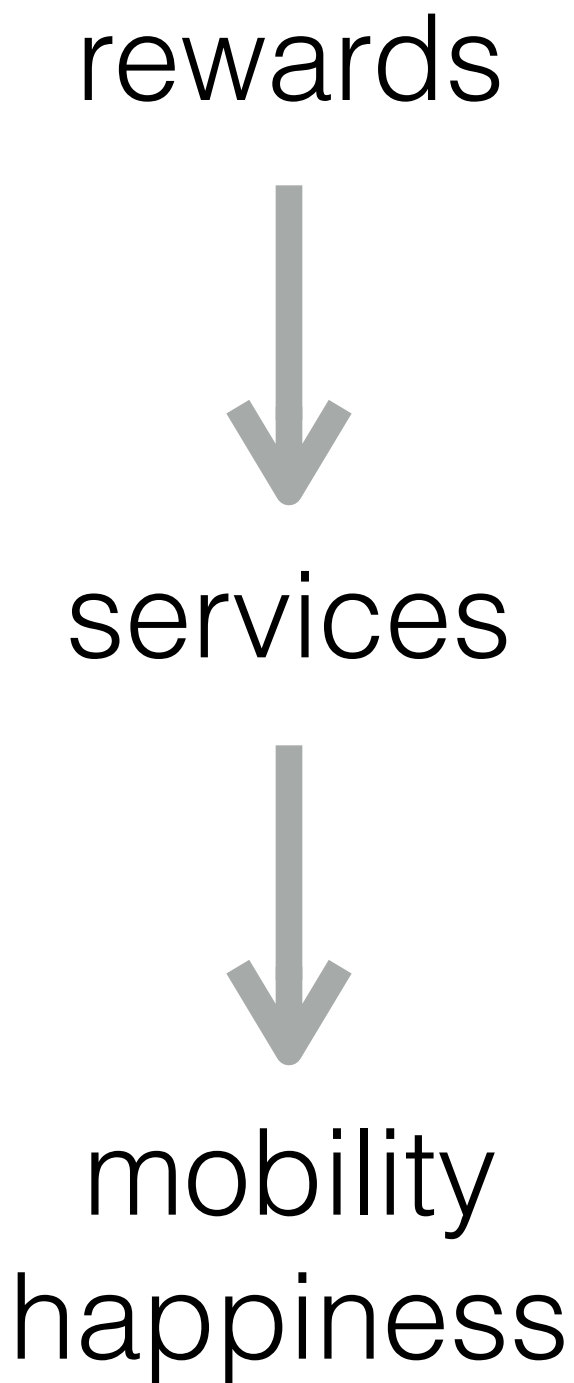




rewards  
↓  
services

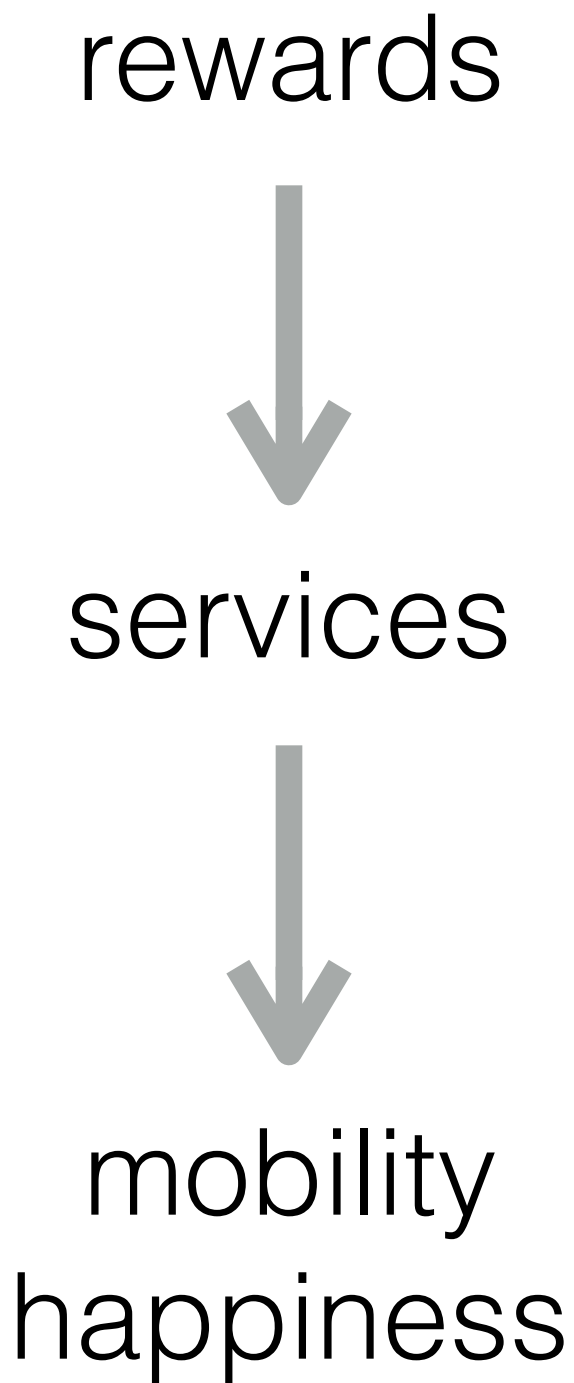
De Verkeersonderneming





De Verkeersonderneming



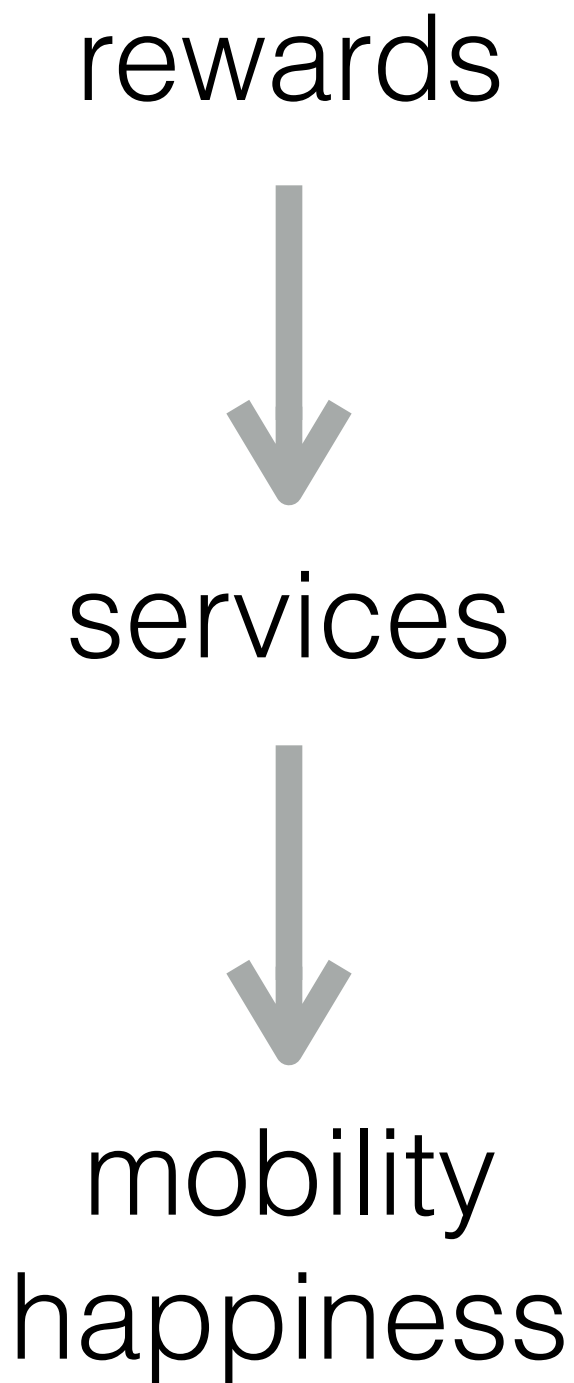


De Verkeersonderneming

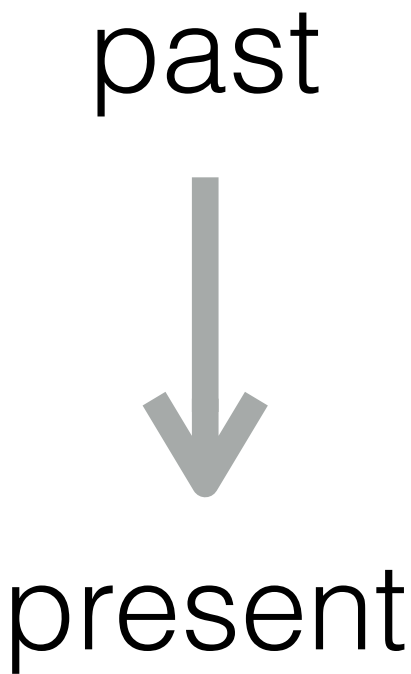


past





De Verkeersonderneming



rewards  
↓  
services  
↓  
mobility  
happiness

De Verkeersonderneming



past  
↓  
present  
↓  
future



past

Harbour authorities

City of Rotterdam

**De Verkeersonderneming**



MRDH

Ministry of Infrastructure

past / harbour

pay people  
