

# eHUBS in Belgium:

## Towards a regional physical and digital intermodal network

02/12/2020



# Autodelen.net

**Goal: to maximize the ecological, social and economic benefits from shared mobility thought innovation, communication, lobbying and expertise**



**Co-founder Flemish Mobihub association**



# Content

- What are eHUBS?
- History
- Digital hubs
- 4 steps towards a physical hub

# What are eHUBS and what's the project about?

- Physical clusters of shared and electric mobility modes
- 92 eHUBS in 7 pilot cities
- 2,400 Shared e-bikes, e-cargobikes and other LEV's, 670 shared EV's
- 7 pilot cities, 2 e-mobility providers, 3 universities, 4 network organisations



# Timeline

Launch

Sept. 2017



# Timeline

Launch

Sept. 2017

First  
eHUB

Feb. 2018



# Timeline

Launch

Sept. 2017

First  
eHUB

Feb. 2018

Promotion  
and  
support

2018 - 2020

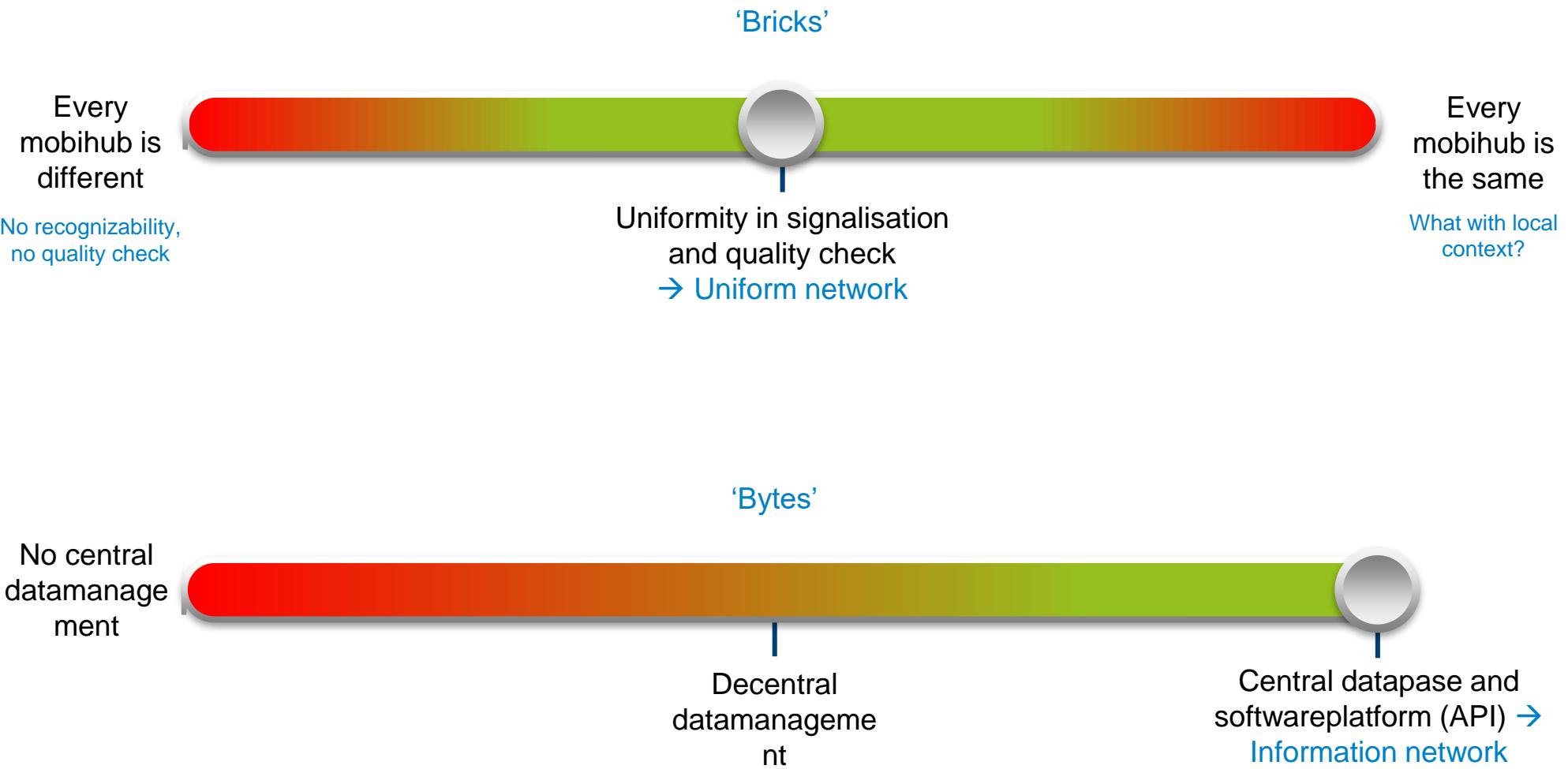


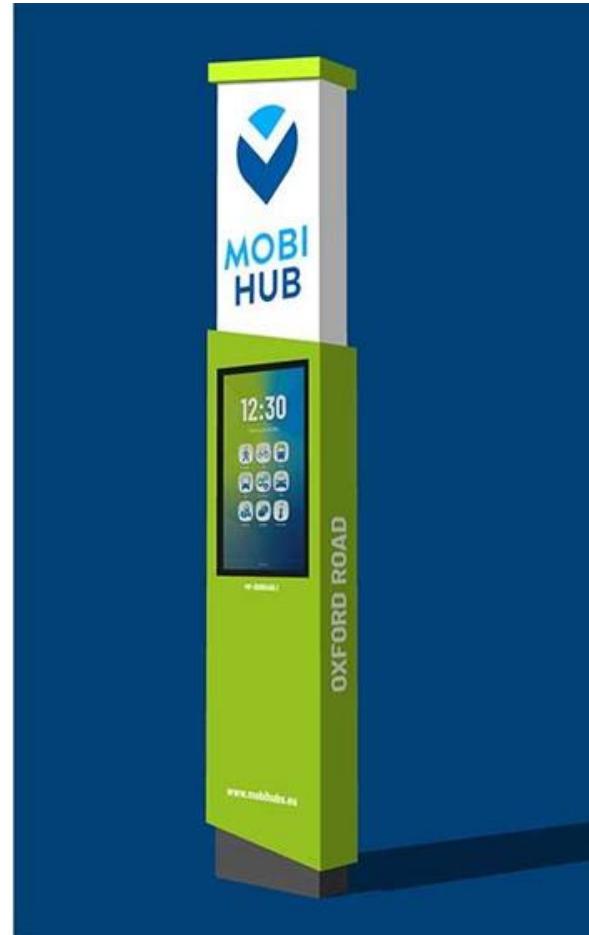
- Promotion
- Memorandum "1000 hubs"
- Flemish framework
- >50 municipalities

