

Smart ways to Antwerp

Campaigns & behavioral change



Ambition

Modal shift

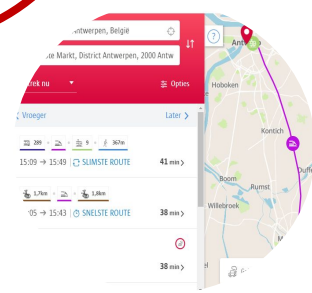


Modal shift

**Hard
measures**



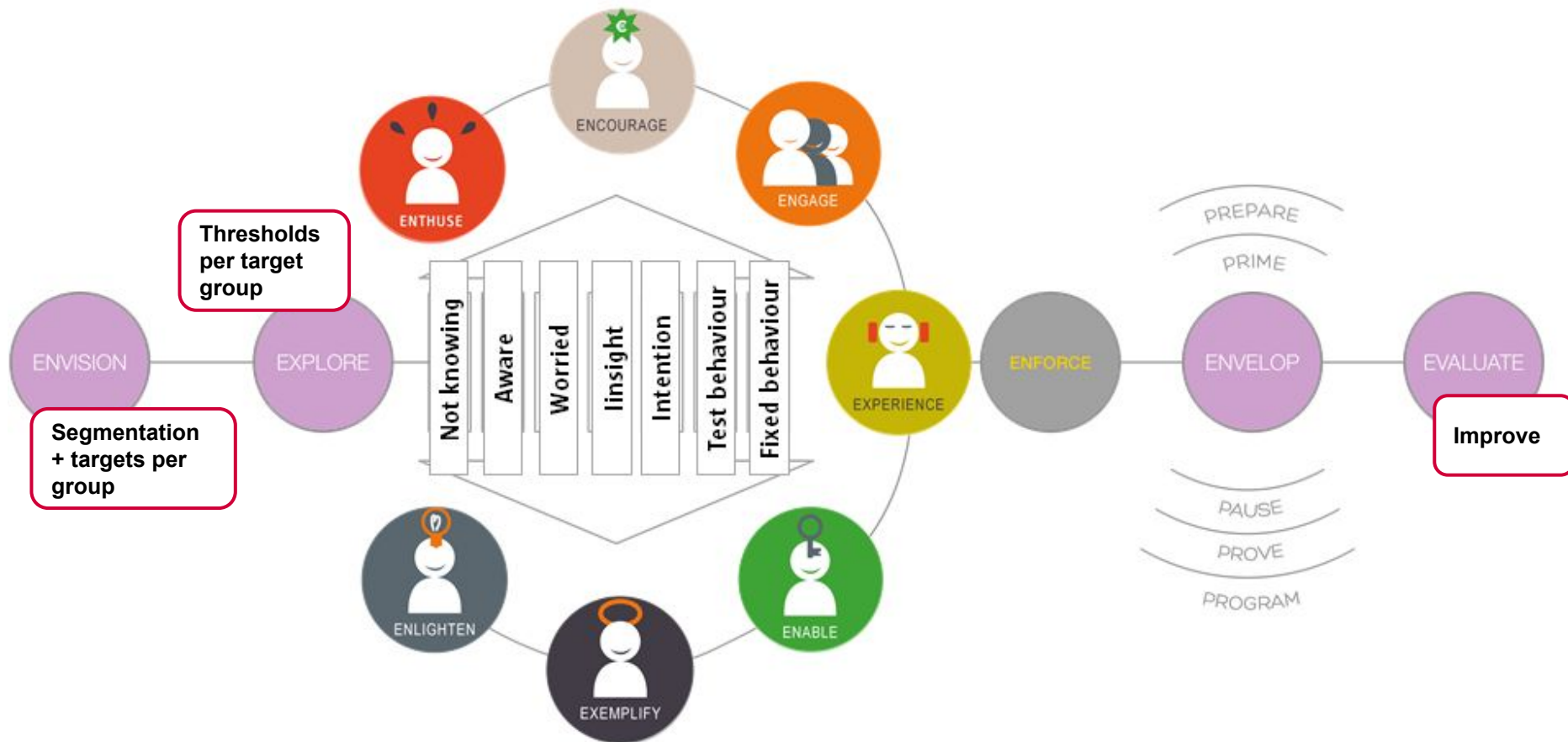
**Soft
measures**





Behavioral change

Behavioral approach: 7E model





7E in campaigns

Enlighten: give information



Roadworks 'De Leien'

