

Project name:	MaaS all hands meeting	
Date:	21/05/2019, 10.00-12.00	
Notes:	Kurt Marquet & Peter Van der Perre	
Location:	Deloitte Ghent	
<b>Name</b>		
<b>Organisation</b>		
<b>Present</b>		
<i>See attached</i>		
<b>Agenda</b>		
<ol style="list-style-type: none"> <li>1. Introduction (<i>ITS.be</i>)</li> <li>2. Welcome by Deloitte</li> <li>3. Smart mobility Belgium call (<i>Deloitte</i>)</li> <li>4. Current status mobility budget (<i>Deloitte</i>) &amp; debate with social secretariats</li> <li>5. MaaS perspective Flanders - mobility central (<i>Department MOW</i>)</li> <li>6. Smart ways to Antwerp 2019 &amp; new call (<i>city of Antwerp</i>)</li> <li>7. Call for ITS/MaaS projects (<i>Logistics in Wallonia</i>)</li> <li>8. Call for projects - New mobility network (<i>De Werkvennootschap</i>)</li> </ol>		
<b>Notes &amp; decisions</b>		
<ol style="list-style-type: none"> <li>1. Peter Van der Perre (ITS.be) welcomes all participants and gives a 360° of the most important initiatives of the past months (since the previous MaaS alliance meeting end of February) - <a href="#">see presentation</a>.</li> <li>2. Stijn Vandeweyer (Deloitte), host of this meeting, gives an overview of how Deloitte looks at mobility, not only for Belgium – here Deloitte’s comprehensive New Deal for Mobility stands out (<a href="#">see brochure</a>) - but also for its own employees (<a href="#">see presentation</a>). Deloitte’s international expertise can also be found via <a href="#">this link</a>.</li> <li>3. Hendrik Van Eldere (Deloitte) together with Paul Theyskens (De Lijn) and Jens Verhiest (Pikaway) presented the interim results of 4 MaaS-projects selected within the “Smart Mobility Call Belgium” (in total 15 projects were selected) – <a href="#">see presentation</a>.</li> <li>4. As an introduction to the debate on the mobility budget with the social secretariats, Timothy Bruneel (Deloitte) gives an overview of the current situation. After the approval and publication of the royal decree a website with FAQ has been launched by the federal government (<a href="#">mobiliteitsbudget.be</a>, <a href="#">lebudgetmobilite.be</a>). Still many (often operational) questions remain unanswered (see <a href="#">presentation</a>).</li> </ol>		

The following questions were asked to the social secretariats:

Q1: What can be improved in the current legislation on the mobility budget?

- Acerta:
  - Unclear how the specific use cases should be made – no pragmatic approach (lacking “what if” scenarios)
- Securex:
  - The mobility budget should be there for all employees, not only for the ones with a company car.
  - Employers/employees need tools to guide them because (unlike the cafeteria plan) the mobility budget is not really known yet.
- Partena:
  - The legislation is indeed vague, but that’s not a bad thing. This gives companies the opportunity to make company-based solutions and develop their own policy/strategy. This is needed because every situation can be different (e.g TCO per employee)
  - We miss a link with the cash for car principle
- Attentia:
  - We agree that the mobility budget should apply to all employees

Q2: How do you assess the interest from employers/employees? What are the factors that determine this interest?

- Attentia:
  - We see 2 tendencies. Companies were not waiting for the mobility budget. Many already started a long time ago. Secondly mobility is part of a bigger whole, namely flexible rewarding.
- Securex:
  - A mindshift is needed and this will take time. Cars are still a status symbol and also don’t forget the on-going leasing contracts which can’t be ended (unless with a penalty). Secondly fleet managers will need a framework and tools to guide their employees. Change will take time and has to be guided.

Q3: Do you already provide tools to inform/convince employers/employees?