# Timeline

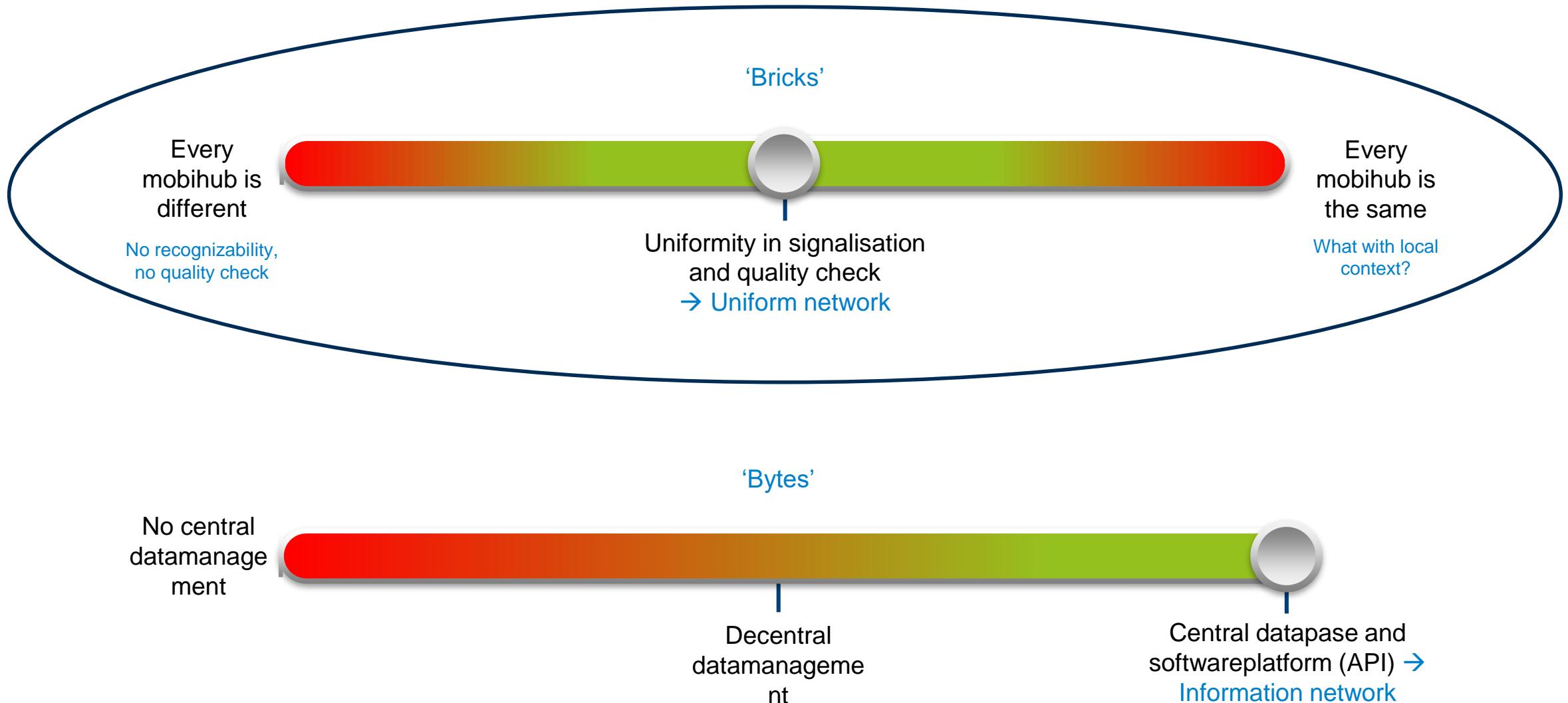


- € 105 Million
- 1.000 Hoppin-punten





**Operator Information  
Planning-Options**



