Smart ways to Antwerp

Antwerp: a Living Lab for Sustainable Mobility

21-10-2026


Smart ways
to Antwerp



Context



Biggest city in Flanders

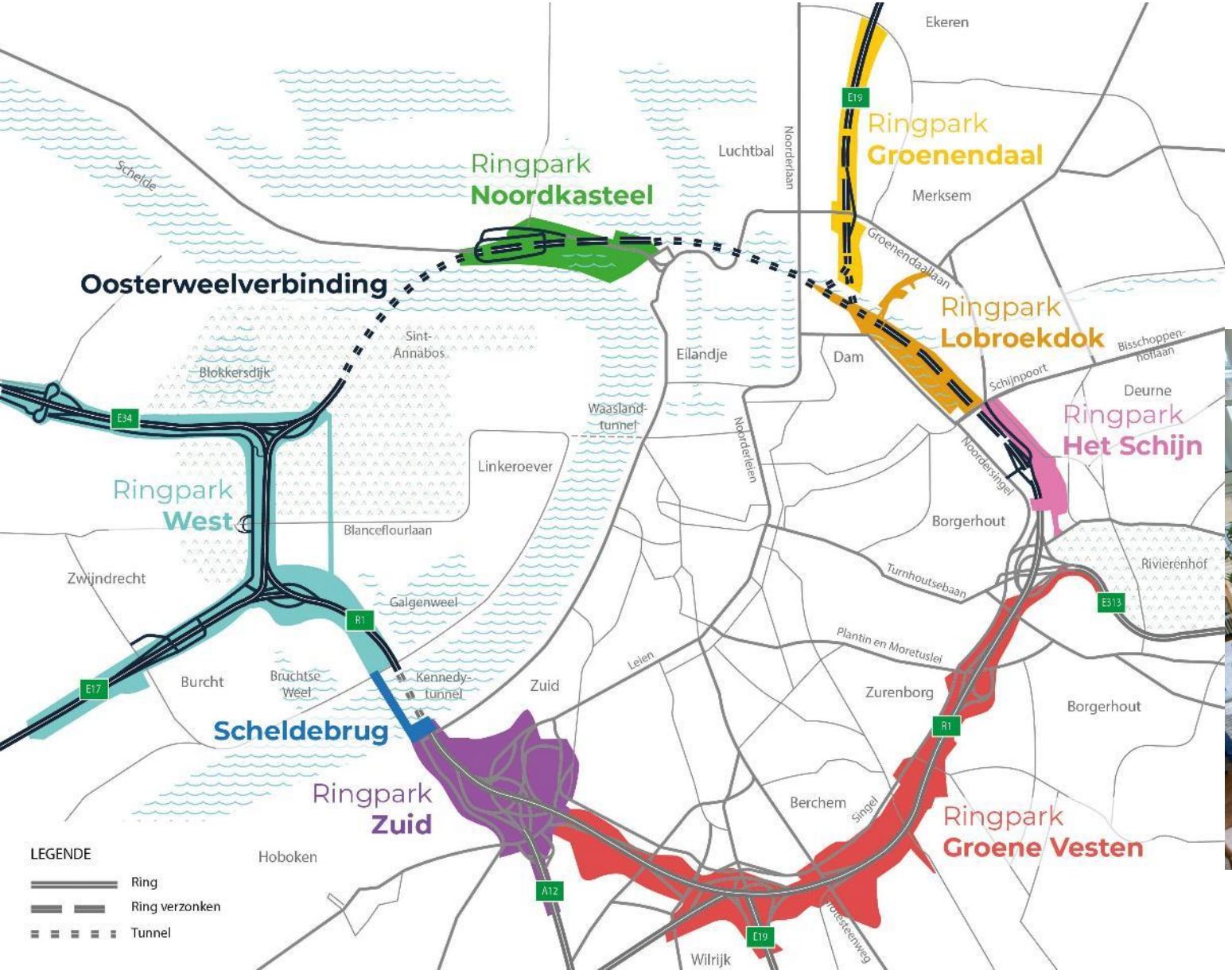
- 570,000 inhabitants
- +53,000 students
- +80,000 businesses
- +260,000 employees



N°2
Port in Europe

N°1
petrochemical cluster
in Europe

N° 2 in the world



Since 2016
The Big Link





“Modal shift to keep the city accessible and liveable.”

Antwerp Transport Region (= our FUA)