- General response: all social secretariats provide tools, but not just for mobility, it is part of flexible reward schemes.
- Partena:
  - It will be difficult to give employers a complete up-to-date view on the (remaining) mobility budget of each individual employee. A link should be made with existing other tools and there should be a sensitivity for the type of user (visitor of a city vs employee in a city). Also other formulas such as working from home should be part of this tool.
  - Making a difference between private and professional travelling will be difficult to detect
  - Main issue is and will be cost issues, including the cost of handling the mobility

budget.

- Securex:
  - We need to relieve employers of costs and additional administration. This is something that we can do. It will however be difficult if we also have to persuade people. First question will be “what’s in it for them”.
- Attentia:
  - Taxing private and professional travelling is completely different. It would help if the authorities would align these rules (integrated (voordelen alle aard VAA / l'avantage de toute nature ATN)’like solutions could help).
- Deloitte:
  - Tooling has to be looked at much more broadly. The accounting department wants a seamless approach, the same for fleet managers, social secretariats, end-users...

Q4: How do you see roles evolve - such as for the social secretariats, the leasing companies, the MaaS providers?

- Attentia:
  - The business model for leasing companies is already changing. They no longer only lease cars, but also bikes, steps ... New partnerships are being formed.
  - Many MaaS-providers are popping up. We expect however that there will come a shake-out in the future.
- Partena:
  - We see indeed an increased collaboration, but we also see that everybody is still “feeling its way” without really be fixed to one total solution (including payroll, leasing, mobility services...)
- Securex:
  - We know all the MaaS providers and already a first partnership has been set up. Since it is a changing market, it is very important to establish trust, in fact the main challenge for a MaaS provider is to establish trust
- Acerta:
  - A good partnership is important, but also the customer experience for our companies.

5.

Unfortunately, Kimberley Vandamme (Department MOW) called in sick. Peter Van der Perre (ITS.be) highlights her [presentation](#) supported by Eric Sempels (Department MOW). The main focus is on the new “concept note” that is the basis for the Flemish government’s decision to 1. launch a call for tender for a “Flemish mobility central” and 2. to create a quality framework (soft or hard regulation) for MaaS in Flanders (see [full document](#) (in Dutch)). Next to this concept note the Flemish government also decided to invest in regional and local mobility hubs (towards 4000). These infrastructural hubs are needed to make MaaS possible for many end-users.

6.

Stijn Vernailen (city of Antwerp) gives a short preview on the winning projects within the Smart ways to Antwerp call beginning of 2019 (see [presentation](#)). 15 projects applied for funding and since

interoperability was the key conditions, the winning projects will have a follow-up meeting with the city of Antwerp to discuss the further roll-out.

Stijn also invites everybody to join tomorrow's (22 May) kick-off of the next mobility call (more information via [this link](#) - funding up to 50K€). Deadline 2th of August.

7.

Veronique Delmotte (Logistics in Wallonia) explains the role of her organisation in Wallonia (see [presentation](#) - funding up to several M€). One of their tasks is to guide innovation seekers and fund companies who bridge with research associations. Not only for logistical projects, but also multimodal long-term projects are possible. There is no fixed time frame or budget and Logistics in Wallonia has +-3 calls per year. The current call closes first of August 2019.

8.

Brigitte Lossy (De Werkvennootschap) highlights another call who will also be launched tomorrow (22 May) in Brussels (see [presentation](#)). Similar like in Antwerp short term projects will be funded (budget 50K – 50% co-financed) with focus on the current mobility problems on the Brussels ring road. More information via [this link](#) (funding up to 50K€). Deadline mid September 2019.

----

Peter Van der Perre (ITS.be) concludes this meeting and thanks Deloitte for hosting this “all-hands session” of the Belgian MaaS alliance.