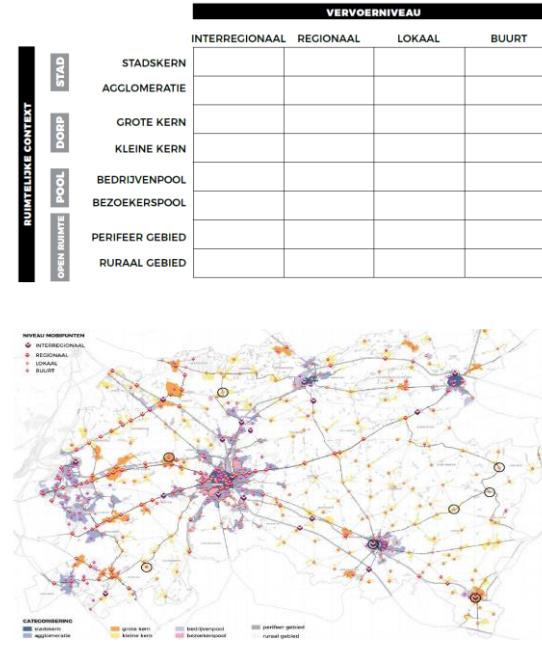
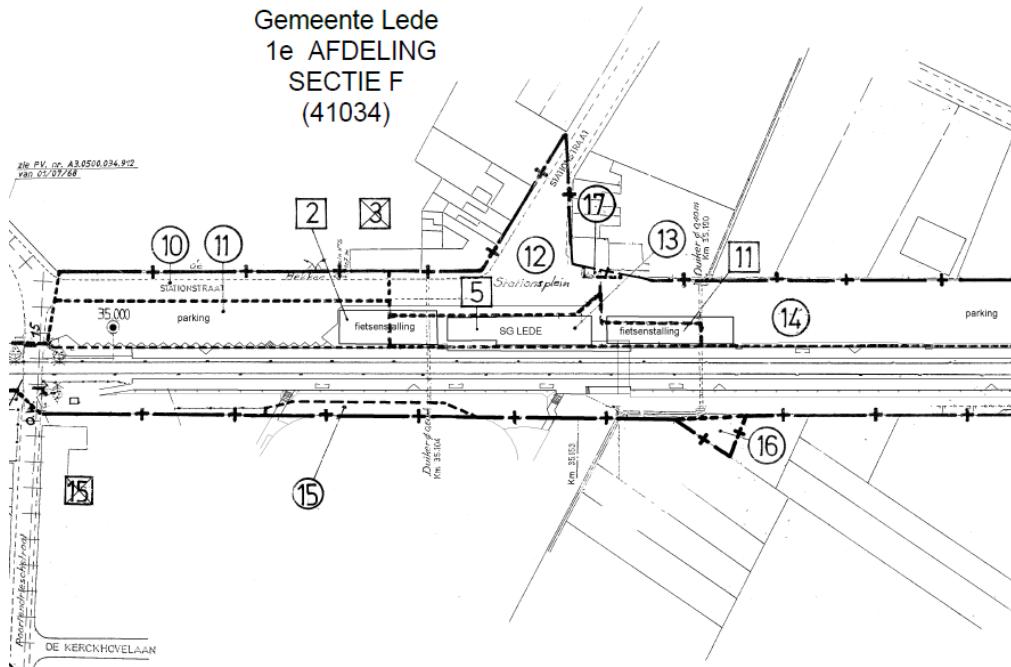
# Four steps towards a succesful eHUB