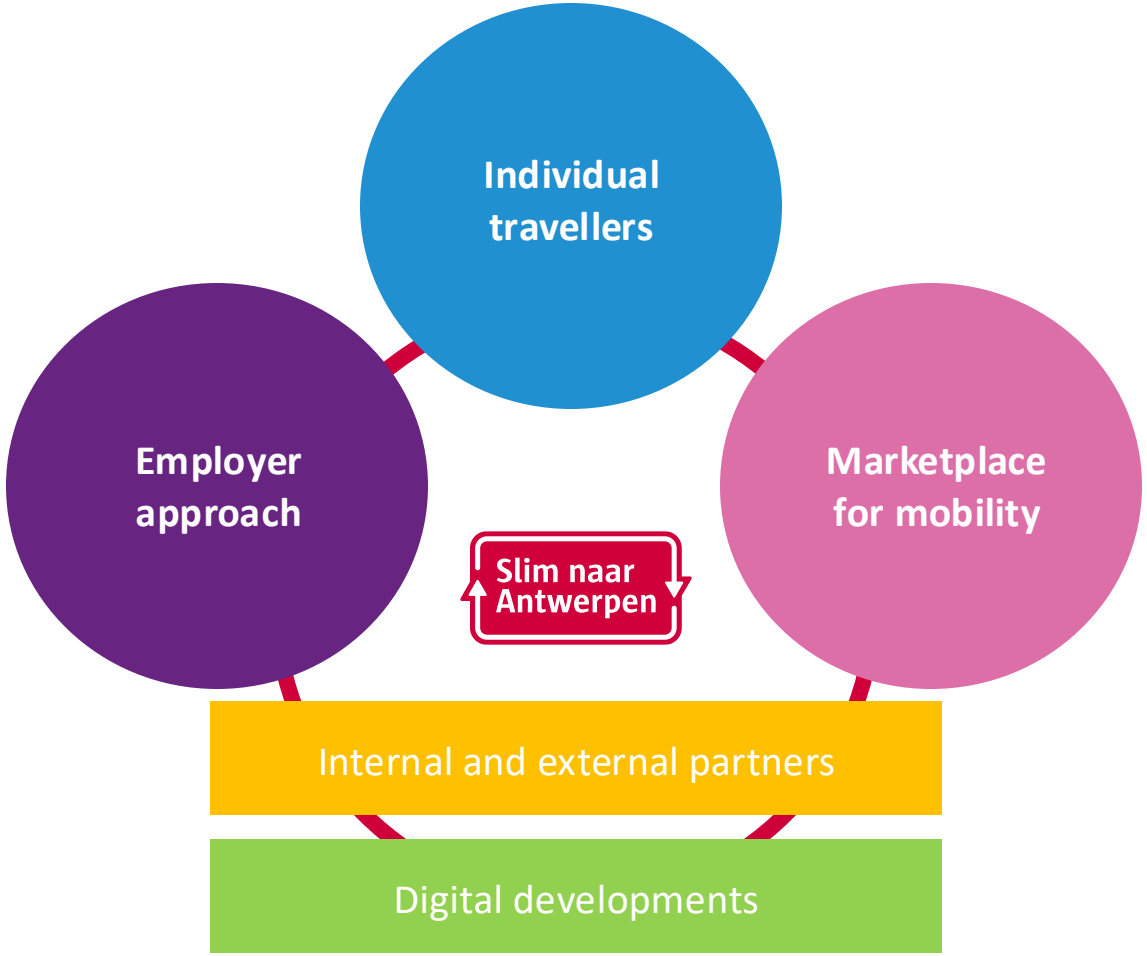


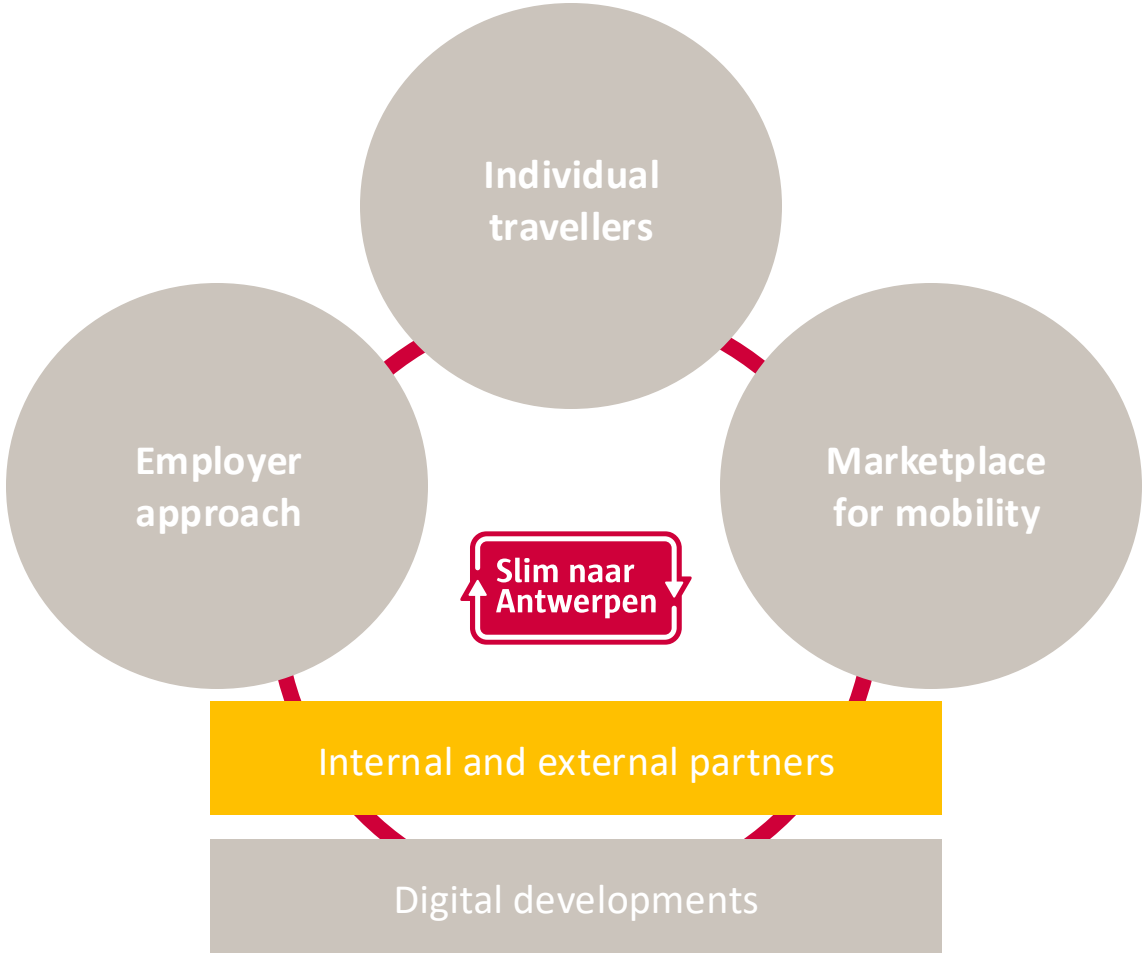




Smart Ways to Antwerp

Focus on behaviour change & stakeholders



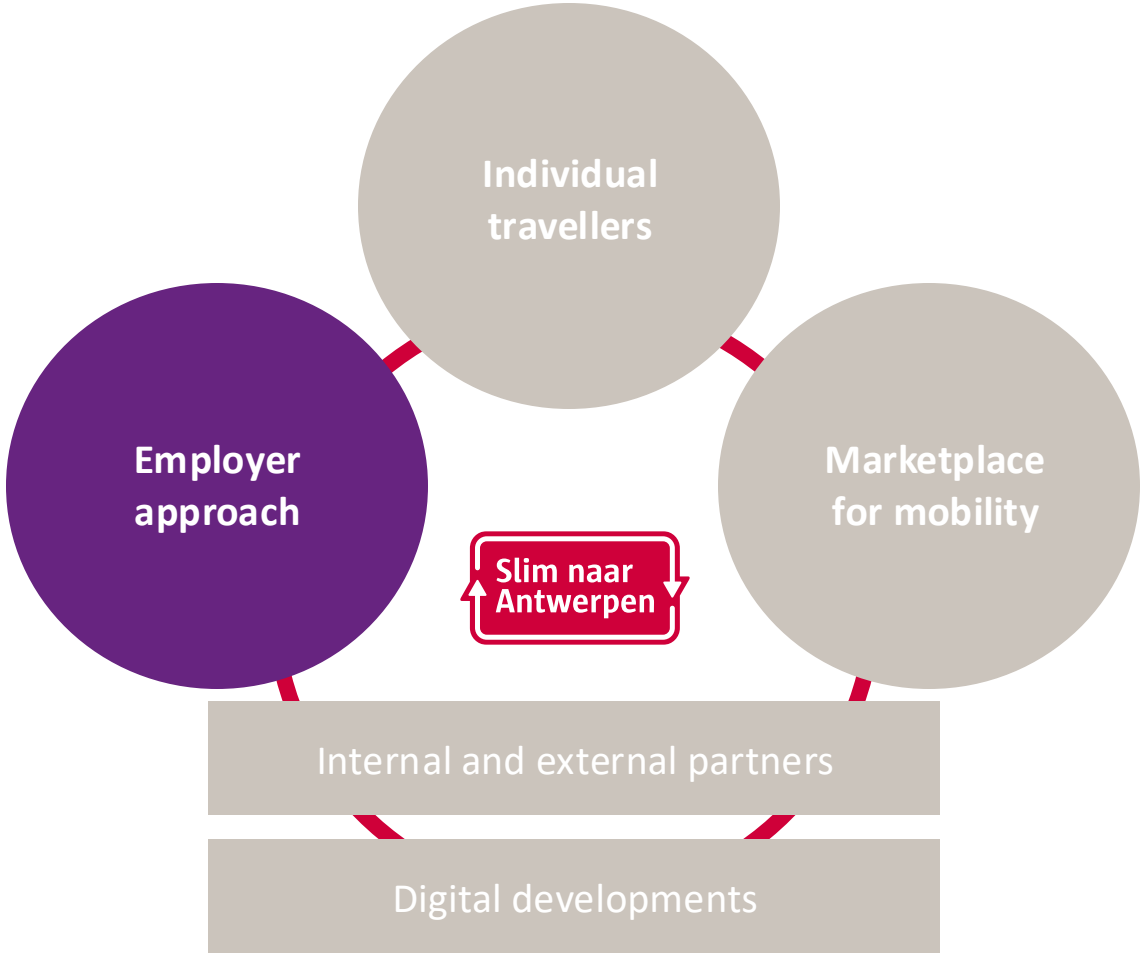

Individual travellers
Employer approach
Marketplace for mobility
Slim naar Antwerpen
Internal and external partners
Digital developments



European projects

Past: Portis, SUMP-PLUS, Fast-Track, MobiMix, SCALE-UP
Still running: GOLIA, ALTHEA, Pioneers, SPINE

