



BAANBREKEND VOORUIT

# Polis 2020 Parallel sessions 2D Changing travel behaviour

30 november 2020





BAANBREKEND VOORUIT

# New Mobility Network: using a project of tomorrow to enable change today

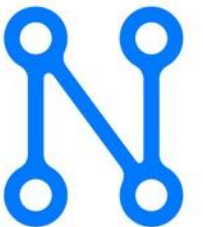
Marijn Struyf – Communication Manager / Spokesman





# DE WERKVENNOOTSCHAP

- Flemish government
- Since 2016
- in charge of large and complex mobility projects that often have a longwinded history





# NEW MOBILITY NETWORK

A gargantuan  
project: Ring  
Road around  
Brussels







Studiegebied Ring Noord

Studiegebied Ring Oost

Fietsverbindingen

Openbaar vervoer

Mobipunt

P+R Wezembeek-Oppem N3 Tramterminus





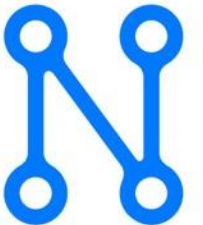
**NEW  
MOBILITY  
NETWORK**

**A networking  
initiative**



# NEW MOBILITY NETWORK

- Since 2018
- A networking initiative for companies and organizations
- Sustainable and future-proof mobility

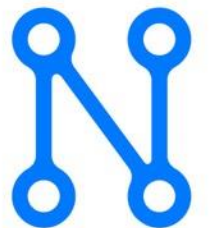






Three main pillars:

- Yearly conference





## Mobicoaches



Delphine Eeckhout



Freya De Muynck

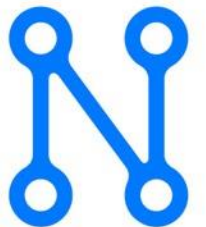


Trees Vandebulcke

[mobicoach@newmobilitynetwork.be](mailto:mobicoach@newmobilitynetwork.be)

Three main pillars:

- Yearly conference
- Mobility coaches





Three main pillars:

- Yearly conference
- Mobility coaches
- Supporting innovative solutions





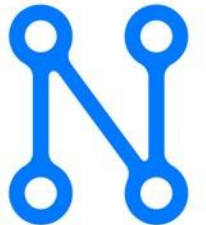
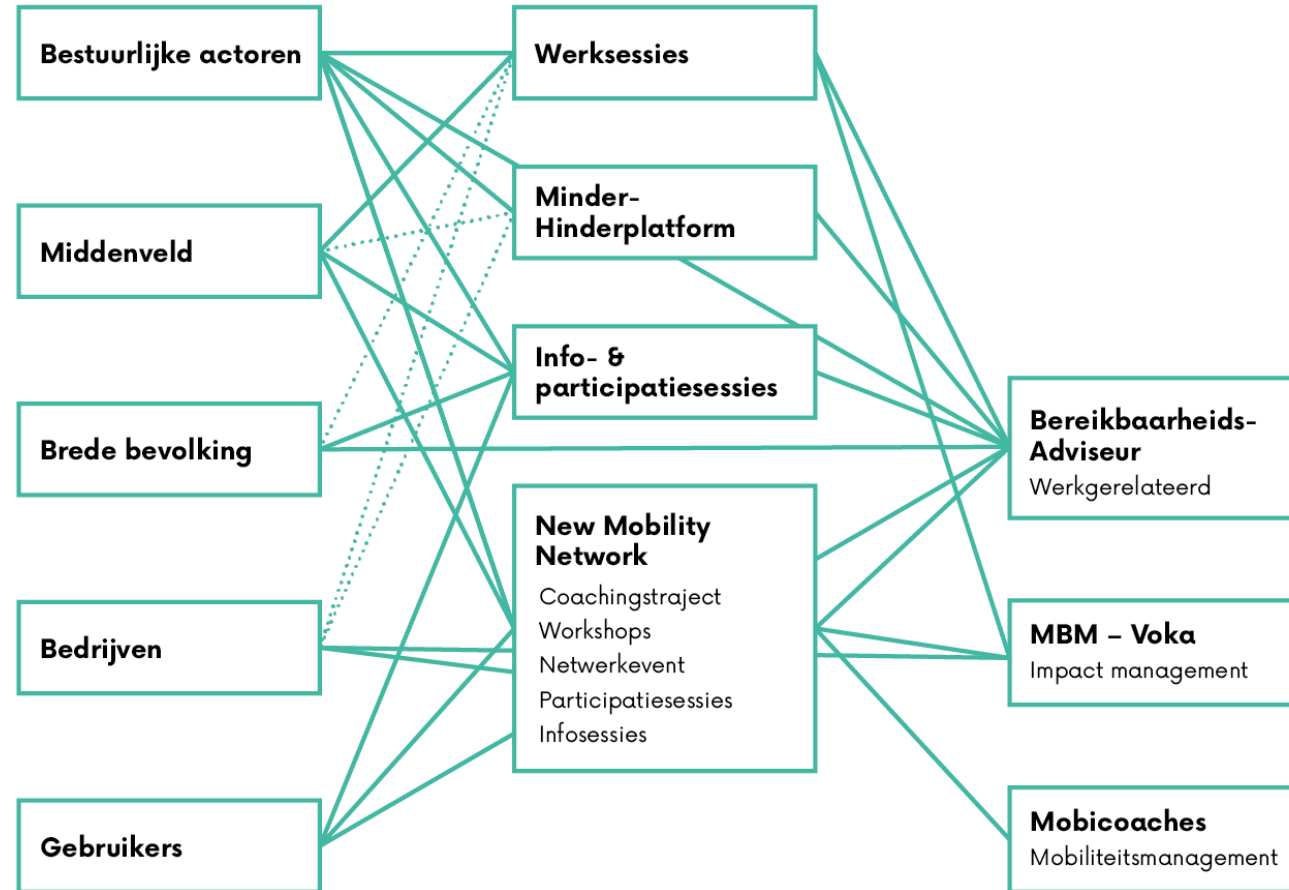
# NEW MOBILITY NETWORK

