

Good Move – the path towards sustainable and innovative mobility solutions in the Brussels-Capital Région

2020 EU-Korea EcoMobility Conference

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4 novembre 2020

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Good Move – winner of SUMP award

EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER 2020

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Winner of the 8th SUMP Award

8th SUMP Award Winner: Brussels capital region (Belgium)

Brussels Capital Region has set itself clear and ambitious sustainable mobility goals, which include having zero road traffic deaths by 2030, restricting car usage, reducing the speed limit to 30 kilometres per hour by 2021, and increasing the number of pedestrianised zones. The jury was particularly impressed by its approach to reaching these goals, which sees the city as an 'ecosystem'. The city's achievements are underpinned by strong stakeholder outreach, impressive citizen participation, and the implementation of "superblocks", an innovative urban planning concept.

Finalists:

Kaunas (Lithuania)

To view the video made for Kaunas, [click here](#).

Wrocław (Poland)

To view the video made for Wrocław, [click here](#).



Co-construction and consultation



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City vision

What's at stake?



Mobility Vision

- Manage the global demand for trips
- **Reduce the usage of privately owned car**
- **Strengthen mobility service solutions**
- **Structured and efficient transport and transit networks**
- Focus on urban logistics
- Parking management in line with mobility vision



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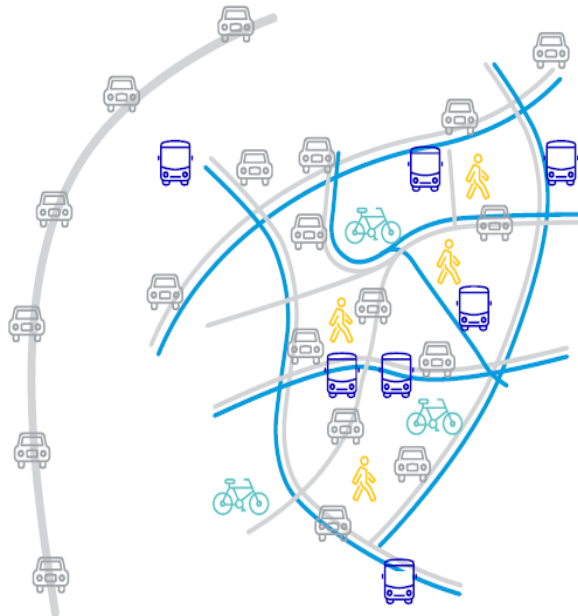
Traffic stress reduction inside local districts



Traffic stress reduction inside local districts

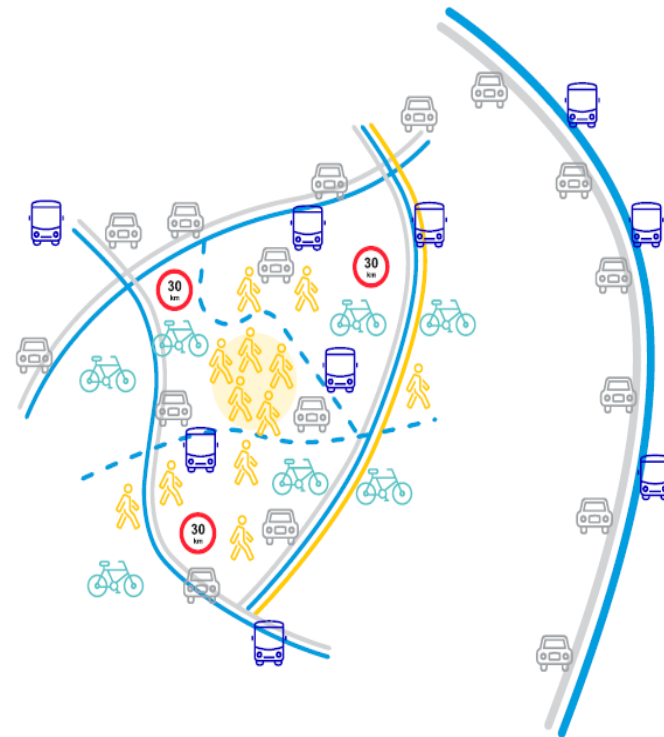
No move

Verkeer doorlatende wijken
Voor iedereen moeilijk bereikbaar



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Tegen verkeer beschermde wijken
Voor alle modi bereikbaar