Networks: Eurocities, POLIS…


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Supports companies and employees

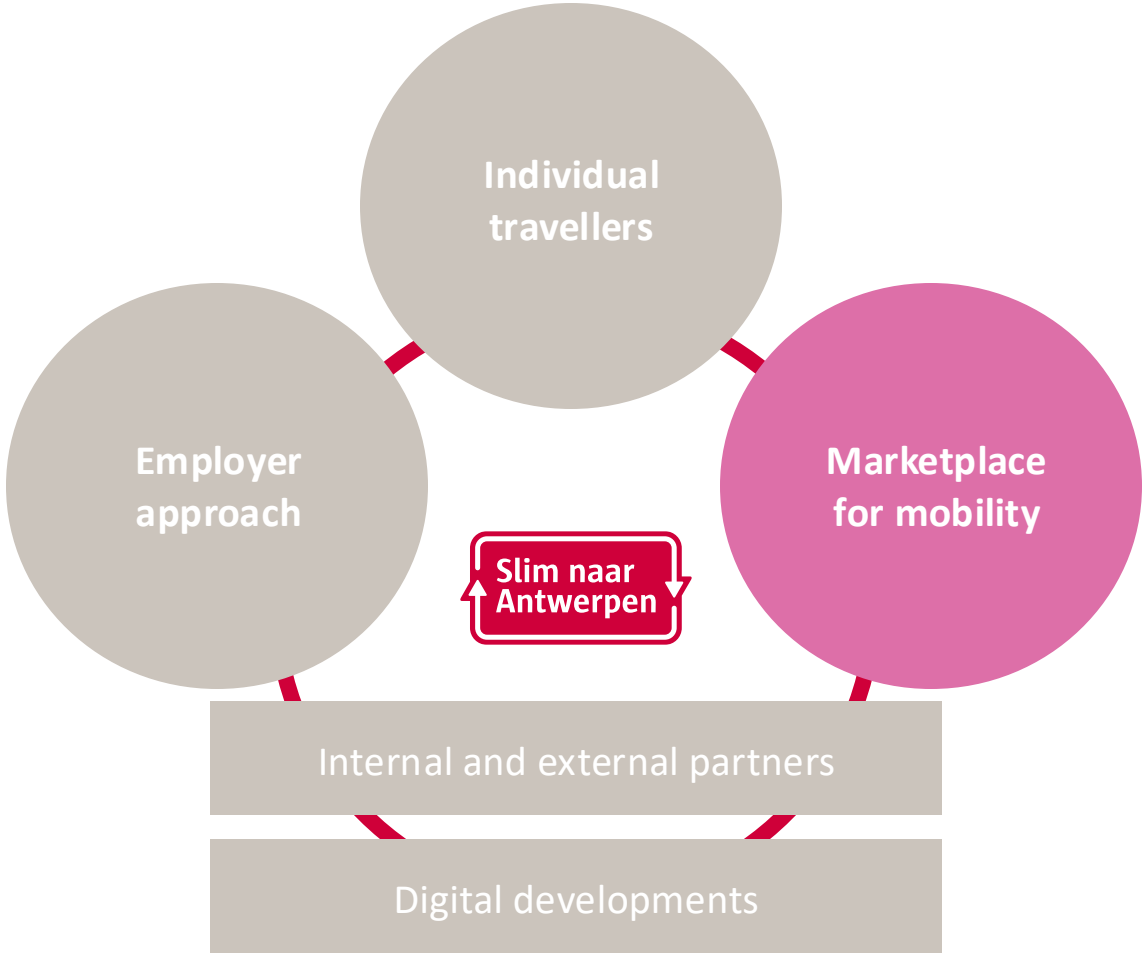
- Trial offer for (e-)bikes, public transport, P+R's, DeWaterbus…
- Thematical sessions (e.g. bike lease)
- Network & community
- Collaborations with mobility providers
- Newsletters
- Multimodal & bike accessibility information
- Personalised travel advice
- …





