



IMS LUXEMBOURG

Inspiring More Sustainability

.....
Luxembourg's leading network for Corporate Responsibility
.....



POSITIVE DRIVE

BELVAL – Smart City Symposium
5 -6 March 2019

MOBILITY CAMPAIGN

CLOCHE D'OR - MAI 2017

"GET REWARDED FOR YOUR MOBILITY CHOICES"

POSITIVE DRIVE

KIRCHBERG

28 MAI - 6 JUILLET

#POSITIVEDRIVEKIRCHBERG

POSITIVE DRIVE

30 jours pour une mobilité plus verte et être récompensé grâce aux « smiles »

- ✓ FAITES PARTIE DE LA CAMPAGNE
- ✓ TESTEZ LA MULTIMODALITÉ
- ✓ REMPORTEZ DES PRIX
- ✓ AMÉLIOREZ VOTRE MOBILITÉ

Téléchargez l'application POSITIVE DRIVE sur Google Play Store ou iOS App Store

Enregistrez votre parcours quotidien : marche, vélo, voiture, transports en commun, télétravail ou covoiturage

Vous connaissez la distance parcourue, les calories brûlées, l'argent économisé, les émissions de CO2 économisées

C'est anonyme : le premier km n'est pas enregistré et les données ne sont pas liées à votre compte personnel

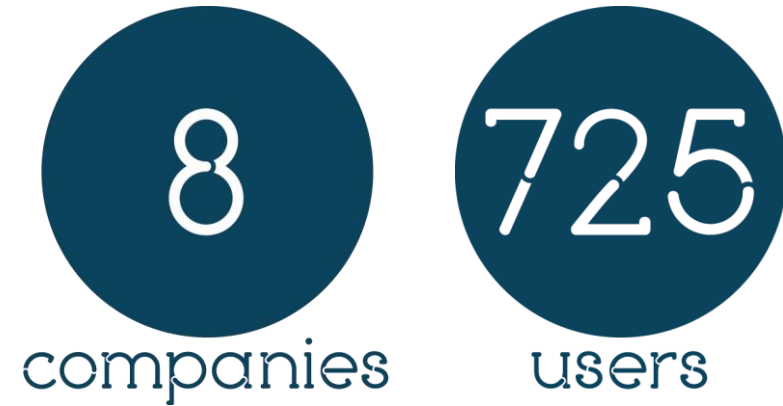
ACCUMULEZ VOS « SMILES » AVEC VOS PARCOURS QUOTIDIENS ET REMPORTEZ DES PRIX !

EN PARTICIPANT, VOUS :

- Aidez à améliorer la mobilité à Luxembourg
- Dressez une image détaillée de la mobilité au Kirchberg
- Aidez à collecter des données qui nous permettent de concevoir une meilleure mobilité
- Nous soutenez pour engager le dialogue avec les autorités publiques afin de développer de meilleurs plans de mobilité

Cette campagne est organisée par :

The CLOCHE D'OR campaign



POSITIVE DRIVE KIRCHBERG MOBILITY BEHAVIOUR CHANGE CAMPAIGN

LUXMOBILITY
WORLDWIDE MOBILITY SOLUTIONS

ims
IMS LUXEMBOURG
Inspiring More Sustainability

8

companies

326

daily users

127 170
KM registered

more than
3M

GPS points

6

weeks of
data collection

This campaign is organised by:

ims
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Inspiring More Sustainability

And powered by:

LUXMOBILITY
WORLDWIDE MOBILITY SOLUTIONS

ABBL

ALLEN & OVERY

arendt
arndt & mederack

III Banque
européenne
d'investissement
La banque de 1916

CHAMBRE DE
COMMERCE
LUXEMBOURG

KPMG

Linklaters

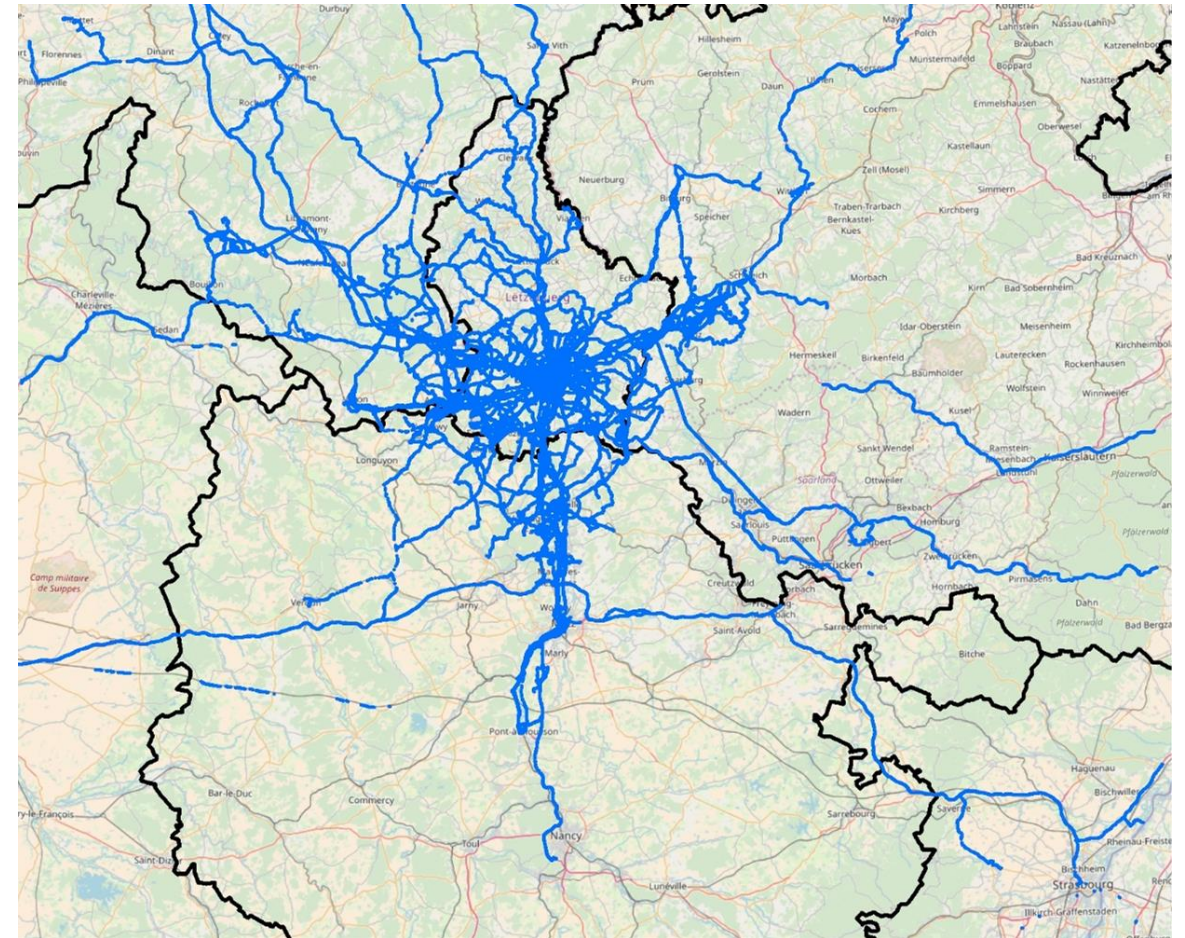
ONET
CLEANING AND SERVICES



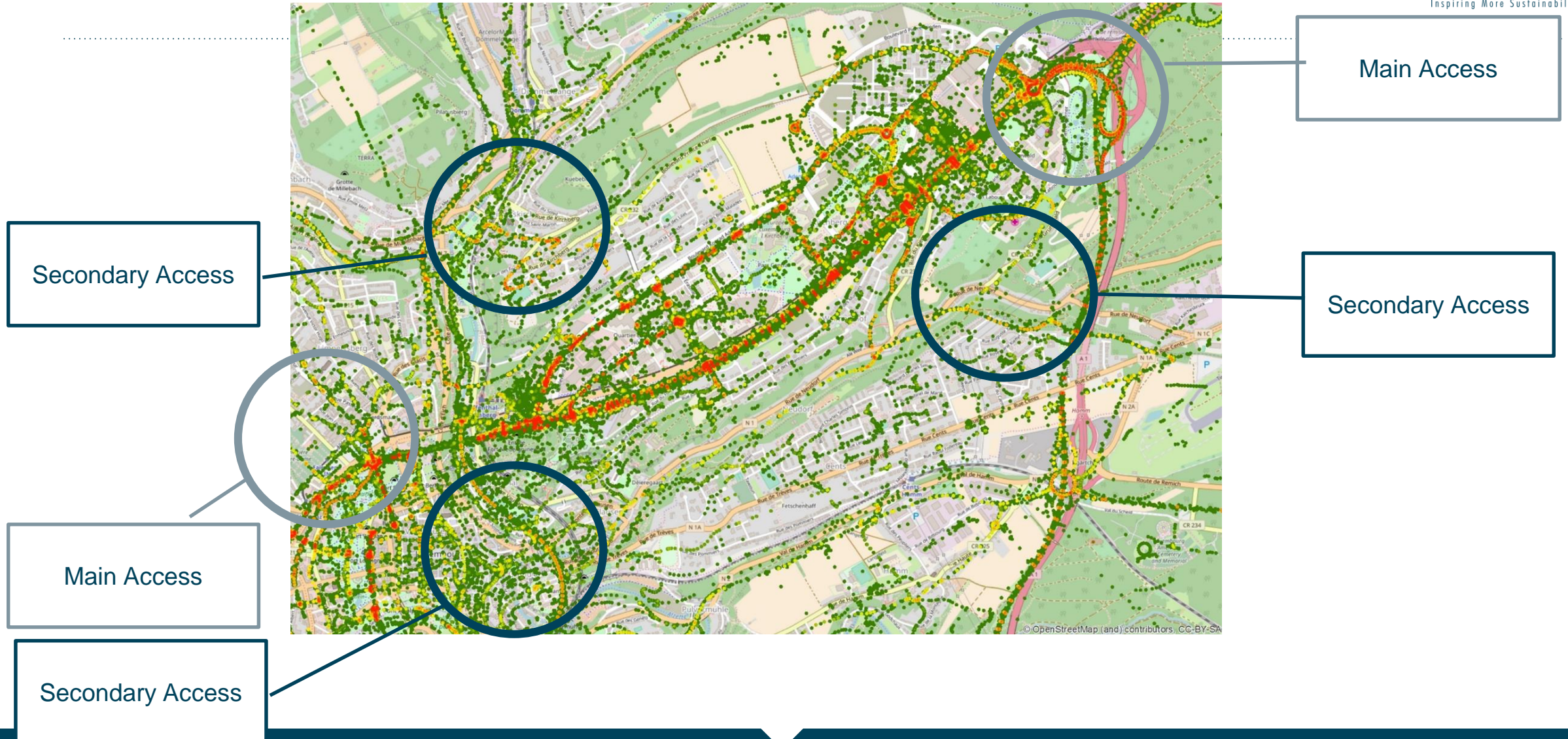
Status of the mobility situation of Kirchberg employees