to stay off the road during rush hour

750 cars less on the A15

cost: 4 mln € a year



past / harbour + **city**

pay people  
to stay off the road during rush hour  
+  
providing services





























procurement of  
'Structurele SpitsMijdingen'(SSM)





past / harbour + **city**

41 mobility services!

 Calendar42	 Collectief Vervoer	 Pas op voor de Spits	 Gadering Express	 Weg van de Spits	 Fietsen verleer je nooit werkgevers
 Fietsen verleer je nooit Ommoord, Zevenkamp, Nesselande	 Forensz voor bedrijven	 ForenZo	 ikBespaar	 Slim reizen	 Mobiliteitsbudget 2.0
 Mobiliteitsloket	 Slim Vervoerplan	 myJINI	 Nationale Fietsleaseplan	 SpitsSporten	 De Tenderpendel
 TimesUpp	 Spitsradar 010	<b>SAMEN MAKEN WE ROTTERDAM BEREIKBAAR</b>		 Slim op Weg Arrangement bedrijven	 Reisbalans
 Slim op Weg Wilhelminapier	 TimesUpp Zakelijk	 Trappen naar je baas	 Marconistraat - Heijplaat	 WoonWerkZuid	 Zoeff
 Voor Deel Fiets	 Van5Naar4	 Tripmanager	 Tripmanager	 U-connect	 PlaatsOnafhankelijk Werken (POW)
 persoonlijke reisplanner	 Check je werkplek	 Botlek Expres	 Schaardijk - Stormpolder	 Forensz voor particulieren	 Korting op e-scooter