Engage: ambassadors with 'right' behaviour



Slim naar Antwerpen

Gepubliceerd door Slim naar Antwerpen [?] · 7 mei om 10:20 ·

Koen vindt dat hij meer controle heeft over zijn tijd door vervoersmiddelen te combineren. 🚲+🚗+🚗+🚗 Ontdek jouw slimste combinatie op www.sna.be 🤖



En dan ook Cambio. Als het toch echt nodig is of als de combinatie anders niet te doen is

-0:11

272.025
Bereikte mensen

1.742
Betrokkenheidsacties

Bericht promoten

Encourage: reward, support



Slim naar Antwerpen

da's met korting naar het werk fietsen

Laat uw auto thuis en vraag korting voor een (e-)fiets aan

Meer info op www.sna.be/kortingsregeling



Vrij: Patrick De Smet, foto: Michel A. (2016) / www.foto

Exemplify: let me try the same



Enable: make it easy, give incentives

Slim naar Antwerpen

Check
slimnaarantwerpen.be
vóór je vertrek



A

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Logo of the Flemish Region (Vlaanderen) and other regional authorities.

Smart ways to Antwerp

Inspiration Promotions News About us Contact EN Register Log in

Route planner Mobility map Transport possibilities Low emission zone Road works For companies

Kruibeke, Oost-Vlaanderen, België
Zoo van Antwerpen, Koningin Ast

Leave now Transport options

GIVE ME TRAVEL ADVICE

Earlier Later

1,6km	704m	5	10:03 → 10:45	SMARTEST ROUTE	42 min
12km			09:55 → 10:34	CHEAPEST ROUTE	40 min
32km	93	3	10:07 → 10:41		34 min
1,5km	2,2km		10:34 → 11:06		32 min

Map showing the route from Kruibeke to Antwerp, highlighting the low emission zone.

Area of the low emission zone

© Mapbox © OpenStreetMap

Enable: make it easy, give incentives

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Route plannerMobility mapTransport possibilitiesLow emission zoneRoad worksFor companies