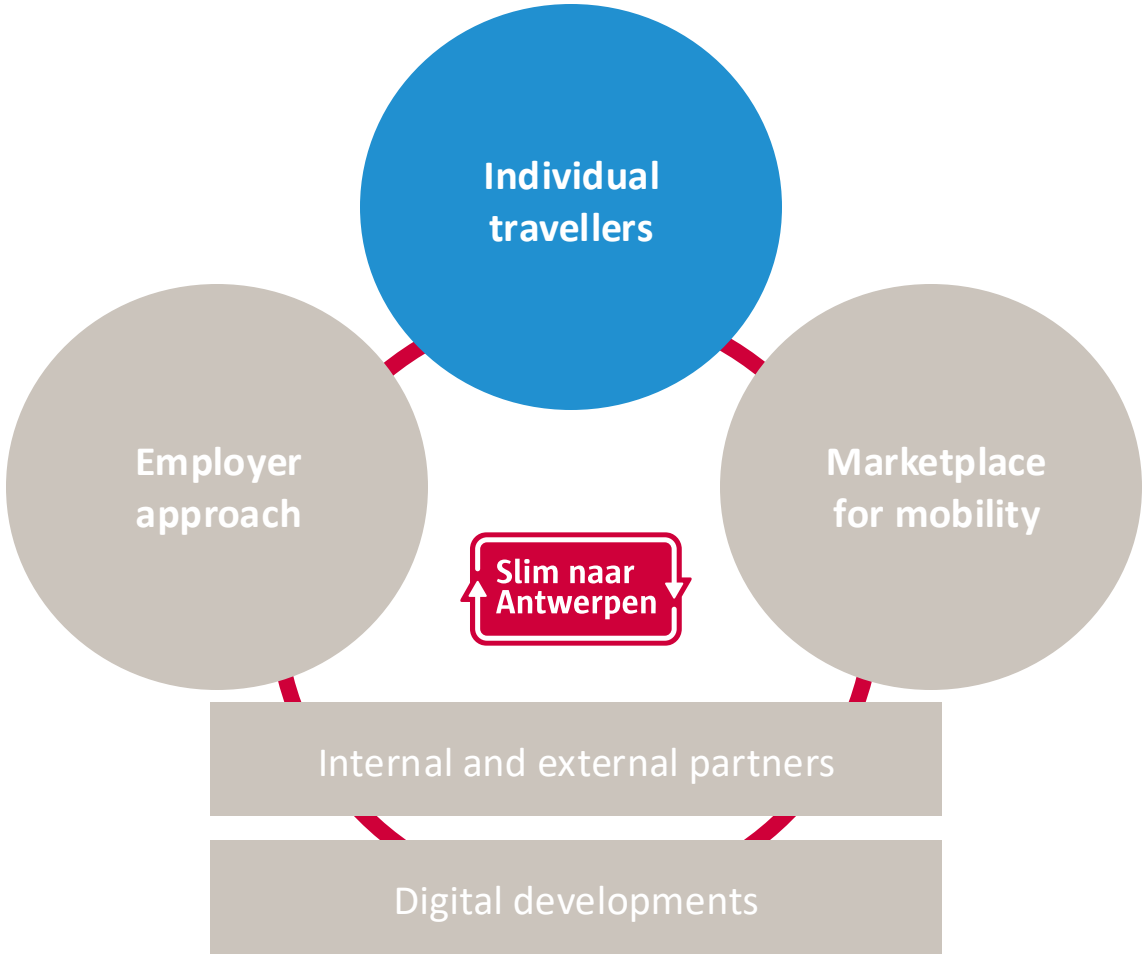


>155 partnering employers with 73,000 employees

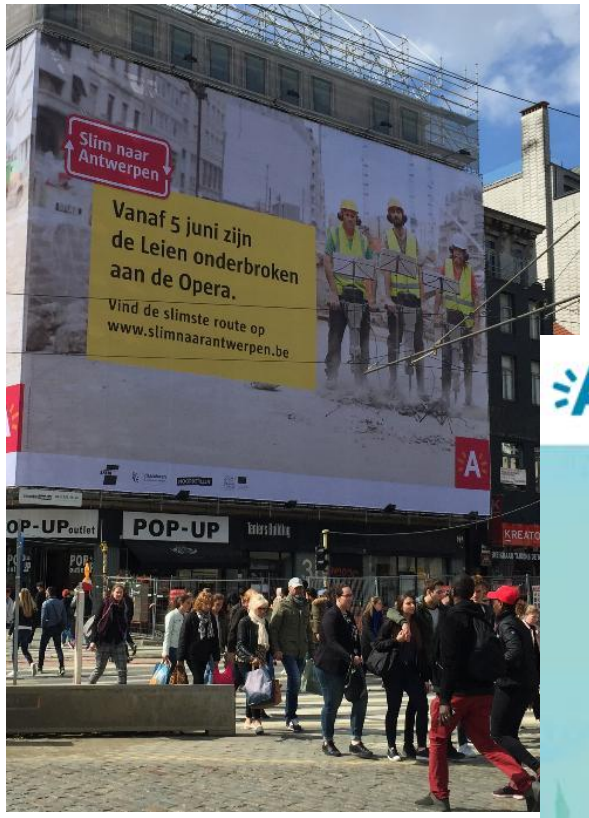

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>142 partnerships
(offer for end users, companies or logistics)
10 project calls with 77+ selected projects


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From informing target groups to behavioural change