1. Preparation
2. Realisation
3. Communication
4. Evaluation



# Step 1: preparation

## Location selection: top down approach



**Mobility Hubs  
Guidance**

# Step 1: preparation

## Location selection: bottom-up approach

The screenshot shows a web page with a blue header and a green footer. In the center, there is a user profile for 'Bram Seeuws'. Below the profile, a button says 'Participeer mee dankzij:'. To the right of this text is the 'Innovatiesteunpunt' logo, which includes a stylized globe icon. Below the logo is an illustration of five diverse people holding hands.

**Mobipunt Herne**

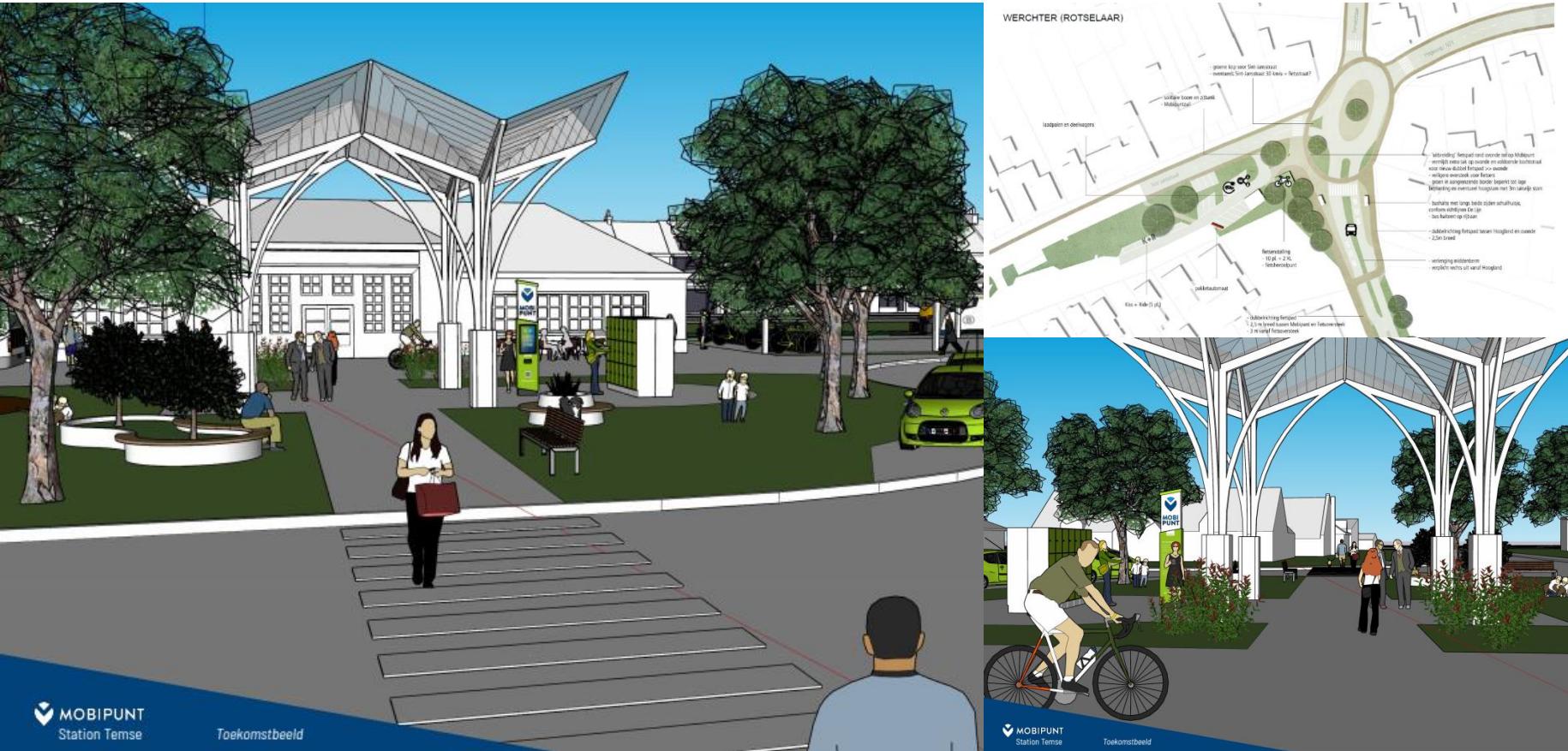
Zes gemeentes lanceren het project 'Pajotse Mobipunten: sociaal en levendig', samen met Klimaatpunt Pajottenland en Zennevallei, Archeduc, Innovatiesteunpunt, Autodelen.net en Infopunt Publieke Ruimte om zo tot ontwikkeling én realisatie te komen van elk een levendig en sociaal mobipunt. Ook de gemeente Herne is betrokken in het project. Samen met jouw, de inwoners van Herne gaan we op zoek naar de ideale ontwikkeling van zo'n mobipunt.