Upcoming events 2019 ITS.be:

- 3-6 June European ITS congress @Eindhoven
- 18 June (10.00-12.00): workshop – carpooling @Bluepoint Brussels
- 12 September (13:00-16:00): workshop license models shared mobility @EY Antwerp
- **Thursday 3 Oct Belgian ITS congress Brussels @Bluepoint Brussels**
- 18-23 Oct Busworld Europe – 21 Oct MaaS-session @Brussels Expo
- 21-25 Oct ITS World congress @Singapore
- 14 November (10.00-12.00): workshop - solutions cut-through-traffic
- 20 November (10.00-12.00): workshop - need for competence centre
- **3 December (13.00-16:00): BE MaaS alliance all-hands meeting @FOD Mobility & Transport**
- 11 December (10.00-12.00): workshop - state-of-the-art road charging

Participants list	
<a href="#">Annelies Baelus</a>	Acerta
<a href="#">Charlotte Thijs</a>	Acerta

<a href="#">Philippe Kahn</a>	Arval
<a href="#">Yves Labeeu</a>	Attentia
<a href="#">Klaas Olbrechts</a>	Attentia
<a href="#">Jan Deman</a>	BAAV
<a href="#">Stéphane Jacobs</a>	Be-Mobile
<a href="#">Tom Alleman</a>	Cambio
<a href="#">Jonathan Guzy</a>	Carasap
<a href="#">Paul Theyskens</a>	De Lijn
<a href="#">Brigitte Lossy</a>	De Werkvennootschap
<a href="#">Timothy Bruneel</a>	Deloitte
<a href="#">Stijn Vandeweyer</a>	Deloitte
<a href="#">Hendrik Van Eldere</a>	Deloitte
<a href="#">Eric Sempels</a>	Departement MOW
<a href="#">Fanny Deladrière</a>	Flash
<a href="#">David Schoenmaekers</a>	FOD Mobiliteit & Vervoer
<a href="#">Mandy Claessens</a>	Hogeschool Artevelde Gent
<a href="#">Vicky Franssen</a>	Hogeschool Artevelde Gent
<a href="#">Christel De Maeyer</a>	Hogeschool Artevelde Gent
<a href="#">Lore Vandemaele</a>	Hogeschool Gent
<a href="#">Tom Storme</a>	Hogeschool Gent
<a href="#">Steven Lannoo</a>	ICB
<a href="#">Xavier Girard</a>	Ingestic
<a href="#">Kurt Marquet</a>	ITS.be
<a href="#">Peter Van der Perre</a>	ITS.be

<a href="#">Dirk Van Strijthem</a>	KBC Autolease
<a href="#">Vincent Traen</a>	Keolis
<a href="#">Dimitri Arts</a>	Localyse
<a href="#">Veronique Delmotte</a>	Logistics in Wallonia
<a href="#">Didier Joos</a>	MaaS Global
<a href="#">Patrick Van Cappellen</a>	Mastercard
<a href="#">Peter Vermeulen</a>	Mobit
<a href="#">Hans De Mondt</a>	Mobly
<a href="#">Ine Wouters</a>	Mobly
<a href="#">Alain Allyn</a>	Modalizy
<a href="#">Louise-Marie Platteau</a>	Optimile
<a href="#">Tom Sorgeloos</a>	Orange Belgium
<a href="#">Yves Stox</a>	Partena
<a href="#">Jens Verhiest</a>	Pikaway
<a href="#">Rein Dirx</a>	Pikaway
Frederic Souchon	PwC
<a href="#">Bart Lowyck</a>	Satelllic
<a href="#">Luc De Pauw</a>	Securex
<a href="#">Iris Tolpe</a>	Securex
<a href="#">Christian Deleener</a>	Spie Belgium
<a href="#">Stijn Vernailen</a>	stad Antwerpen
<a href="#">Philippe De Bock</a>	stad Gent
<a href="#">Ophélie Carcian</a>	STIB/MIVB
<a href="#">Sven Maerivoet</a>	Transport & Mobility Leuven



<a href="#">Marc Tijssens</a>	VAB
<a href="#">Jeroen Fiers</a>	VLAIO
<a href="#">Christophe Janssen</a>	XXImo
<a href="#">Marco Nederveen</a>	XXImo

Apologies: FBAA, Cegeka, KUL, Olympus mobility, VBO/FEB, Touring, Tractebel