

Project name:	Marketplaces for mobility
Date:	24/04/2018, 14.00 - 16.00
Notes:	Kurt Marquet & Peter Van der Perre
Location:	Bluepoint Brussels

Participants		
Name	Organisation	Present
Chris Van Maroey	Stad Antwerpen	√
Gaëtan Danneels	Innoviris	√
Stijn Vernailen	Stad Antwerpen	√
Michael Petit	Ville de Namur	√
Hans Van Winckel	Proximus	√
Kimberly Vandamme	Departement MOW-Beleid	√
Nils Wuytens	The New Drive	√
Kristof Polfliet	Stad Leuven	√
Dominique Vanhomwegen	Europcar	√
Louise-Marie Platteau	Optimile	√
Marian Lauwers	Arcadis	√
Kurt Marquet	ITS.be	√
Peter Van der Perre	ITS.be	√

Agenda
1. Marketplaces for Mobility (city of Antwerp)
2. Smart Mobility Challenge (Innoviris)
3. AOB

Notes and Decisions
<p>0.</p> <p>Marketplaces for mobility are a smart instrument that authorities can use to give private companies an important incentive to experiment/work on a specific use case in their city/region. This public-private cooperation can help authorities to explore new market solutions (as well as to complete policy goals, to test (new) legislation, to create employment opportunities, to involve inhabitants ...).</p> <p>ITS.be strongly encourages marketplace for mobility initiatives, which now exist at country-level (e.g. Beter Benutten - The Netherlands), in regions (Innoviris - Brussels Metropolitan Region), cities (Antwerp) and at the federal level (ministers Bellot/De Croo smart mobility call - expected June 2018). Since marketplaces for mobility can be an interesting instrument to support MaaS-providers and MaaS-solutions, this workshop is part of the ITS.be MaaS action plan.</p>
<p>1.</p> <p>Chris Van Maroey, project manager Slim naar Antwerpen (SNA), gave a presentation on how the city of Antwerp started with marketplaces for mobility in 2016, how it fits in their broader mobility strategy and how it keeps growing in time.</p> <p>Some lessons learned:</p>

- Changing commuter behavior takes time;
- Partnerships are more effective than strict regulations. Some organizations just need a little push or only some visibility. Not everyone asks for money;
- Some partners overestimate what they can do in a short period - make realistic goals and set realistic timings.

Q&A:

- What is the level of funding? Max 50K€ per project - impact-based and result-driven;
- How to communicate with all companies in a city or region? The city of Antwerp has 5 *bereikbaarheidsmanagers* who visit companies (already 80 agreements);
- Do you impose to give back data? It depends. For MaaS-solutions it is often easier, but this is also part of the project to experiment with what is possible;
- In France Fabrique de la Mobilité does more or less the same and they push for open data usage;
- Will there be a third call in 2018? There will be a next call but the set-up could be different (eg aimed at specific user groups...);
- Can the city of Antwerp share the criteria/documents that are being used to judge the candidates? Yes, we will provide them. See [link 1](#) & [link 2](#);
- Are you considering to make it a permanent instrument? Not yet, but if a market player has a specific solution in mind that helps our policy goals, they can always contact us to see which possibilities there are (now or in the near future);

2.

The Brussels Smart Mobility Committee (Parking Brussels, Bruxelles Mobilité, CIRB MIVB/STIB, Innoviris) launched in 2017 the Smart Mobility Challenge. Gaëtan Danneels, scientific advisor at Innoviris, [presents](#) the current status and next steps. What is clear is that the Brussels initiative has evolved towards a more innovation-oriented development than a pure marketplace for mobility (“classic” living lab approach + living lab with administrations via innovation procurement - start of projects in both categories is expected respectively in September 2018 and January 2019). Co-creation is seen as an effective means to help authorities arrive at the solutions that they really want. Innovative procurement constitutes a lengthy process but is very much do-able.

Q&A:

- It sounds a bit complicated and also the lead time is quite long. It can also be difficult for companies to prove the innovation aspect. The goal in marketplaces for mobility is not innovation per se, but how to achieve less congestion, livability, safety...;
- The budget is 4 Mio, the requested total for all projects 14 Mio;
- Is the quadruple helix a criteria? No we don't impose it. It's a living lab/test-it approach.

3.

A few questions remain open and further observations were made:

- Flanders is working towards 15 traffic regions. Are they also looking at marketplaces to complete the lowest layer (customized transport). Not at this very moment. MOW is defining its role within MaaS. Marketplaces for mobility are indeed an interesting instrument but at this very moment we are not there yet;
- Cities such as Leuven or Namur are also interested in facilitating public-private cooperation, but there is a lack of people, budget and/or expertise. The city of Antwerp is therefore hiring external expertise; also, they are involved in an EU-project (Civitas Portis) which gives them the necessary budget.
- For tendering innovation, pre-commercial procurement (PCP) is confirmed to be very

interesting;

Some general conclusions:

- Marketplaces for mobility are effective means to help deploy new mobility services, for financial reasons and (even much more) for the contacts with and for the wider support of the city
- The example in the Netherlands (Beter Benutten) is impressive, for Belgium more modest ways to stimulate market innovation are currently used (projects ranging from less than 50K€ in Antwerp to projects of up to 500K€ expected at the federal level);
- The lead time should be short and budgets should be reasonable. It should be clear for companies what is expected within what time; authorities should outsource as much as possible so that they can focus on policy work;
- This is not only a story of the mobility department. Other departments such as communication, environment... should be involved; also, ways should be considered to give continuous incentives to private partners;
- Expertise should be pooled as much as possible - the expertise and tools developed in Antwerp is extremely useful in this context (see above links for concrete examples);
- Apart from the urban and federal level, market places for mobility should also be considered at the regional level, the level of traffic regions, the provincial level and/or by collaborations of cities.