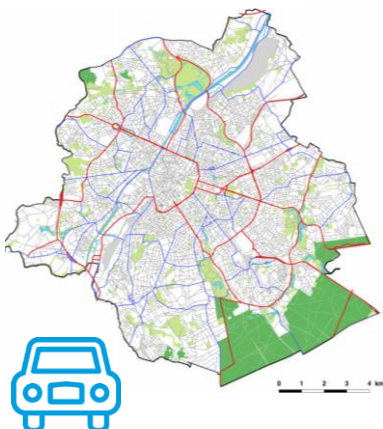
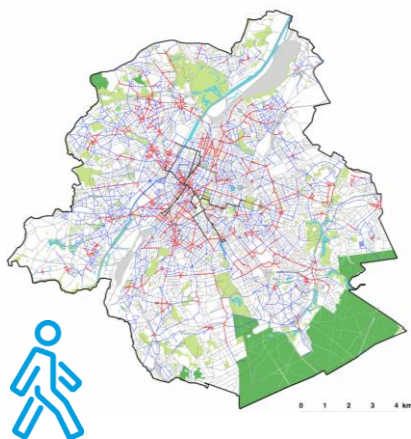


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5 intertwined efficient networks



3 levels per network

- PLUS
- Comfort
- District



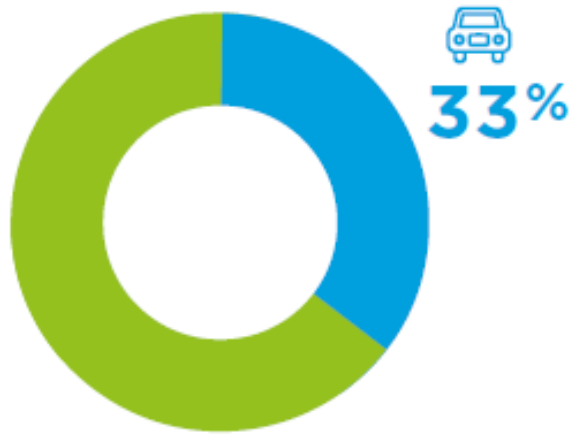
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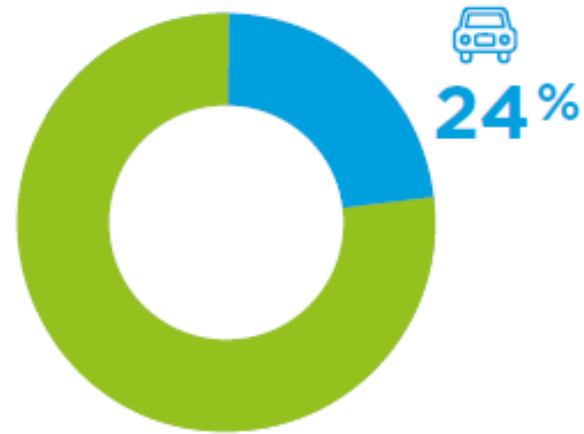
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Mobility vision in a nutshell

Trendscenario



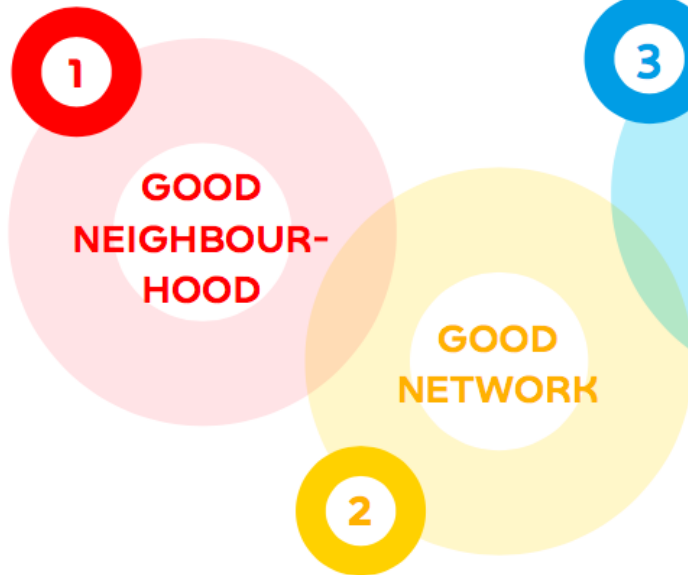
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- Trips made by privately owned car
- Collective and shared trips + individual active- and micromobility trips

More than a vision; 50 tangible actions!

