

Managing Mobility



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The Context



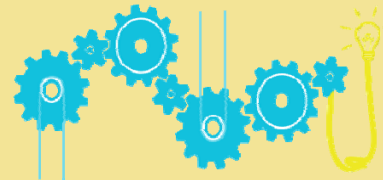
The Project Is a Partnership



A territory



19 businesses



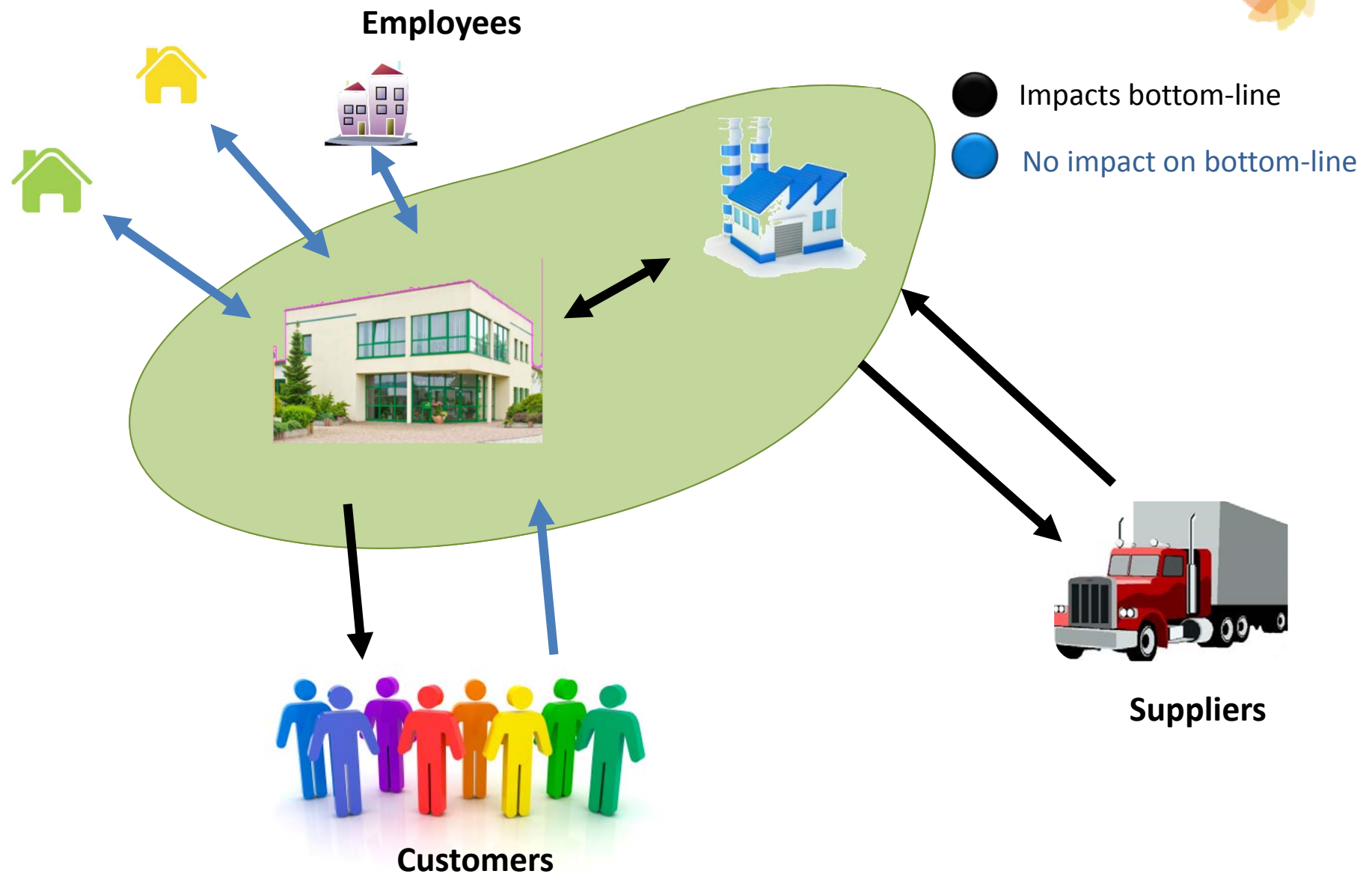
Funding



Expertise



The Object



What Makes us Unique



Activity is
key

Business
driven

Co-construction

Tried
and
tested

Acceptable
solutions

Incentives and
dis-incentives

Two Main Levers to Manage Mobility



Reengineering the activity

- Reengineering the value chain
- Dematerialising activities

Modification of mobility practices

- A more effective use of the existing car infrastructure
- Active mobility
- Multi-modal mobility
- Reducing environmental impact of car usage

