

Mobility Management for companies



Facts & Figures

Organization

The Government of the Brussels-Capital Region and more particularly the Ministry of the Environment (Brussels Environment) and the Ministry of Mobility (Brussels Mobility)

Type of initiative

Strategic policies and implementation

Target Group

Companies and public authorities employing more than 100 workers

Duration

Ongoing

Description of the Initiative

Companies and public authorities located in Brussels which employ more than 100 workers must carry out a mobility plan every 3 years.

The objective of this legislation is to bring about a modal shift and rationalize the trips generated by companies (home-work, professional, visitors, deliveries) via measures that support sustainable mobility.

The mobility plan consists of 2 parts:

- **Diagnosis:** inventory of mobility generated by the company and measures already in place.
- **Action plan:** the measures that the company will implement to rationalize travel and generate a modal shift. Some of these actions are mandatory, such as the installation of a bicycle parking space that meets strict standards.

All of this information is sent to the regional administration, which analyzes and validates it. The implementation of the measures is checked through on-site visits or through digital exchanges.

In this process, companies are accompanied and supported by a series of comple-

mentary actions implemented by the Region, among others:

- An electronic platform that allows them to consult their past and current mobility plan and to export visuals.
- A tool for carrying out online mobility surveys.
- A full 6-day training course for new mobility managers.
- An annual mobility fair which allows mobility managers to share experiences and put them in contact with mobility stakeholders in Brussels.
- Free support from a facilitator who aims to guide companies towards new mobility and fleet management practices.
- The “bike project”, which more specifically supports companies in their cycling policy, in particular by providing a fleet of bicycles to organize tests.
- A newsletter which keeps the mobility managers of companies up to date on the news.
- Regular webinars to deepen certain topics related to business mobility.

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Implementation

A team of 4 people in Brussels Environment manages the implementation of the actions listed above, the monitoring of mobility plans as well as the administrative aspect of the implementation of this legislation.

Lessons learned

The establishment of a binding legal framework has made it possible to develop a culture of mobility within companies which would not have been possible without it.

The appointment of a mobility manager within a company is a real added value for the mobility policy which involves many different services.

The mobility plan must be the subject of

continuous monitoring or the momentum will be broken. Only persistent and continuous efforts over time end up bearing fruit.

The support and involvement of the hierarchy is a factor in the success of a mobility plan.

The sharing of experience between the mobility managers is very important because it allows them to be inspired by actions carried out in other companies and to share the difficulties encountered.

Impact

Since the implementation of this measure, the modal share of the car for commuting between home and work has fallen from 45% to 34%, mainly in favor of the train, urban public transport and cycling. At the

same time, this proportion has remained stable in the 2 other regions of Belgium where this measure has not been implemented. We can therefore conclude that mobility plans have a real impact on the mobility of companies.

A results report is drawn up every 3 years by the administration and published.