TERRITORY



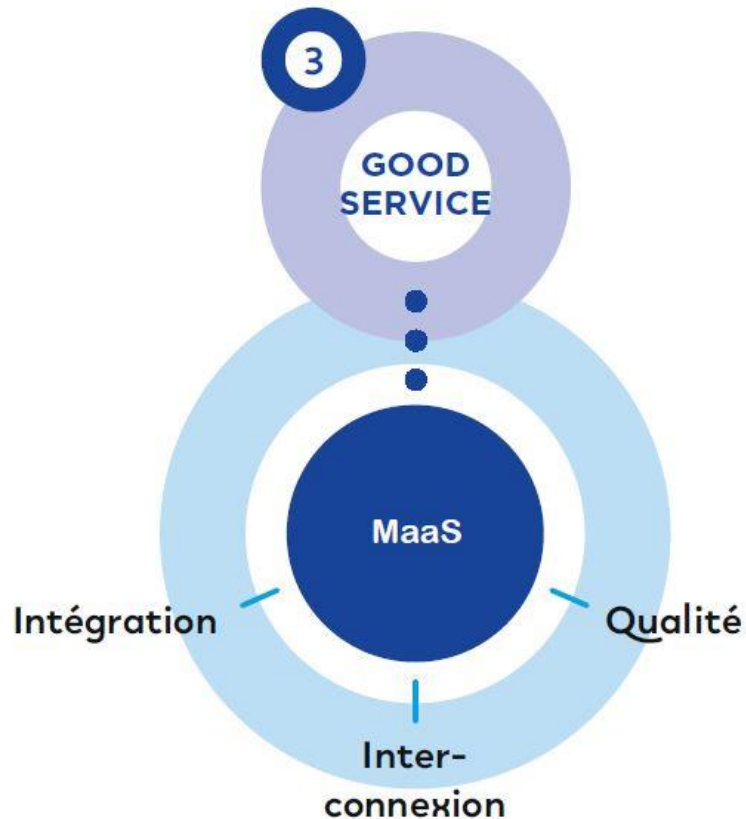
BEHAVIOUR



GOVERNANCE



More than a vision; 50 tangible actions!



C1. Support the development of Mobility-as-a-Service

C2. Set up information points and integrated services hubs

C3. Develop services with respect to bicycle and micromobility solutions

C4. Service oriented approach to parking (*Parking-as-a-Service*)

C11. Reinforce shared mobility services

Good Move – soon available in English

<https://goodmove.brussels/fr/>

<https://goodmove.brussels/nl/>



ACTUALITÉS DÉMARCHE PLAN RÉGIONAL DE MOBILITÉ DOCUMENTATION



FR
NL

Good news!

Le Plan régional de mobilité Good Move a été approuvé par le Gouvernement le 5 mars 2020