Kruikeke, Oost-Vlaanderen, België

Zoo van Antwerpen, Koningin As

Leave now

Transport options

GIVE ME TRAVEL ADVICE

Private transport

Walking

Car

Bike

E-bike

Folding bike

☒

☒

☒

☒

☒

Public transport

Bus

Water mobility

Shared bike

Train

Tram

☒

☒

☒

☒

☒

Apply

Antwerp

Sint-Andries

Het Zuid

Brederode

Harmonie

Markgrave

Kiel

Valaar

Koornbloem

Wijnijk

Elsdonk

Oosterveld

Groot

Fioralijnlaan

Boukenlaan

Jan Van rijcklaan

Oud-Berchem

Zure

Beatrijcklaan

Blancefloerlaan

Linkeroever

Het Rot

Zwijndrecht

Fortlaan

Burcht

Scheldel

Schroellaan

Lageweg

Steynstraat

Hoboken

Vogeltjeswijk

Moretusburg

Hertogvelden

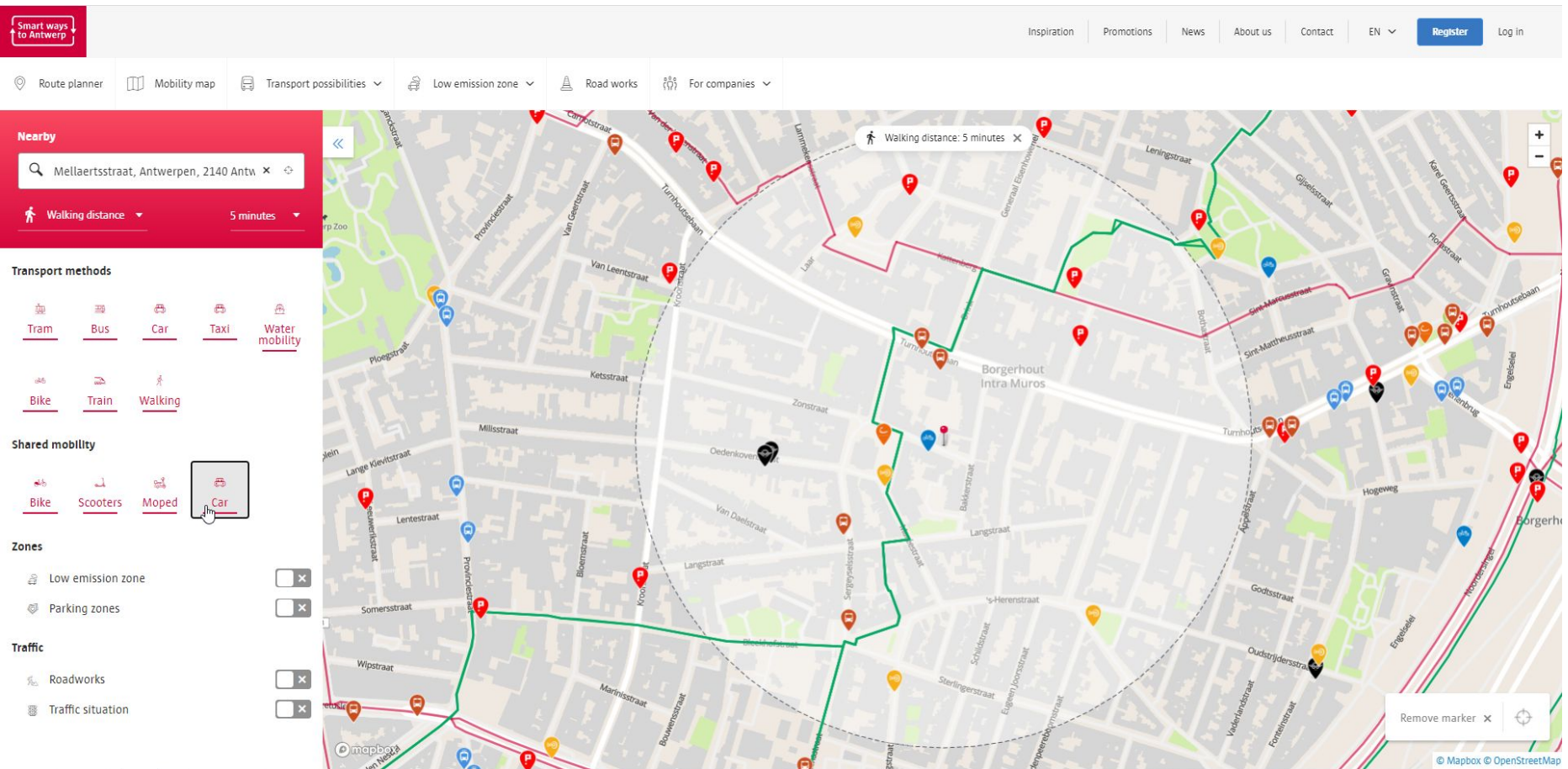
Kruikeke

Area of the low emission zone

☐

MapboxOpenStreetMap

Enable: make it easy, give incentives



Enthuse: emotional connection, identification



Enthuse: emotional connection, identification

New campaign (09/2020)