Ga aan de slag      Bekijk alle ideeën



# Step 1: preparation

## Visualisation



## Step 2: realisation



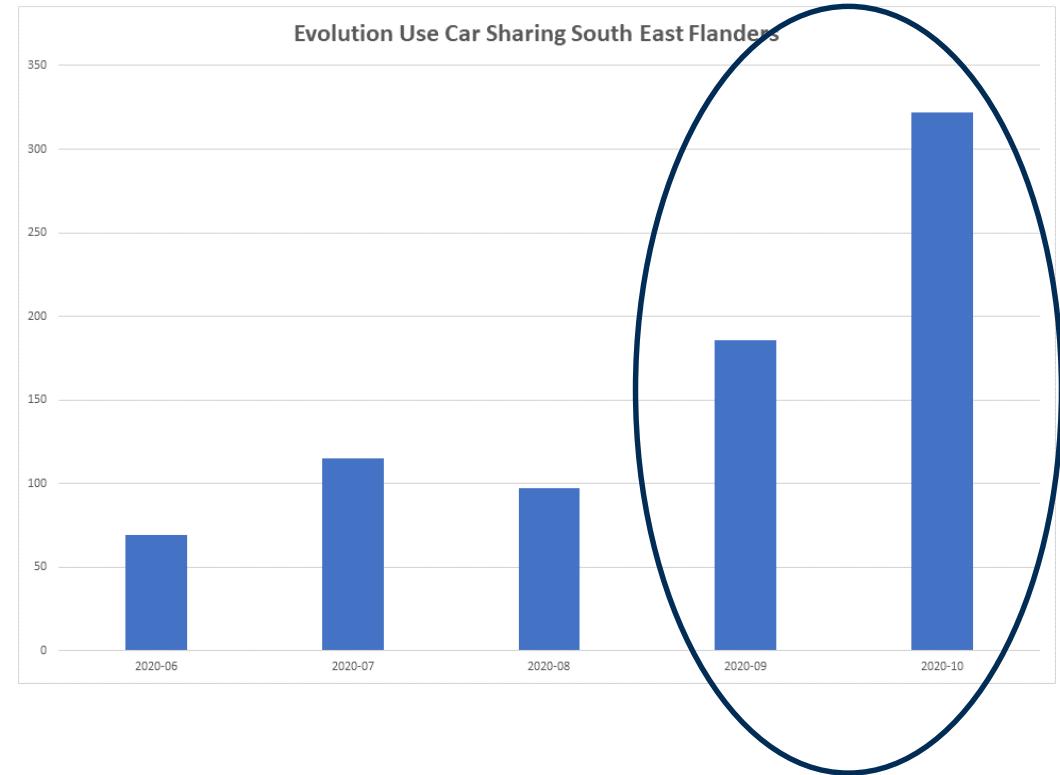
# Step 3: communication

⇒ General vs. specific



# Step 3: communication

⇒ Influencers and ambassadors



# Step 4: Evaluation

- ⇒ Monitoring
- ⇒ Impact research



# Next up

1. eHUBS webinar: how to plan your own eHUB (15/12 – 10:00)
2. **International academy in Bergen, Norway (June 2021)**
3. Shared mobility rocks: Rock around the clock (03-03-2021)





# THANK YOU!

Any Questions?

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[www.mobipunt.be](http://www.mobipunt.be)