Consultez-le ou téléchargez le ici

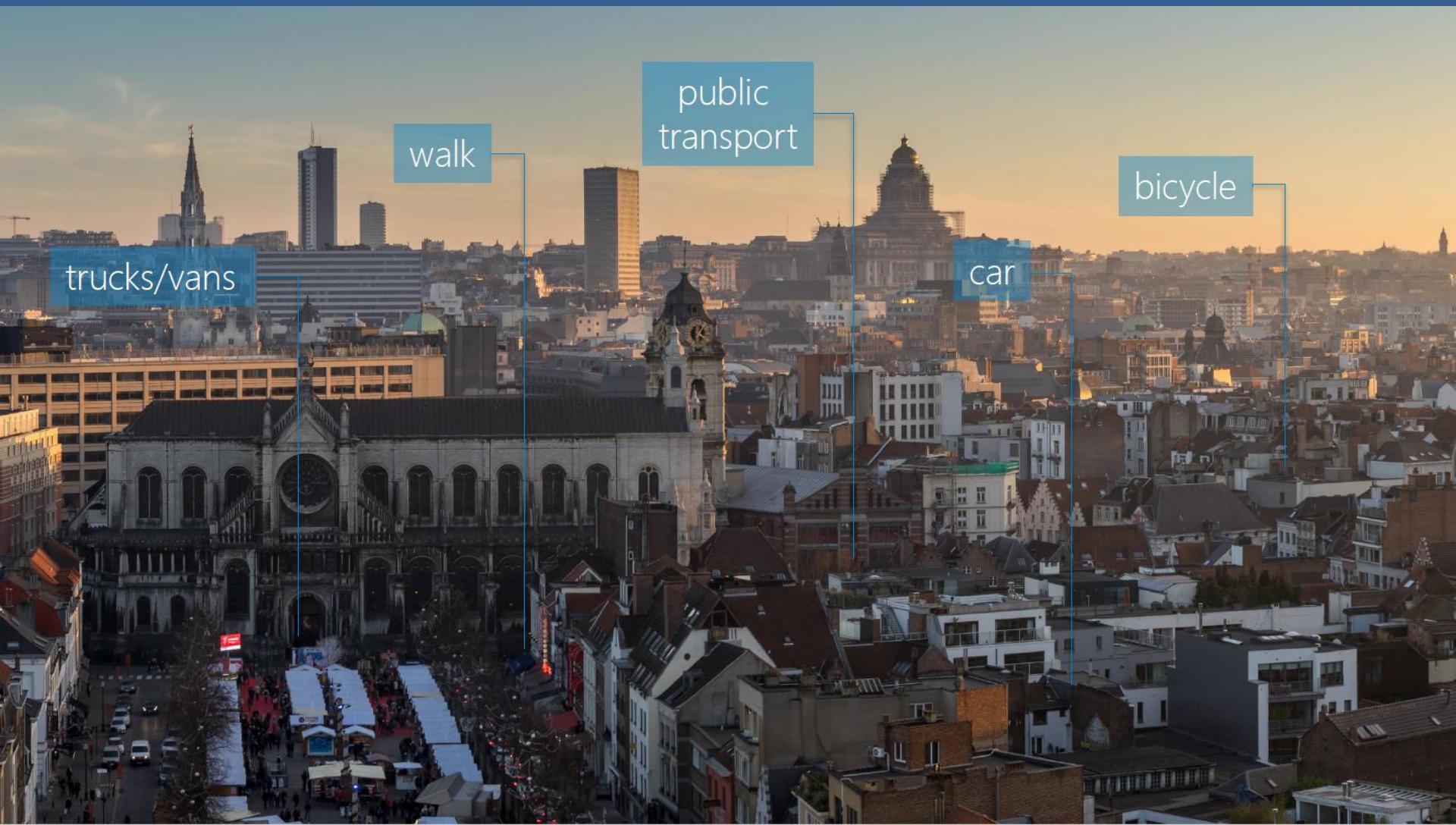


Developing innovative mobility solutions in the