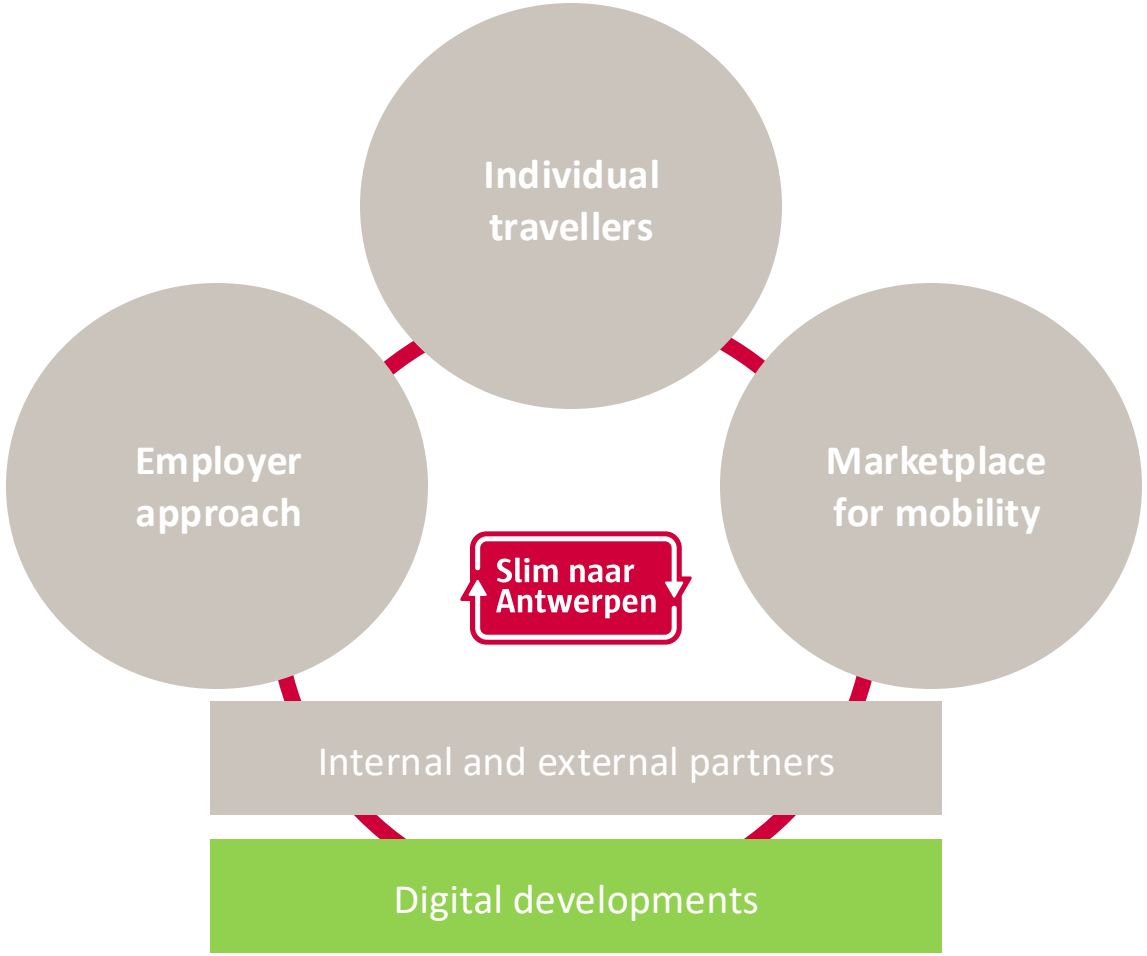






Behavioural change with campaigns, routeplanner…




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Smart ways ot Antwerp route planner: lots of features

Check it out!

Evolution of Smart ways to Antwerp



2016
The Roadwork Awareness Era

2019
The Multimodal Breakthrough

2022
The Live Navigator Era

2024
The Unified Mobility Ecosystem

2026
The Age of Diversification?

CiViTAS 2020 PORTIS

SCALE-UP
User-Centric & Data Driven Solutions for Connected Urban Poles

SPINE
Smart Public transport Initiatives for climate-Neutral cities in Europe

GOLIA



What’s the effect?