past / harbour + **city**

pay people  
to stay off the road during rush hour  
+  
providing services

4.000 cars less on the main roads

cost: 7,5 mln € a year





past / harbour + **city**

pay people  
to stay off the road during rush hour  
+  
providing services

4.000 cars less on the main roads

cost: 7,5 mln € a year



present / harbour + city + **region**

## Mobility as a Service

- basket of services
- make alternatives attractive and easy



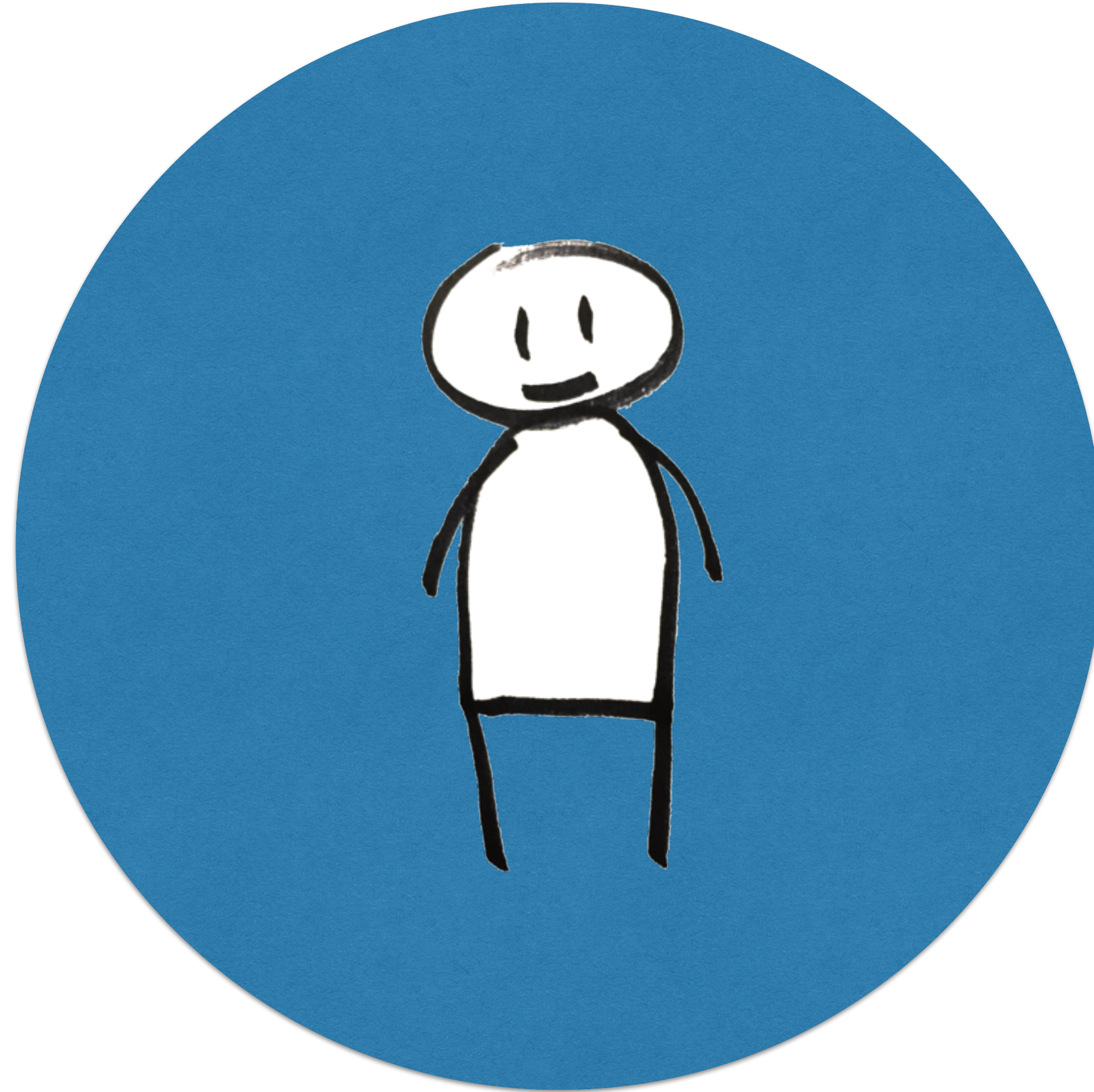


future





future





future

joy of the journey





future

access to  
destinations





future

improve the  
quality of  
urban environments





future





future

## Next level in co-creation

200 mln accessibility of the region

25% = 50 mln influencing behaviour

25% = 12,5 mln on social side of mobility

10% = 1,25 mln on citizen participation

train and pay 25 ordinary citizens to participate in project teams that work on mobility measures