Brussels-Capital Region



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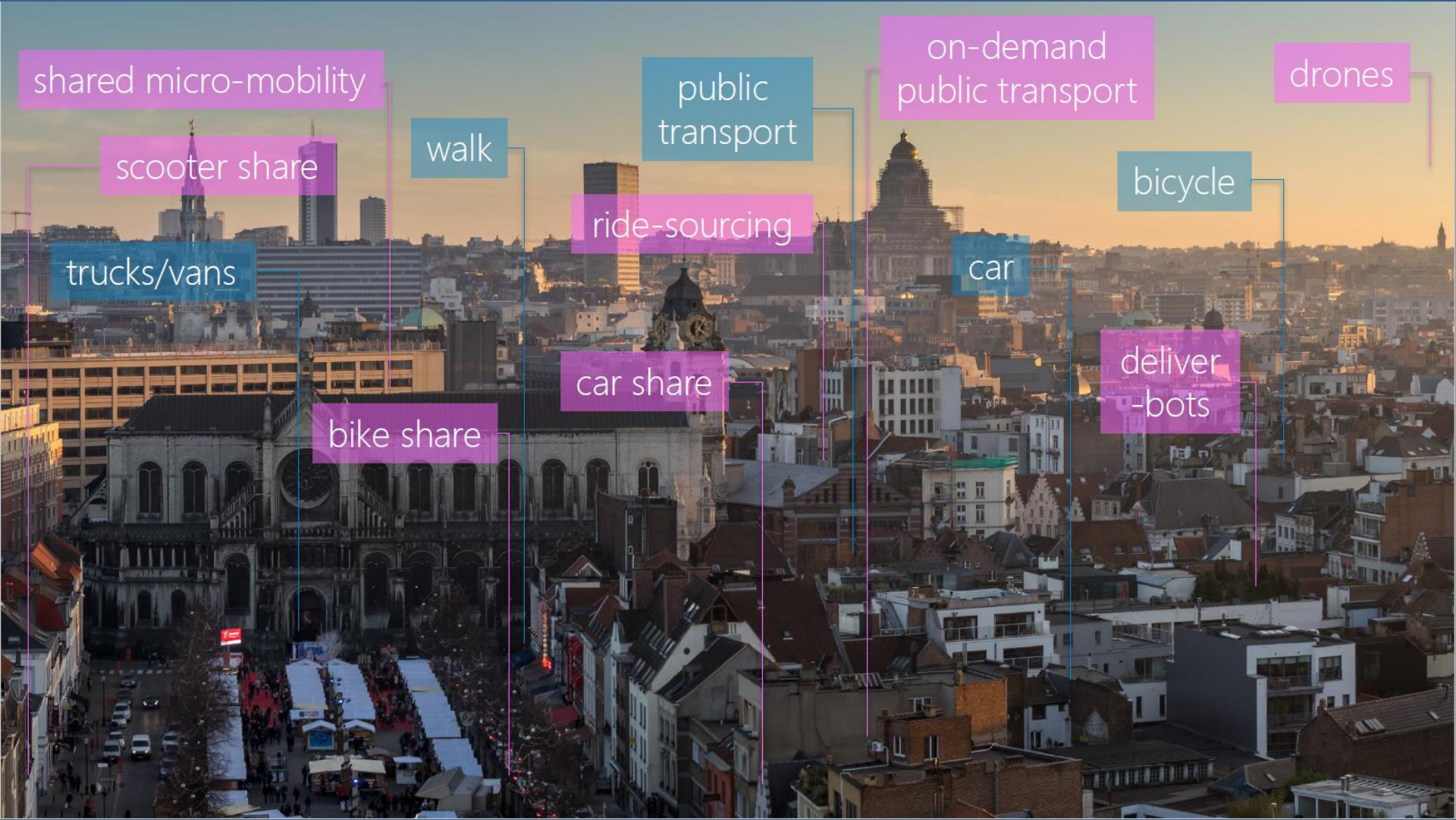
trucks/vans