https://magazine.slimnaarantwerpen.be/mobility-trends-2024/

Modal split residents



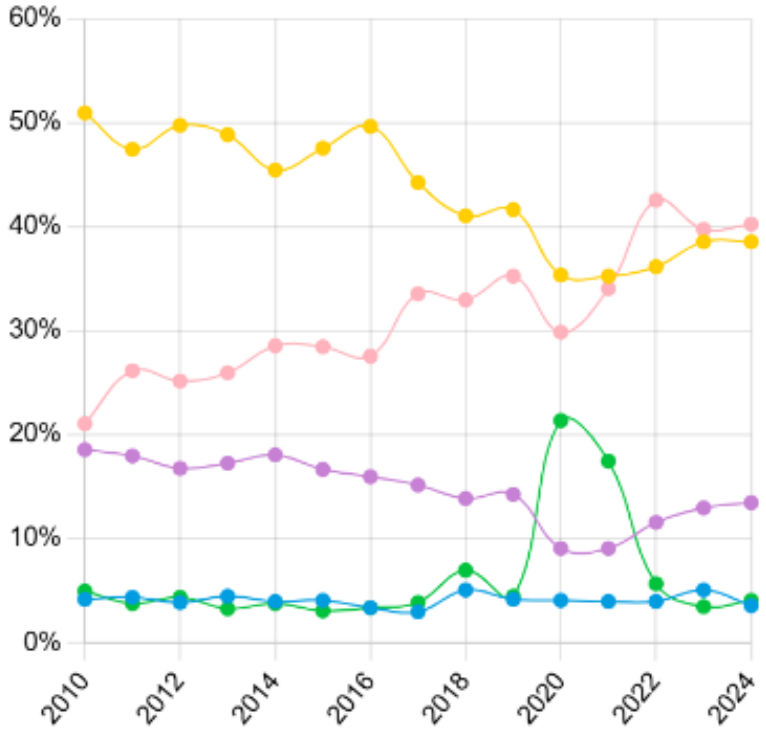
To work

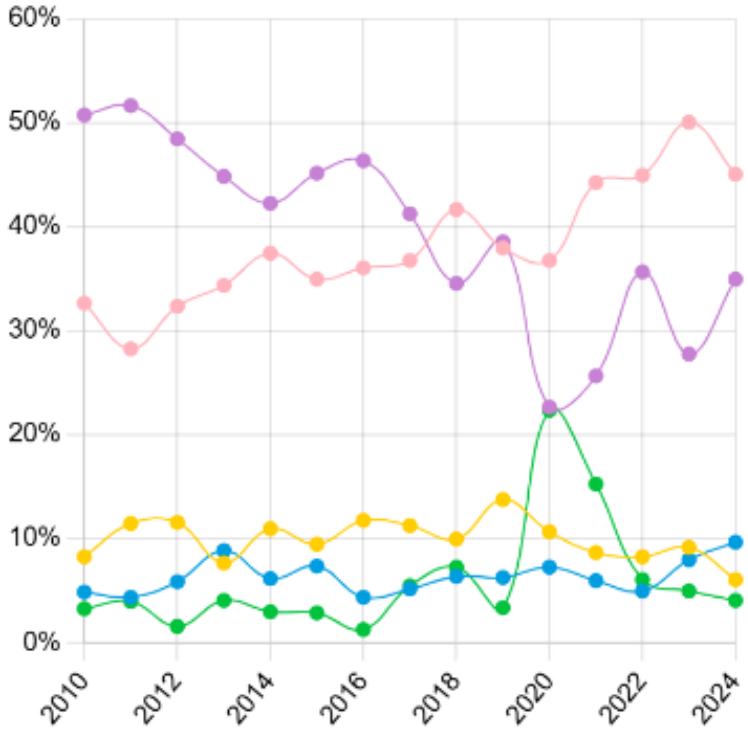


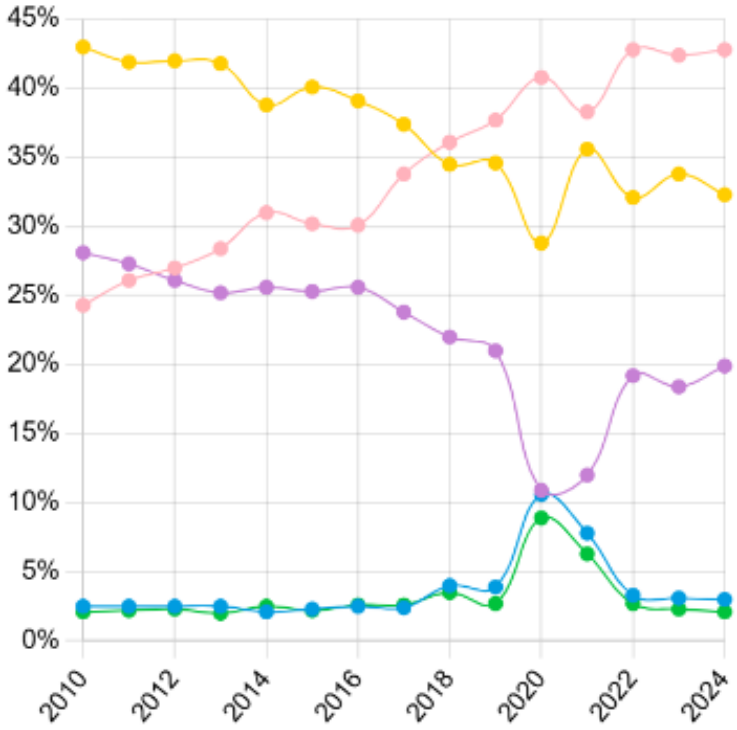
To school



During leisure time







Travelled differently or did not travel



Next steps?

