

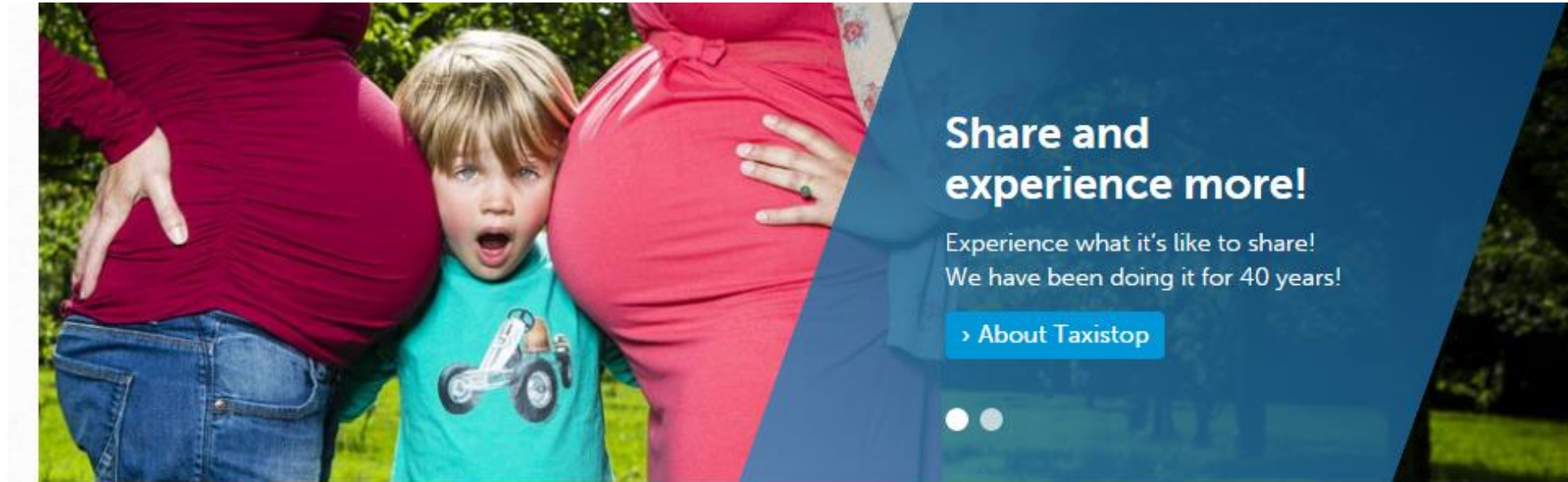


Transport and identity in rural areas

Flemish examples

15/07/2020 – SMARTA Webinar
@Angelo_Meuleman

More efficient transport by sharing and connecting



Concrete solutions

- ❖ Carpool-app
- ❖ Car-Sharing
- ❖ On-demand transport

Innovation

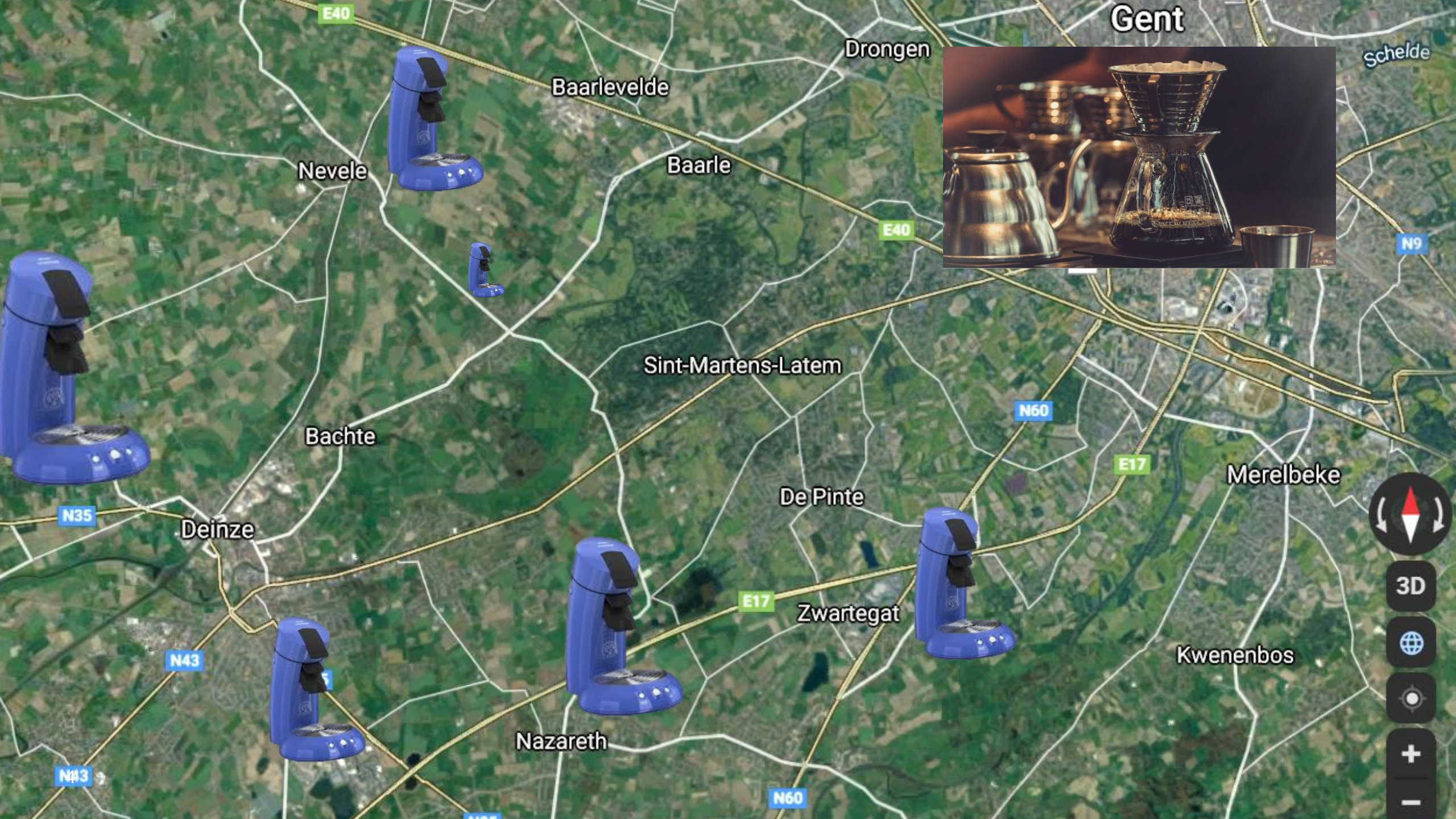
- ❖ Technological
- ❖ Social

Awareness

- ❖ Political
- ❖ Public campaigns