Make the shift

Enthuse: emotional connection, identification



**One small step for you,
a giant leap for the city.**

**Make the shift and take the tram to
Antwerp.**

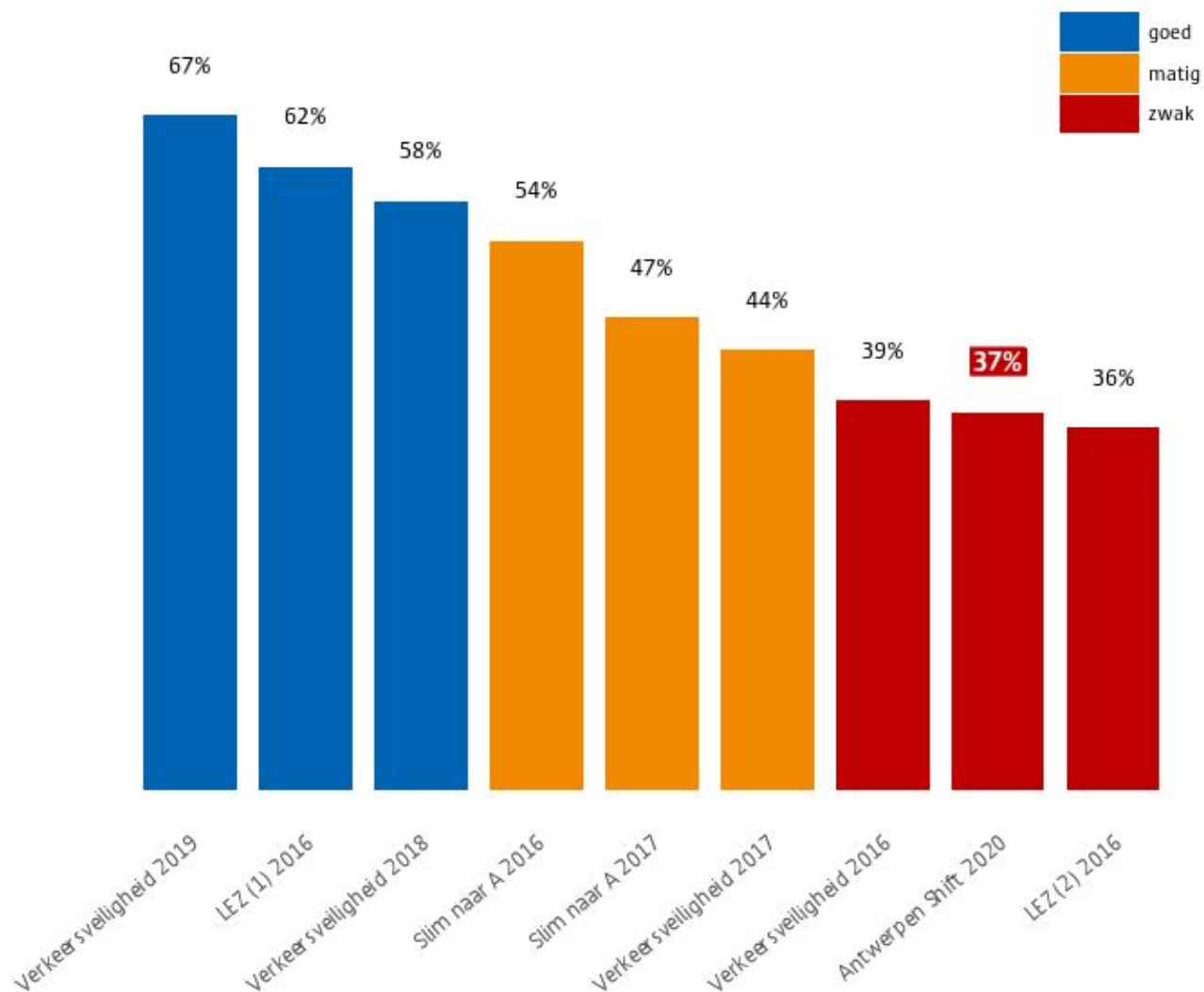
Experience: positive experiences



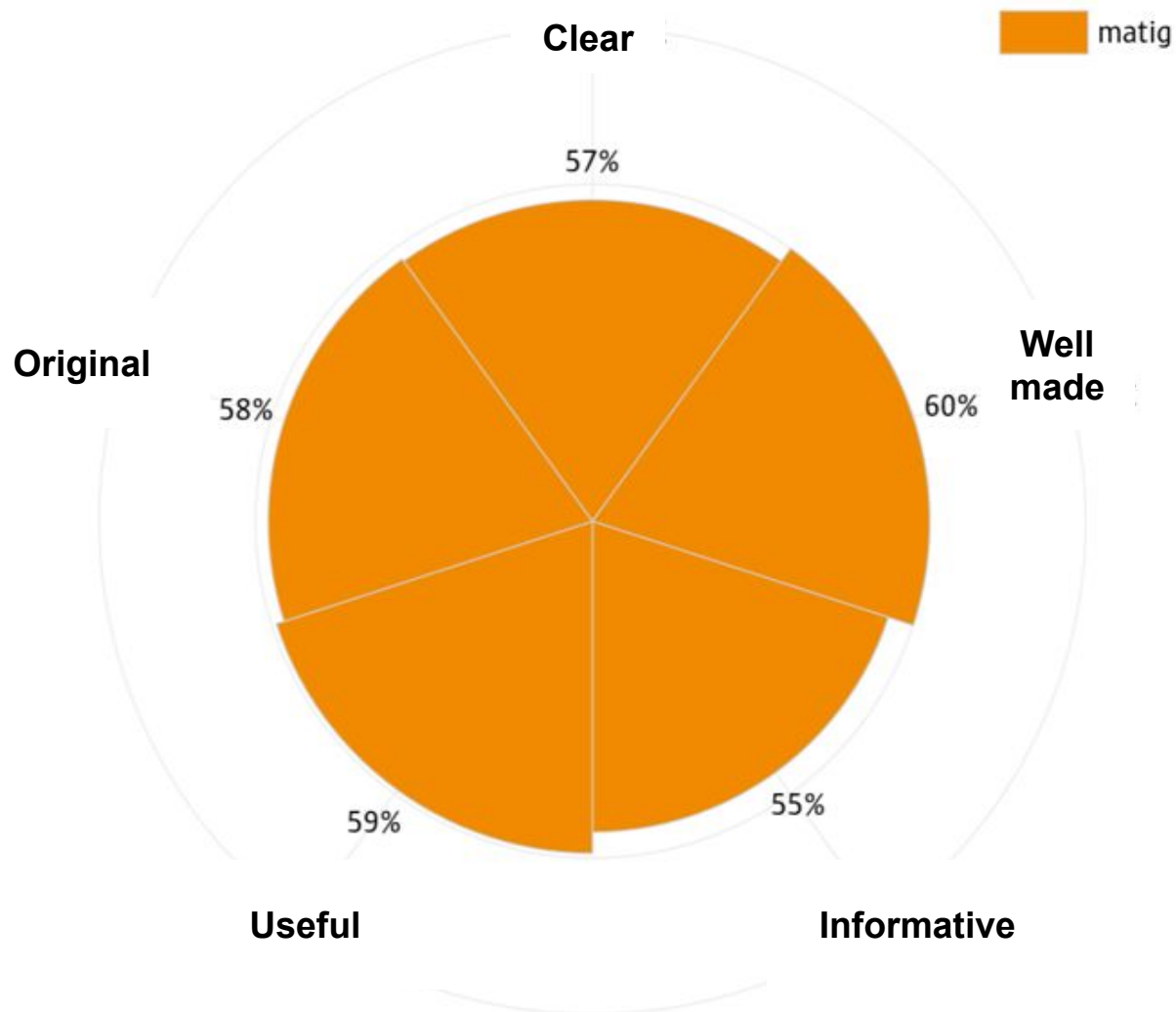


Evaluate

Campaign Reach (corona)