Scale-up to the transport region







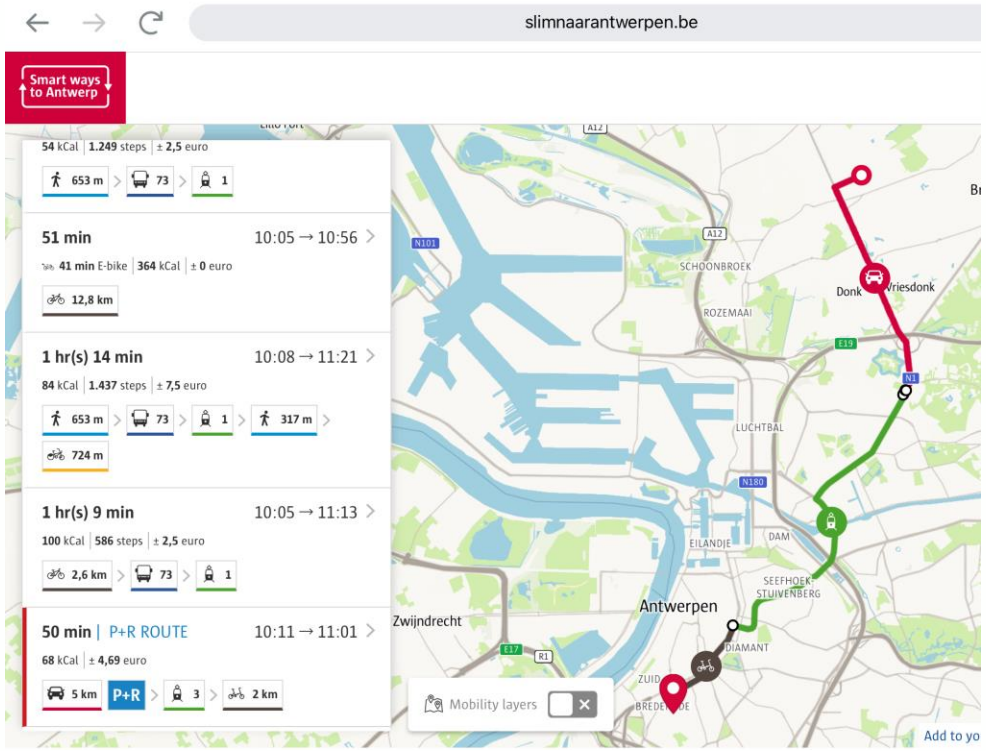
GOLIA

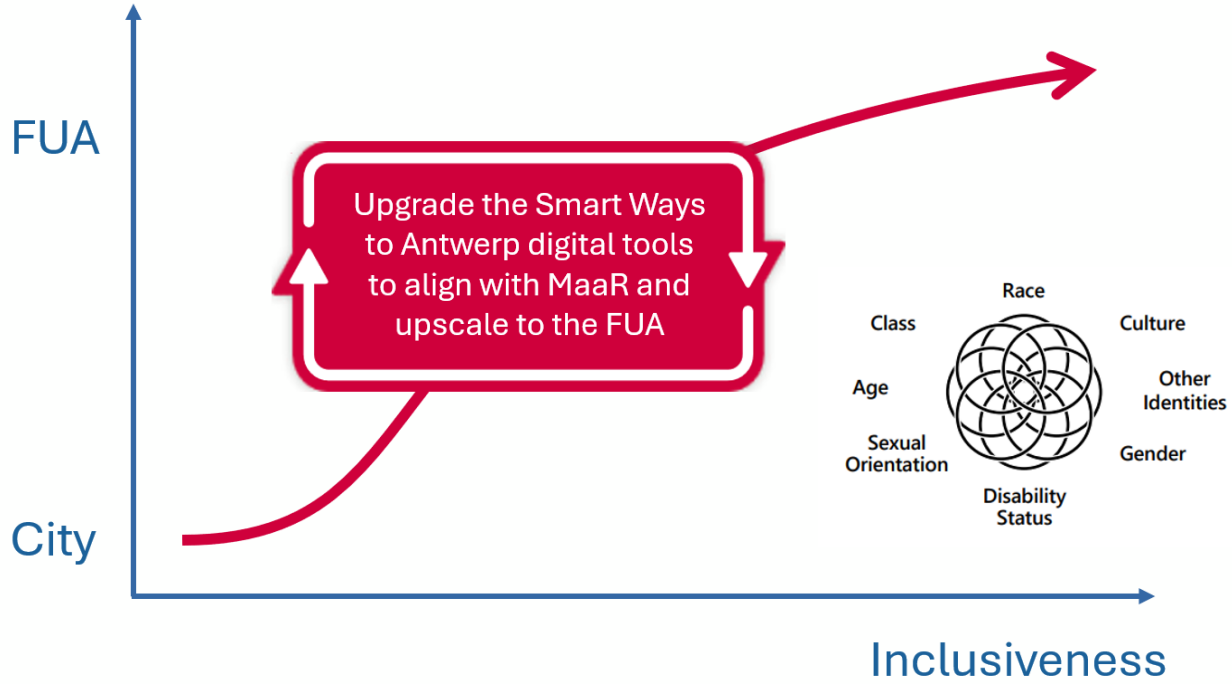
Antwerp in Golia

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No. 101201950.

golia-project.eu

Antwerp use case





ENGAGEMOVE:
Serious games
Co-creation methodes

Why?

- **Last qualitative user research 5 years ago**
  - Result: integration of mobility map & routeplanner
  - Users that live inside the city of Antwerp, had the feeling our digital tools are for people outside the city, and vice versa
- **Improvement of UX**
  - Which user groups have which needs? MaaR focus: minorities, specific hard-to-reach user groups (e.g. disabled, young and senior citizens, migrants)
- **Addition of relevant data sets and nudges**
  - Accessibility data
  - Traffic safety (incl. nudges such as ‘don’t forget your bike lights, you’ll arrive after sunset’)
- **Modal shift potential mostly outside city** -> cooperation Transport Region of Antwerp (Lantis + municipalities)
  - Improvement of digital tools for TRA (e.g. data roadworks and events TRA, specific needs for functionalities…)
  - Uptake of digital tools in TRA (e.g. implementation of widget in municipality websites)
  - *Now working on Digital cooperation agreement (general cooperation agreement already in place)*



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GOLIA

Thank you!