How to make a blend?





Gent

Drongen

Schelde

Baarlevelde

Nevele

Baarle

E40

N9

Sint-Martens-Latem

N60

Bachte

E17

Merelbeke

N35

Deinze

De Pinte

N43

E17

Zwartegat

Kwenenbos

N43

Nazareth

N60



3D



+

-

Senseo Belgians

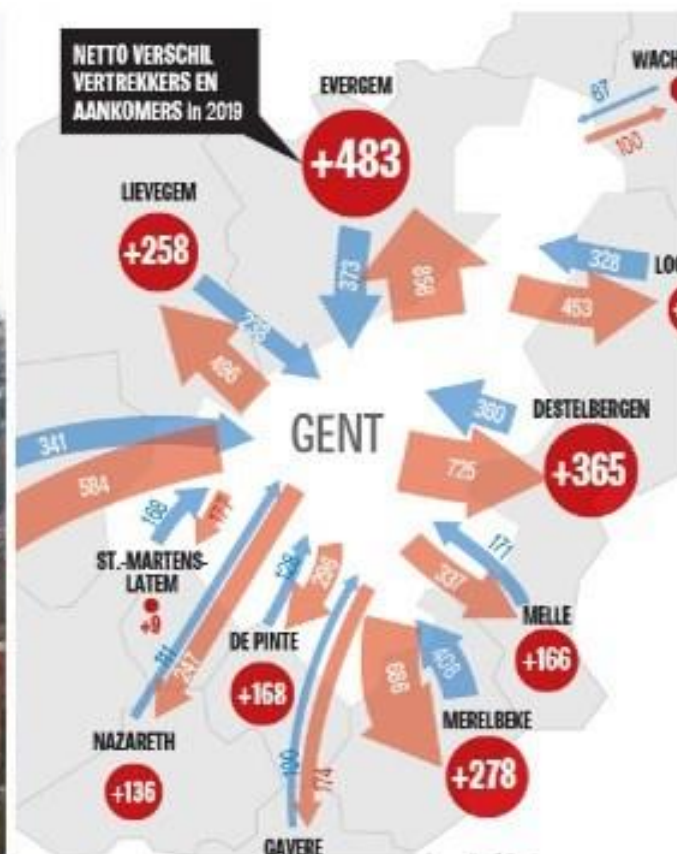
- ▽ Car dependent
 - Lack of mobility options
 - Later entrance on the transport product lifecycle
- ▽ Feeling of being accused (low m-score)