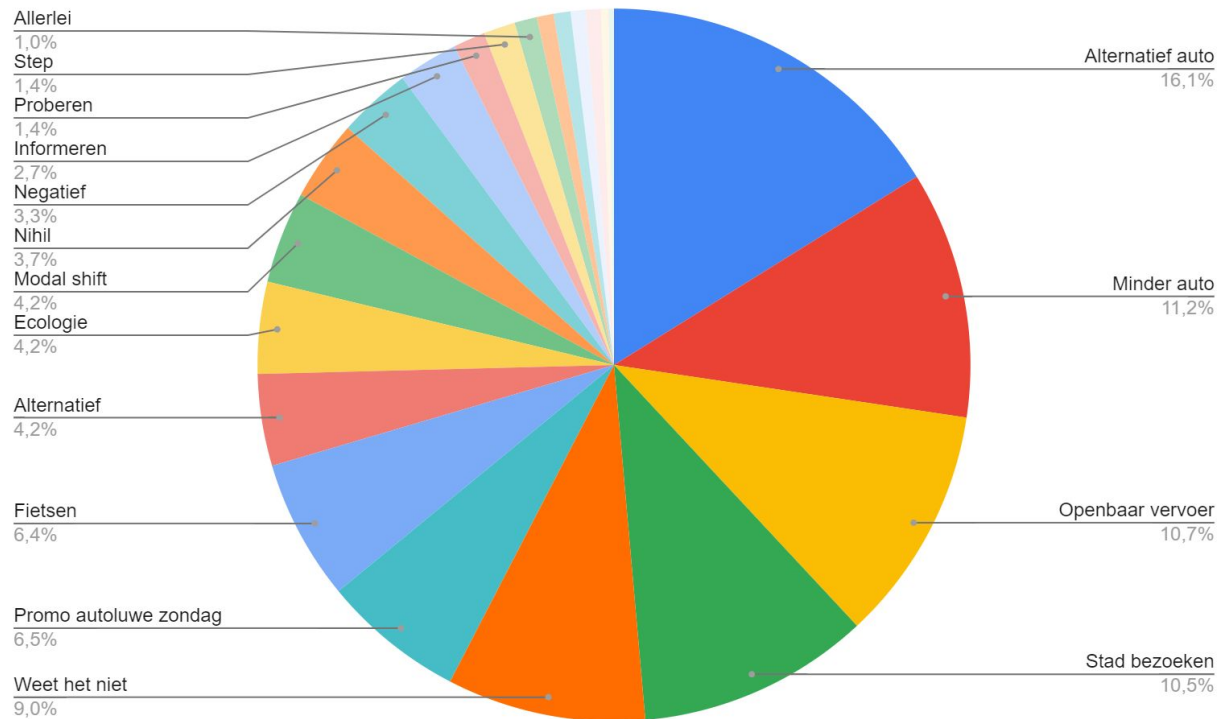


Campaign appreciation



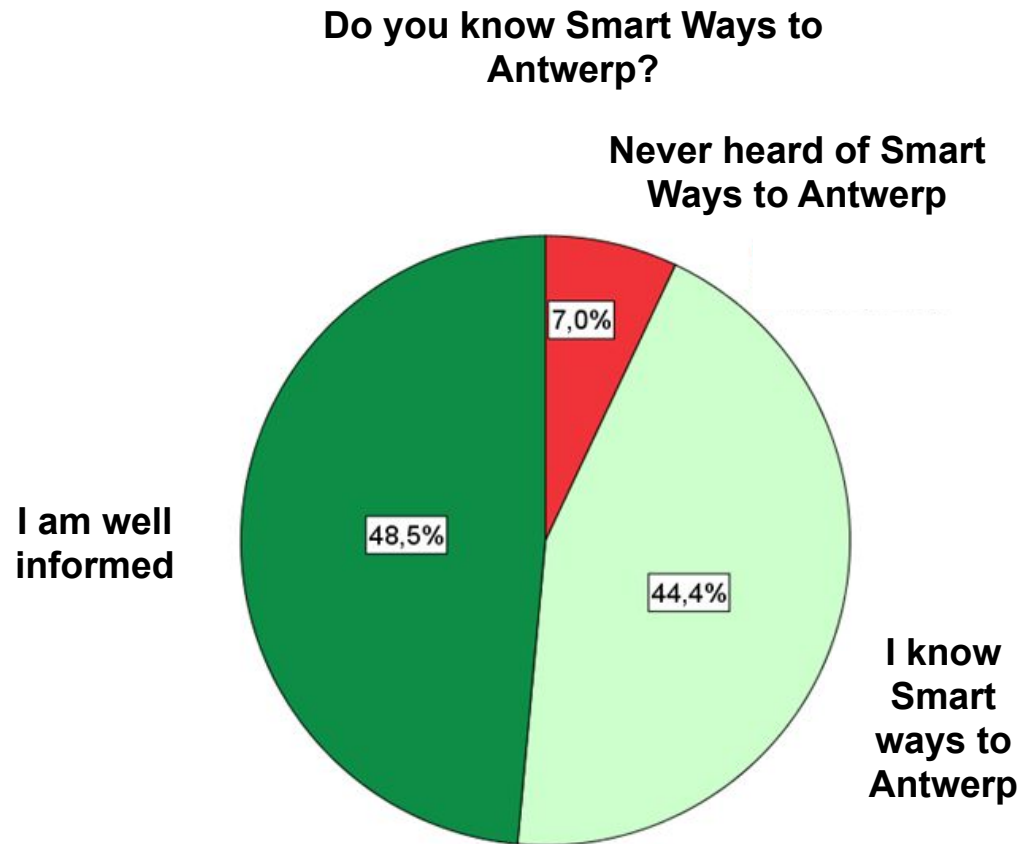
Stedelijk
onderzoekspanel.
r=961

Message take-out



- 80% links the campaign with mobility
- 9% didn't have a clue
- 7% has problems with underlying issues (e.g. public transport)

