

## About Antwerp

**Name:** City of Antwerp

**Modal split:** Walking: 15.3%

Cycling: 28.9%

**Country:** Belgium

Car: 41.4%

Public Transport: 14.4%

**Population:** 516,009 inhabitants

**Topography:** Flat

**Size:** 204.51 km<sup>2</sup>

## The SWITCH campaign

### Target group & approach to reach SWITCHers

The City of Antwerp focused on employees working in Antwerp who were and will be affected by road infrastructure works. The SWITCH campaign worked together with four workplaces of the inner city (the Department of Finances, Customs, Control of Buildings and Nokia).

The City of Antwerp first established contact with the management bodies of workplaces and meetings were set up to present the project. After the Antwerp SWITCH team had obtained the commitment of a workplace management body, they started preparing a mobility guide in collaboration with the (mobility) management of the workplace. Then, they got in contact with the employees through various means: distribution of announcement letters, organisation of a *road show* for all employees, mailing to employees about their participation in the baseline survey, filling in the service sheet and their will to become a *champion* of the SWITCH campaign in their workplace.

### Distribution of information and incentives

The information materials have been partly ordered by subcontractors, partly received from partners and partly self-developed by the SWITCH team. In addition, different incentives were distributed to participants. Each SWITCH workplace received different bike tool boxes and employees could choose between bike saddle covers, fluorescent backpack covers and high-visibility safety jackets. The City of Antwerp prepared the packages together with the mobility coordinator, colleagues and champions in the workplaces. In a first step, the information material was delivered to the different workplaces and in a second step, handed over to employees.

### Personalised Travel Planning (PTP)

Beside the organisation of *road shows* and information stands, the City of Antwerp offered Personalized Travel Planning (PTP) talks to everyone who asked for it in the service sheet. A time schedule for all travel advisors (Antwerp SWITCH team, advisors and champions of the workplaces) and interested participants has been prepared.



### Health

Health was embedded in the campaign: Health messages were spread through tailored mobility guides and health factsheets, distributed both online and during PTP talks. The local SWITCH team referred to and worked together with the Antwerp health campaign *t Stad beweegt* and the project *10.000 stappen*, their health-related approaches, tools and apps. Brochures, leaflets as well as the provided service sheets include health arguments.



## ICT applications

In February 2016, the City of Antwerp launched the website [www.slimnaarantwerpen.be](http://www.slimnaarantwerpen.be) which covers all initiatives (soft and hard measures) the city takes to deal with the huge challenges resulting from the road infrastructure works. This website already promotes a *smart map*, with real-time information including congestion and the advantages of active and smart travel (walking, cycling, public transport, car sharing and carpooling, Park & Ride). The next step is the implementation of a smart route planner. This smart route planner will be able to suggest the fastest and

smartest route between point A and point B in real time. This tool will also incorporate the combination of different active and smart travel modes. Before the launch of [www.slimnaarantwerpen.be](http://www.slimnaarantwerpen.be), the city had used the website [www.noorderlijn.be](http://www.noorderlijn.be) for the first wave of massive road works in Antwerp. This website contains a separate section about the SWITCH campaign, which is called *Wijs op weg (Smart travel)* in Antwerp. This website also features an online forum where partners and citizens can leave feedbacks, ask questions and post requests. SWITCH Antwerp also delivered digital newsletters to SWITCH PTP-talks participants.

## Results

### Participants

Start of the campaign: 636  
Shortly after the campaign: 518  
About 3 months after the campaign: 385

### Travel behaviour of SWITCHers

#### Car use (at least once a day)

Before the campaign: 40.9%  
Shortly after the campaign: 38.7%  
3 months after the campaign: 31.7%

#### Cycling (at least once a day)

Before the campaign: 19.6%  
Shortly after the campaign: 20.9%  
3 months after the campaign: 27.3%

### Impact of SWITCH on health

#### Awareness of health benefits of active travel

Before the campaign: 91.6%  
Shortly after the campaign: 92.3%  
3 months after the campaign: 93.2 %

### SWITCHers (participants having access to a car and who reduced car trips):

Shortly after the campaign: 26  
About 4 months after the campaign: 28

#### Walking (at least once a day)

Before the campaign: 29.8%  
Shortly after the campaign: 30.2%  
3 months after the campaign: 32%

#### 3 months after, participants who...

Reduced their number of car trips: 10.1%  
Walked more: 5.5%  
Cycled more: 13%

### Impact of SWITCH on environment

Car kilometers saved: 17,085 km per week  
Fuel saved: 1,366 liters per week  
CO<sub>2</sub> saved: 3.4 tons of CO<sub>2</sub> per week  
Total cost saved: 99,498.88 euros per year\*

\* The total cost saved through energy savings and CO<sub>2</sub> per year

## Local contact:

**Steven Windey** - project leader in Antwerp  
Address: Grote Markt 1, 2000 Antwerp, Belgium

Email address: [steven.windey@stad.antwerpen.be](mailto:steven.windey@stad.antwerpen.be)  
Phone: 0032 3 338 49 52

For further information please visit [www.switchtravel.eu](http://www.switchtravel.eu)



Co-funded by the Intelligent Energy Europe Programme of the European Union

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