walk

public
transport

car

bicycle



shared micro-mobility

scooter share

trucks/vans

bike share

walk

ride-sourcing

car share

public transport

on-demand public transport

car

bicycle

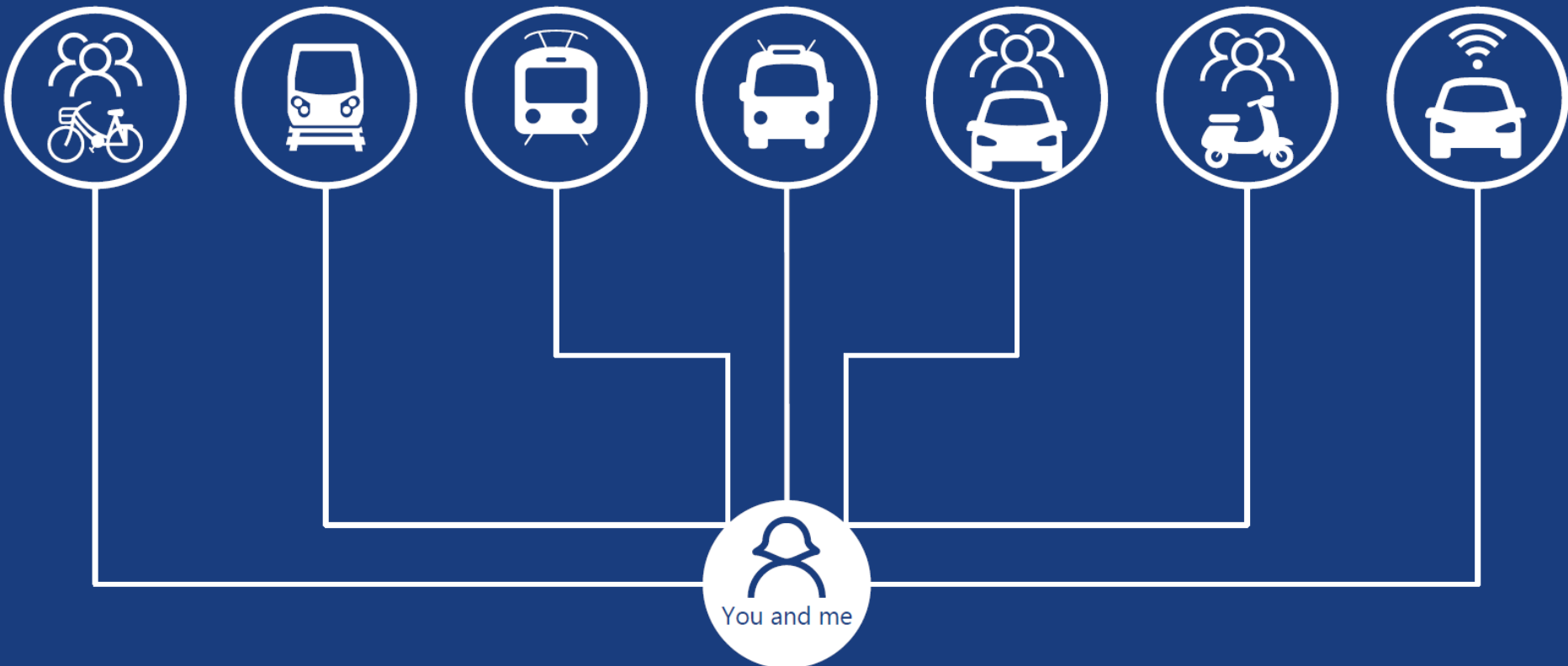
deliver-bots

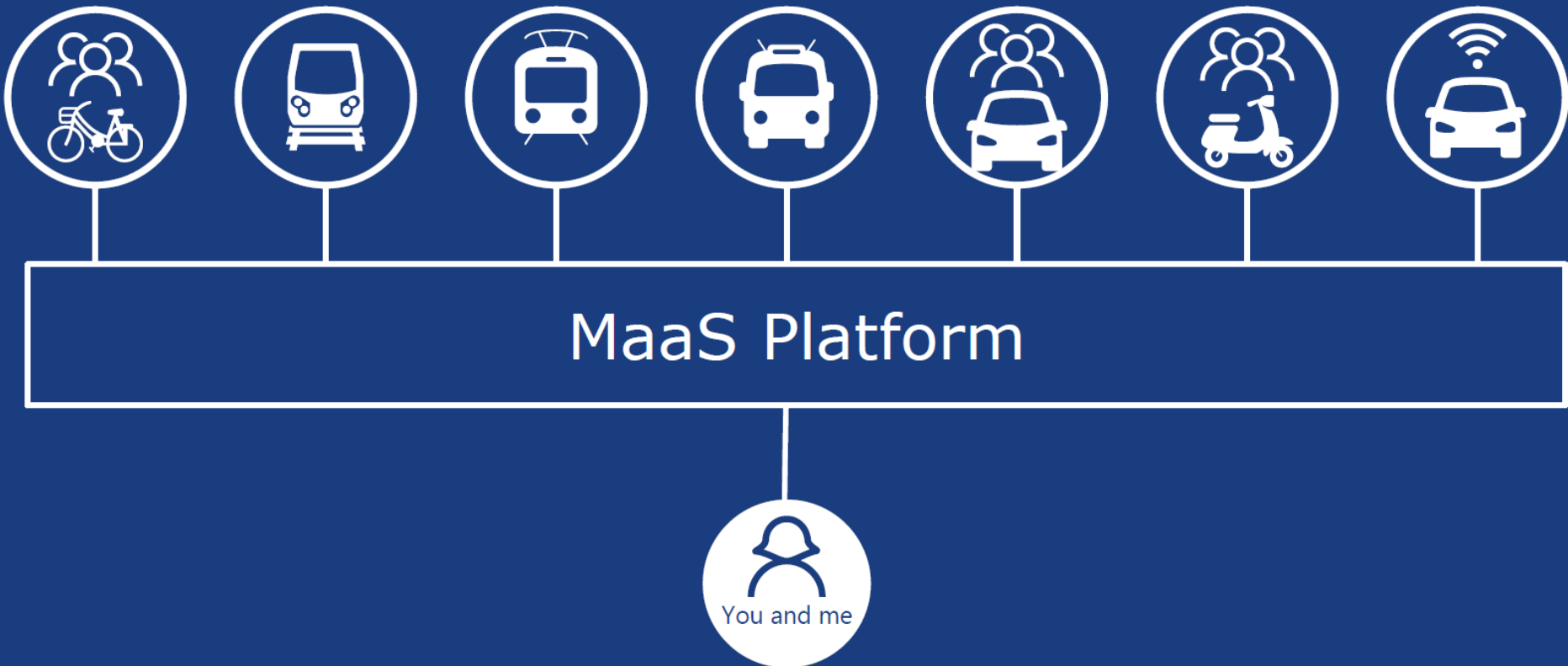
drones

An aerial photograph of Brussels, Belgium, showing the city's skyline with various buildings and the Atomium structure. The image is overlaid with a semi-transparent grid of binary code (0s and 1s) in a light blue color. In the center, there are two overlapping purple rectangular boxes containing the text 'automation' and 'artificial intelligence' in white, lowercase letters.