Slow and fancy coffee Belgians



source: www.nieuwsblad.be



Hipsturbia

- ▽ Increasing housing prices
- ▽ Limited places in schools
- ▽ Escape from tourism



Millennials With Families Are Leaving Major Cities For The Suburbs, Transforming Them Into 'Hipsturbia'

Forbes



Ellen Paris Contributor 
Real Estate





Gent

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Baarle

Nevele

E40

N9



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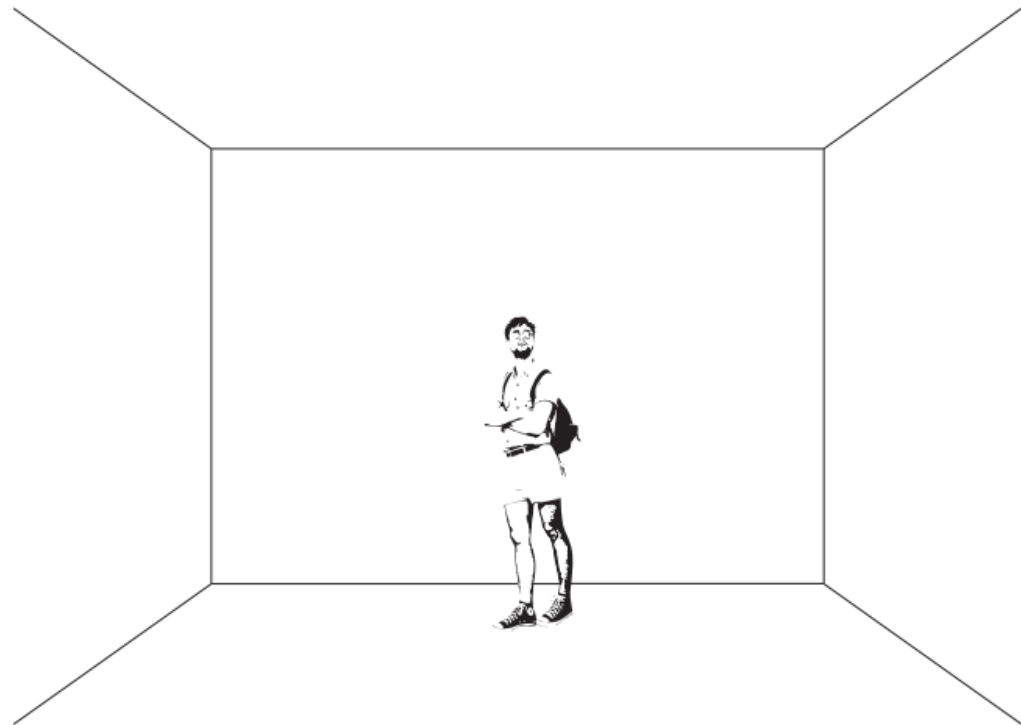
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Place identity



Picture: Sandra Katarzyna Dorozynska

Connected with fellow villagers



Transition intention

Connected with fellow villagers



Collaborative mobility solutions



Transition intention

COZY /car

- ▽ Community-based car-sharing
- ▽ Support for local groups
- ▽ Tailor-made solutions
 - Insurance
 - Contracts
 - price



cozy /car

- ▽ +5.000 members
- ▽ Allover Belgium
- ▽ Operated by Autodelen.net en Taxistop





- ▽ Children's bike library: quality bikes suited for a child at certain age and certain length
- ▽ Operated by volunteers
- ▽ Membership gives access to all bikes





- ▽ 20 locations: different small towns
- ▽ Cooperation with social economy
- ▽ Initiative from Netwerk Bewust Verbruiken





- ▽ On-demand transport service for people with reduced mobility and limited revenue
- ▽ Voluntary drivers
- ▽ Supported by local municipalities





- ▽ 40.000 members – 400.000 rides/year
- ▽ 3.000 drivers
- ▽ Supported by Taxistop



Time for a nice blend!





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