---

Innovative  
aspects



# Participatory approach



# Ons aanbod



Corporate community



Begeleiding op maat



Innovatieve  
baanbrekers



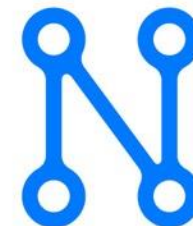
Informatie- en  
netwerkmomenten



Congres 2021



Testvloot 2021



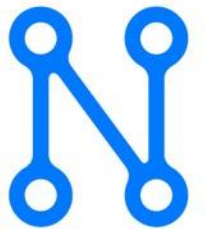
**NEW  
MOBILITY  
NETWORK**

**Results  
achieved**





# Coaching companies

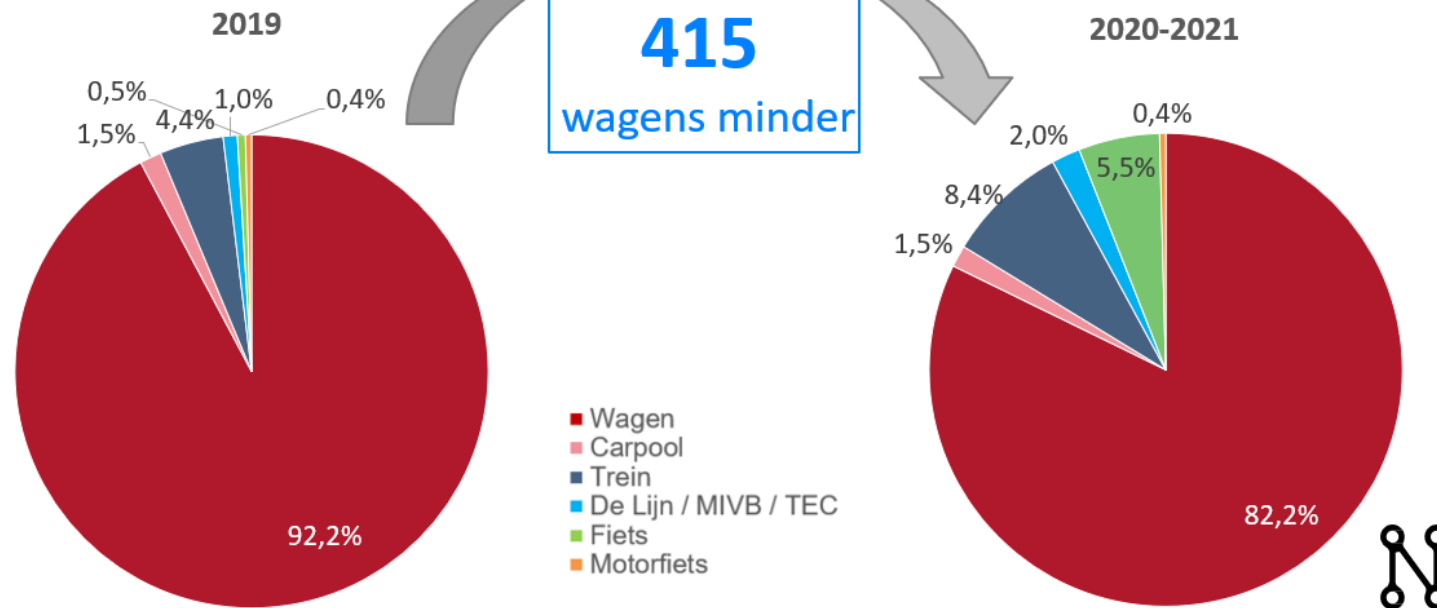




# Coaching results – year one

**Verwachte impact** (obv. 6 bedrijven)

10% minder autogebruik



\*Modal shift ingeschat obv gelijkaardige onderzoeken



# Brussels as a logistic hub







**18.02.**



-2:21







# NEW MOBILITY NETWORK

---

## Lessons learned

- We realize we're not going to fix all the problems
- Companies are hard to engage, but...
- Engaging program of activities
- Make it peer-to-peer
- Stay close

- Take the game to their court
- Speak their language
- Show them how they can benefit, right now



# Thanks!

## NewMobilityNetwork.be

(in Dutch)

