

POLIS

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SHARING IS FOR EVERYONE

Mechelen's multidirectional engagement strategy to enhance sustainable transport

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AGENDA

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Engagement – what counts?

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The EU projects facilitating engagement in Mechelen

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Is it worth it?

1. Engagement – what do we mean by it?

Engagement in SUMP guidelines

- also sometimes referred to as *participation* or *public involvement*

(...) the process of **working collaboratively with community groups** to address issues that impact the well-being of those groups. This involves the **identification of stakeholder groups and the incorporation of their concerns, needs and values** at appropriate points in the planning process.

(...) resulting in **improved planning outcomes** through:

- inclusion of new ideas and knowledge;
- increasing the range of options;
- testing evidence and positions;
- addressing uncertainty and conflict;
- making public acceptance of the final plan more likely

Source: [ELTIS SUMP Glossary](#)

SPECTRUM OF PUBLIC PARTICIPATION (IAP2)



Source: [PlaceSpeak](#)

2. The EU projects facilitating engagement in Mechelen

MOBI-MIX – Improved implementation of shared mobility and MaaS to increase up-take of low-carbon transport in cities

Pilots:

1. Shared electric cargo bikes
2. Universal transport allowance scheme (Sharing Neighbourhoods)

Main stakeholders: all citizens



Source: [Stadt Mechelen Facebook](#)

ULaaDS – Urban logistics as an on-demand service

Pilots:

1. Joint trial between ECOkoeriers, bpost and UPS for consolidated B2B logistics
2. Automated shuttle cargohitching

Main stakeholders: logistics service providers, local shopkeepers



Source: [ULaaDS](#)



3. Engaging every inhabitant for a greener transport system

General engagement campaign for shared mobility
Sharing is for everyone (Delen is voor iedereen)

Aim: reach all 86 000 citizens and promote shared mobility

Tools:

1. general city-wide communication campaign using city dressings, infographics, online tools (social media posts, a website, newsletters, etc.)
2. specific targeted campaigns for a variety of publics

→ 6 local ambassadors chosen to represent and communicate with diverse groups (e.g., women, men, children, elderly, young families).

MOBI-MIX

Aim: raise awareness regarding the two pilots and attract more users

Tools:

1. Events offering info on shared mobility, e-cargo bike testing
2. Free rental of cargo bikes for 1 week for families to assess if they could live without a car
3. Close engagement with the participants of Sharing Neighbourhoods to understand their personal situation: one-on-one discussions on mobility behaviours & needs, co-development of ideal plan & budget
4. Two surveys developed to track the ex-ante and ex-post mobility behaviours



Source: [Surplus](#)

4. Logistics stakeholder engagement

Goal: more efficient & sustainable city logistics

How: stakeholder management = one of the key focus points



4. Logistics stakeholder engagement: a concrete action



CONVENANT
DUURZAME EN EFFICIËNTE
STADSLOGISTIEK IN MECHELEN
 Samen voor een leefbare, duurzame en bereikbare stad
 25 september 2020



Ondertekend op vrijdag 25 september 2020 in Mechelen door:

 Horeca Vlaanderen Afdeling Mechelen Christian Michiels Voorzitter Afd. Mechelen	 Fobetra Jenny Smets Voorzitter	 Belgian Courier Association Chris Van Hoegaerden Voorzitter	 TLV Fredric Keymeulen Beleidsmedewerker	 Bond Beter Leefmilieu Bart Dumoulin Projectmanager Mobiliteit
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 GLS Luc De Schryver Managing Director	 PostNL Rudy Van Rillebe Managing Director België	 DPD Wim Focquet Director CSR & Human Resources	 FedEx Alain Delmotte Manager Station Operations BRU	 EkoVoerers Inneke Vos & Veerle De Wael Zaakvoerders
 Bpost Paul Vanwanbeke Director Urban Logistics	 BPS Distri Jeremy Depraeter Customer Service Officer	 City Hub ODT Jeffrey Pang QESHA	 Dematra Cédric De Jaeger Continuous Improvement Manager	 Ninatrans Koen Vanroelen Operations Manager
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V.U. Veerle Costermans, Grote Markt 21, 2800 Mechelen

A COVENANT

Goal:

- Officialising the meetings: set-up of a zero-emission working group (2x/year)
- A step further in sustainable city logistics
- Agreeing on a concrete action plan
- Aligning on EU guideline: zero-emission by 2030

Timing:

- 1 year process
- 3 meetings: offline, online & hybrid + 1to1 contacts

4. Logistics stakeholder engagement: a concrete action

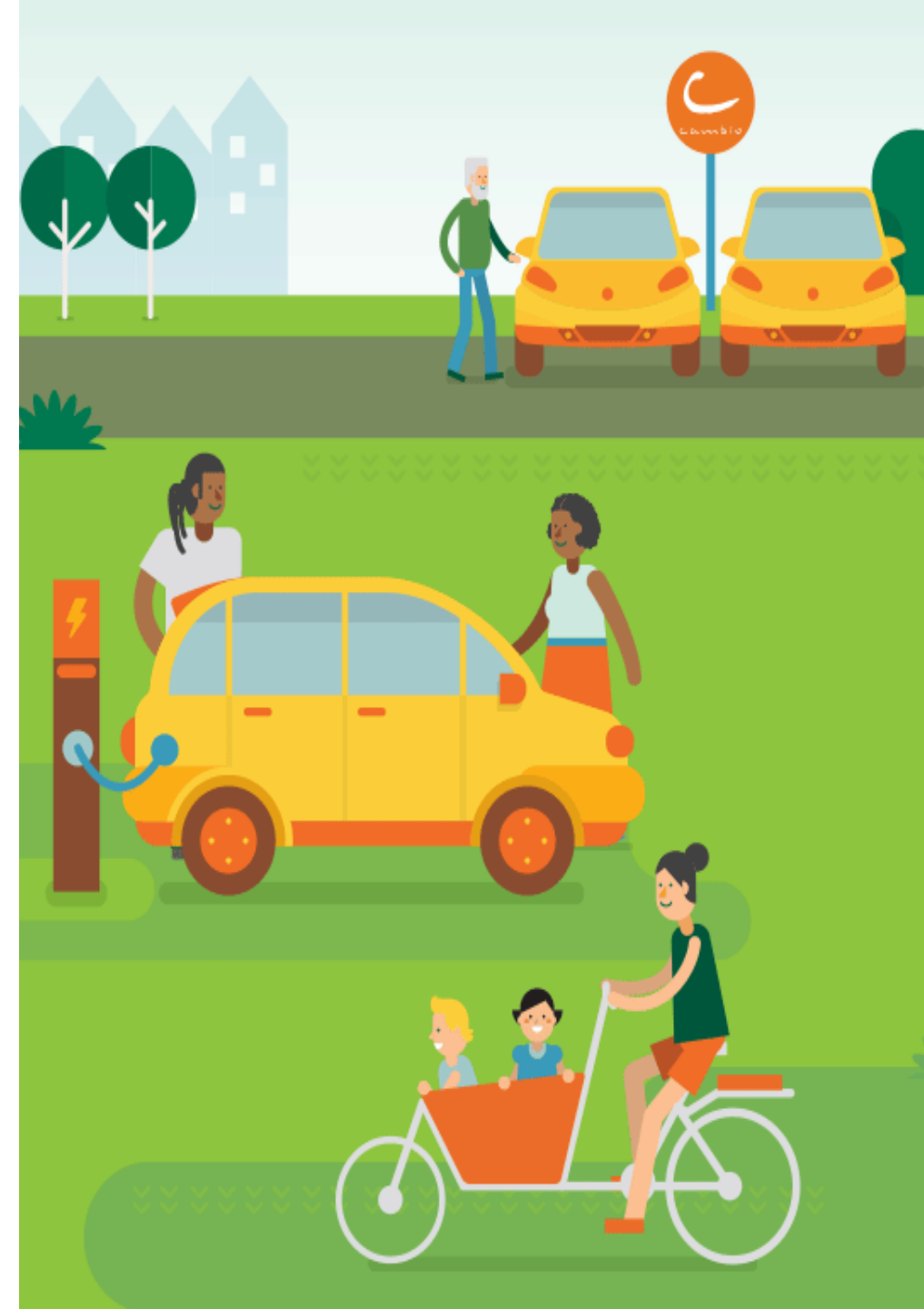
Hybrid event

- 170 online participants
- 40 offline participants



5. Engagement – is it worth it?

- Stakeholder engagement is absolutely worth it, BUT it is very time and resource consuming
- It's important to involve real, engaged 'ambassadors' (waterfall effect)
- There's no harm in repeating, repeating, repeating the same message over & over again
- Invitations should be sent out well in advance
- A combination of 'big' meeting with 1-on-1 contacts worked best in Mechelen
- A clear agenda, without too many 'open ends', helps participants understand and develop a shared purpose for the meeting



THANK YOU!



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