automation artificial intelligence

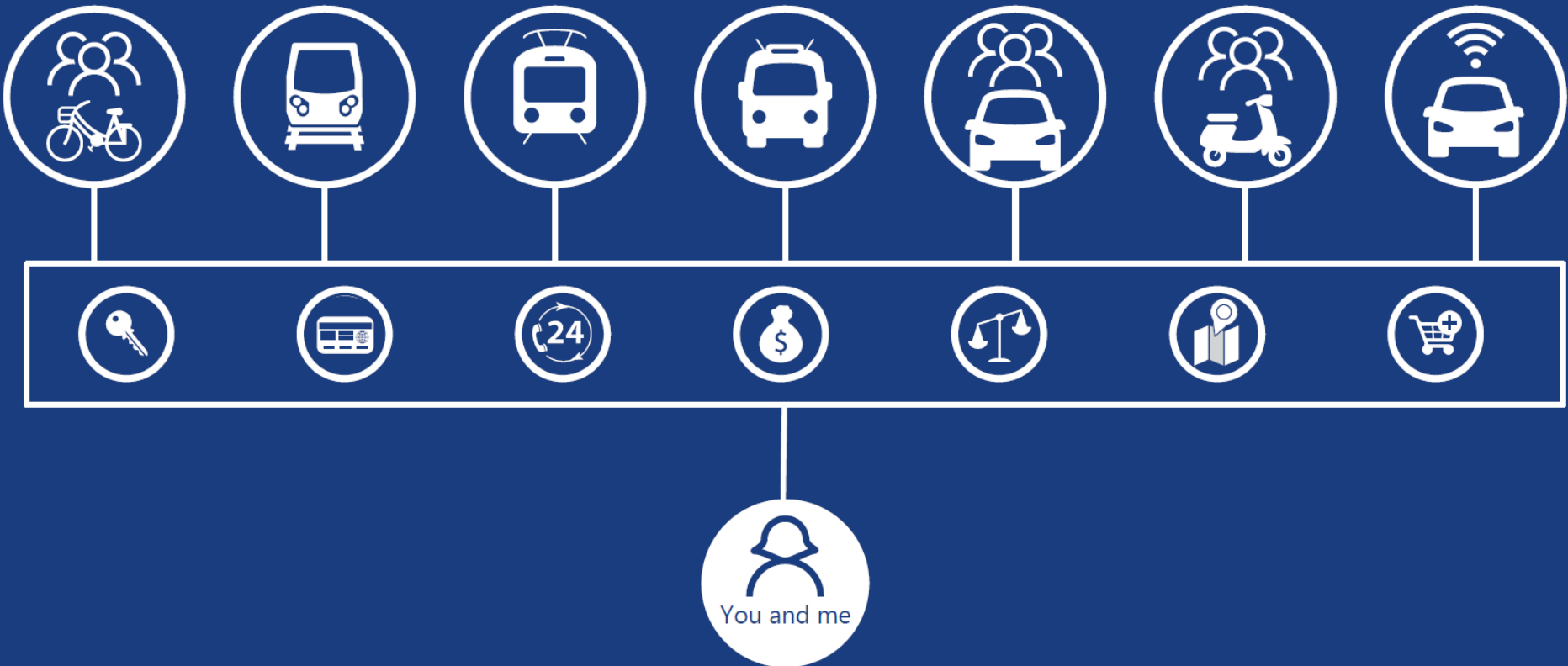


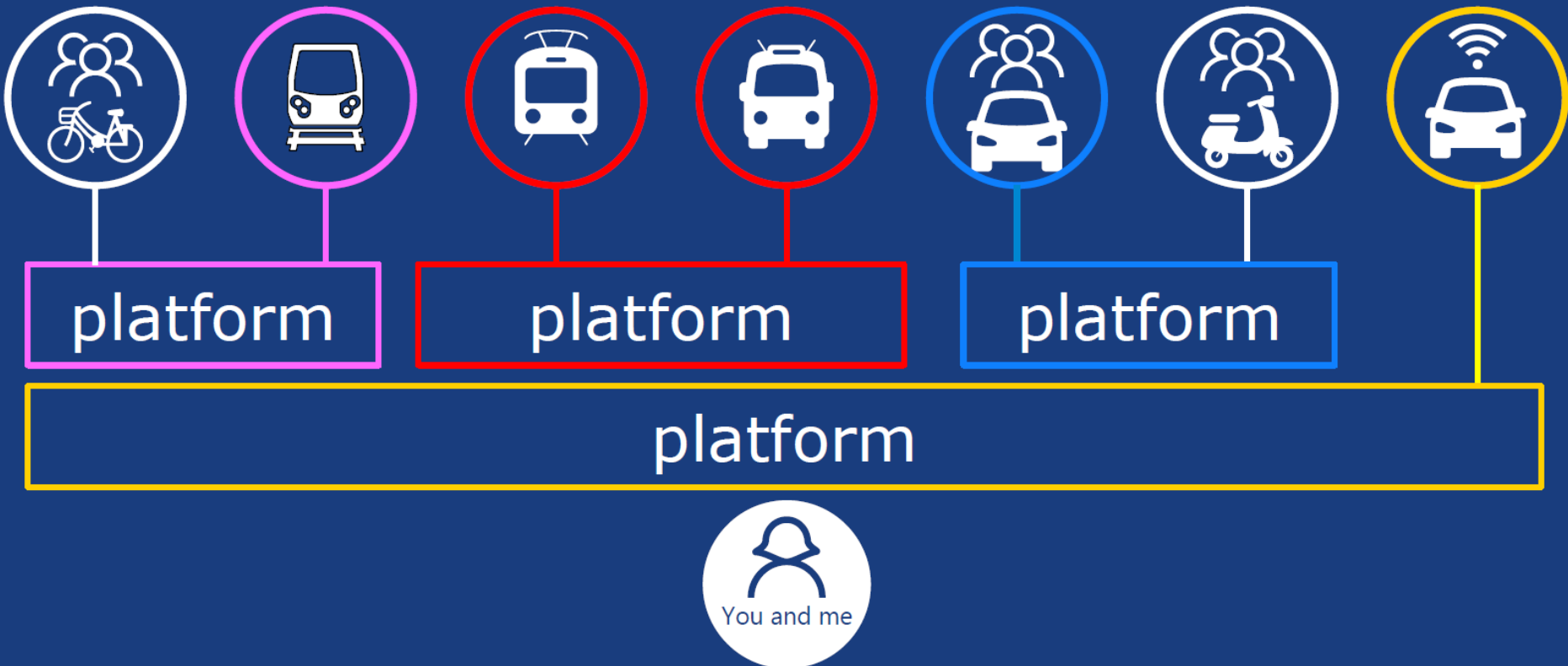




MaaS Platform

You and me





This project supports the development of Mobility as a Service (MaaS) for the Brussels Capital region. Specifically, it will assist Brussels Mobility, in establishing an efficient and resilient regulatory framework for MaaS.

appropriate governance
to guide technology deployment
in support of people

The project will deliver a set of **policy recommendations** on **regulation frameworks** and **data governance** for MaaS.

The project will:

- review **international experiences** with developing MaaS frameworks, lessons from regulation of other domains of transport and services in general, and approaches in other cities.
- prepare a **readiness assessment** of the state of the Brussels-Capital Region for implementing MaaS;
- review case studies of **data governance frameworks** and develop guidance for their development;
- **consult stakeholders** via meetings and a review workshop with public transport authorities and operators, MaaS platform operators and shared mobility operators