Acceptable Solutions



Performance

Effort

Social
Influence

Facilitating
Conditions



**The territory
shapes
acceptability !**

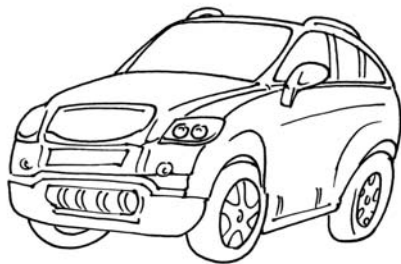
Incentives go Hand in Hand with Dis-incentives



Increase acceptability and encourage use



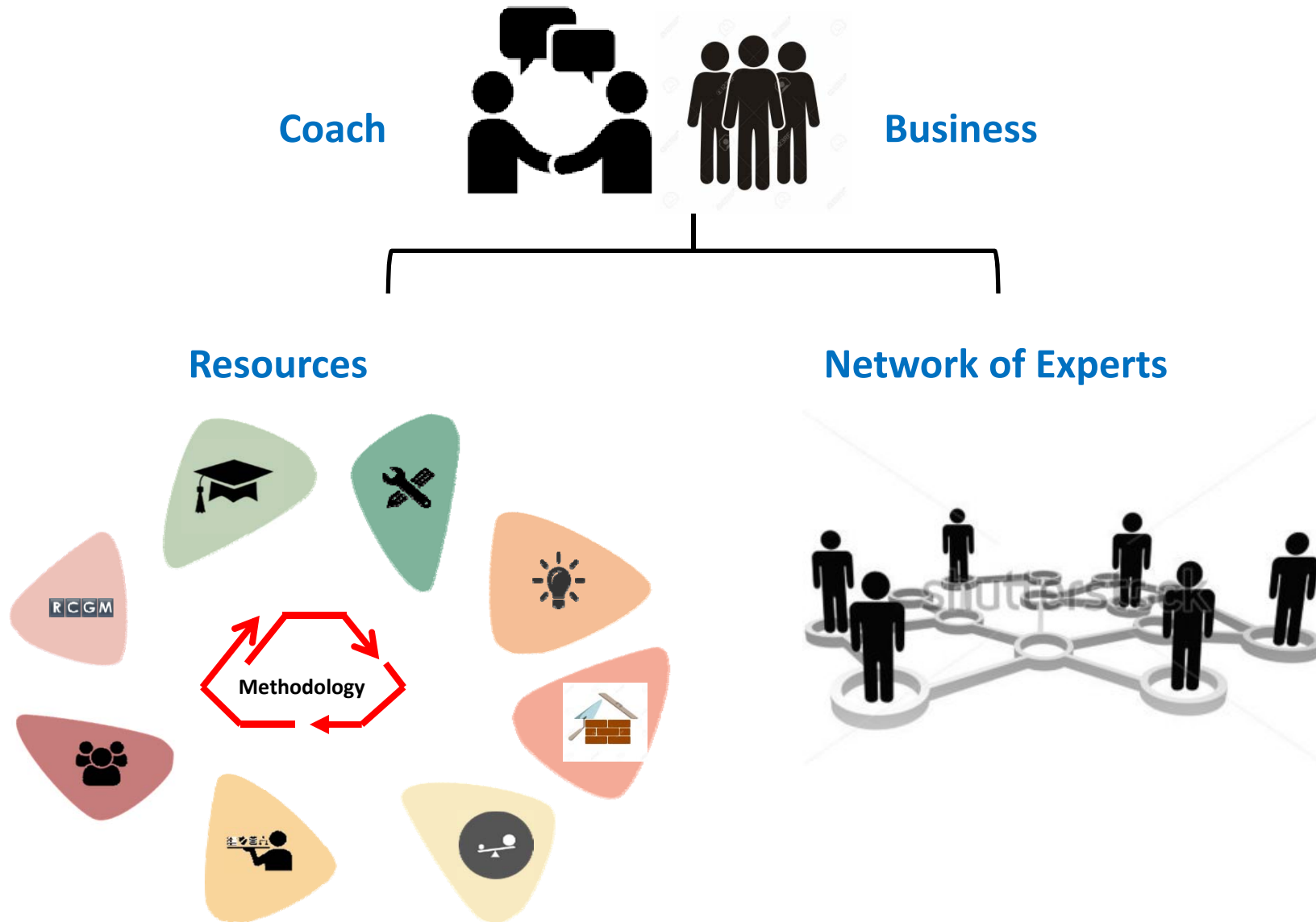
Diminish acceptability and discourage use



Three Steps



Sharing the BMA Expertise





bma

Thank You