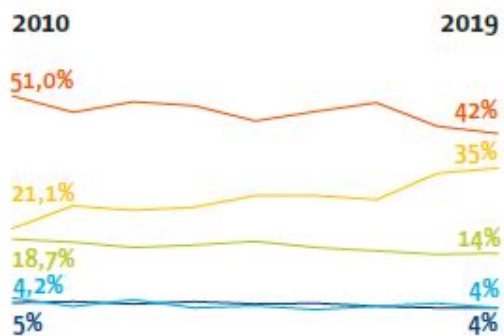
Brand smart ways to Antwerp



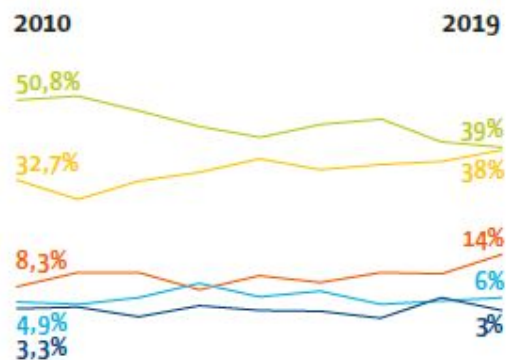
Modal split inhabitants Antwerp



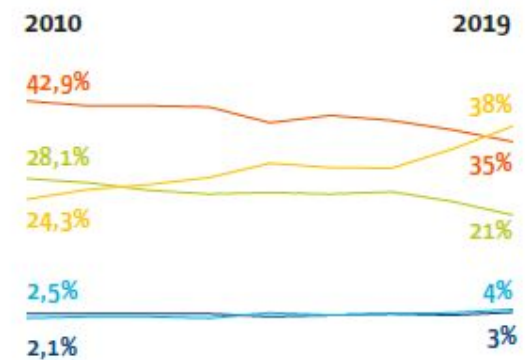
To work



To school



Leisure



overige

Questions?