move.brussels – the STIB/MIVB MaaS pilot



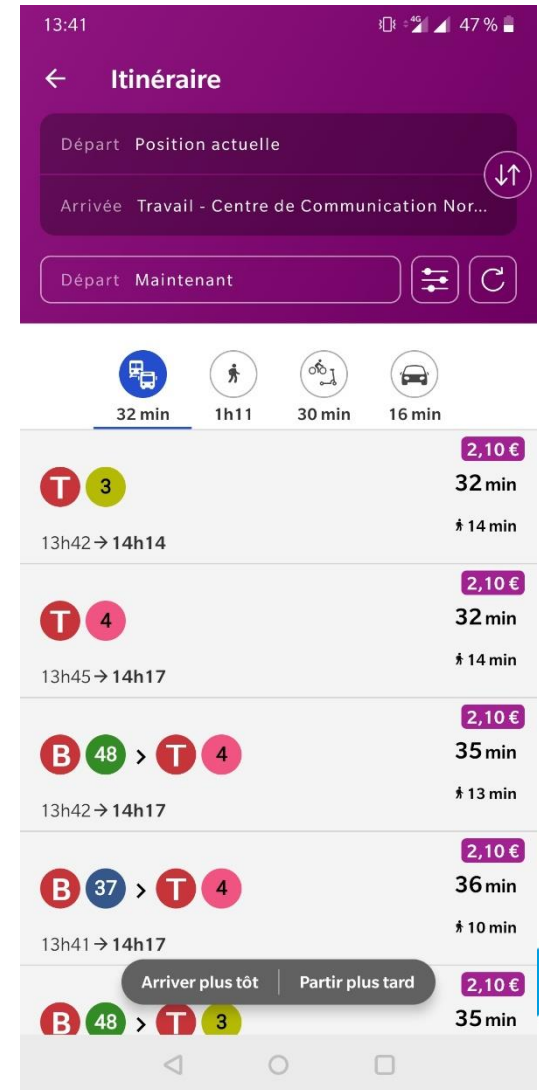
MOBILITY IN BRUSSELS IS *MOVING* FORWARD

Yes, there is something moving in terms of mobility and step by step we are moving towards the city of tomorrow. And you can help us with that! How? By taking part in the MoveBrussels pilot project to improve mobility in Brussels. MoveBrussels combines all transport possibilities in one handy app.

**MOOVE
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BE ONE OF THE FIRST TO TEST THE MOVEBRUSSELS APP

Help mobility forward in Brussels and be one of the first to test the trial version of the MoveBrussels app. As a tester you have a chance to win lots of great prizes!



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... and many more projects and policies!

- Impact of COVID-19 and temporary bicycle and pedestrian infrastructures
- Micromobility data collection platform
- Smart Move – urban toll project
- Muntstroom – multimodal flows data collection
- ...



Thank you!



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