Analyse – Spatial distribution of the commutes of the employee of Kirchberg

7 OUT OF 10
people
COMME
by car



Heat map of Kirchberg



Heat map of Kirchberg

Chamber of
Commerce

European School



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EIB

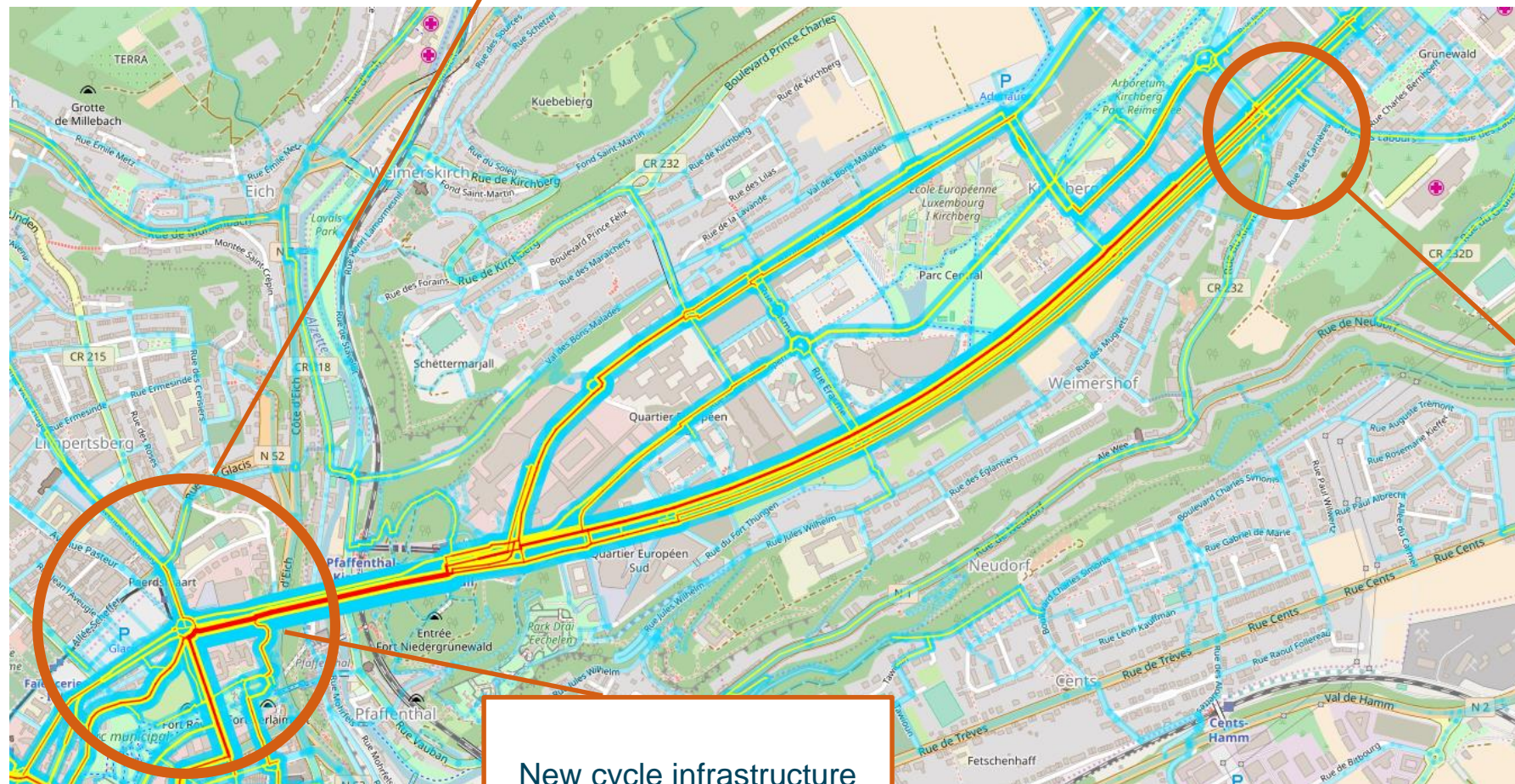
Auchan

Sandweiler



Kirchberg cycling

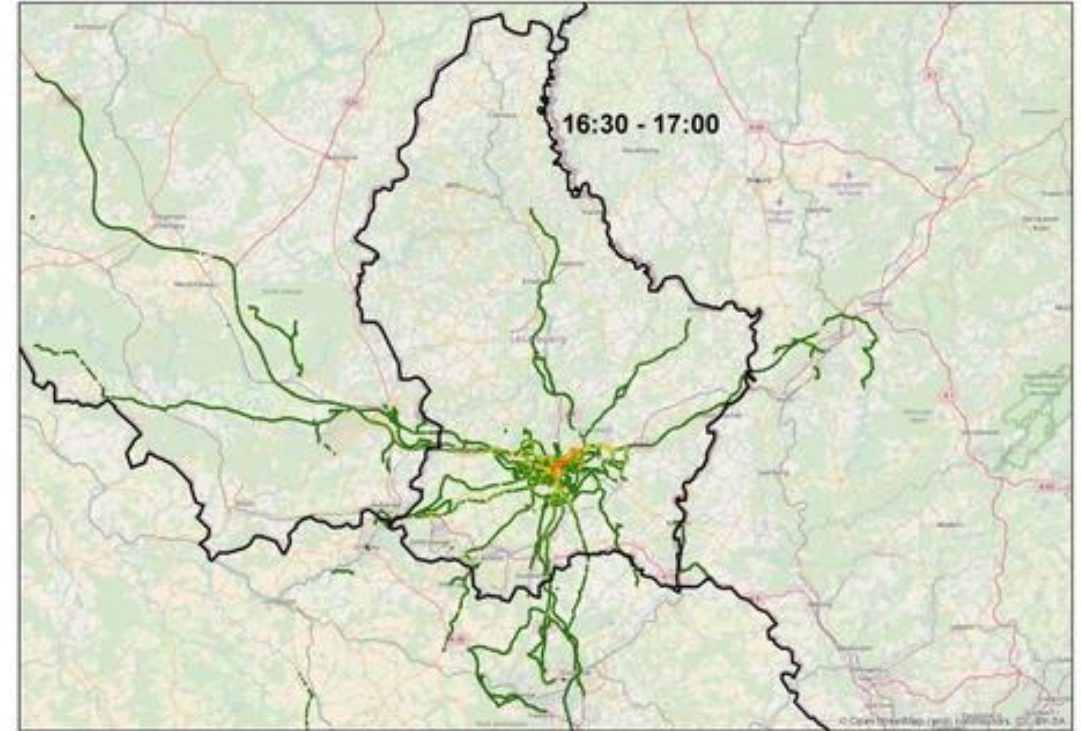
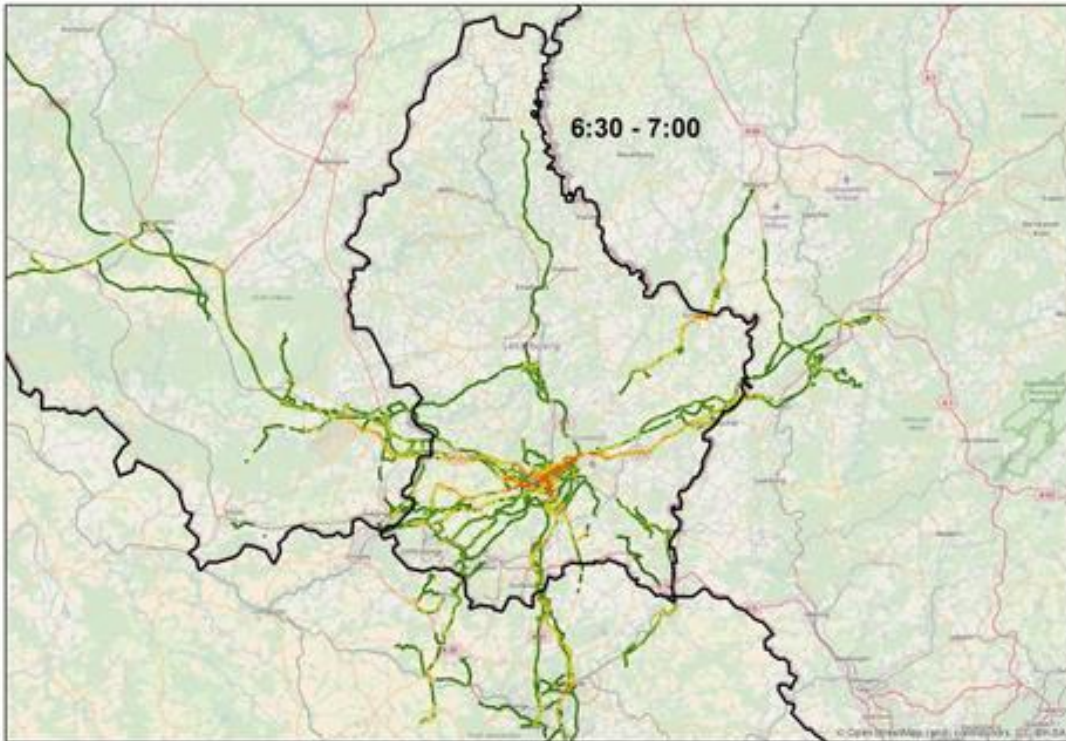
Mainly from the
city centre



Less from the
North-East

New cycle infrastructure

Analyse - Morning trips to Kirchberg



Positive Drive Participants are stuck in normal morning and evening traffic

Analyse - Trip to Kirchberg

Morning Traffic on and around the Kirchberg

- between 7h30 and 8h30 traffic jam
- Deviation from traffic to the side roads
- Speed goes up again after 9h30



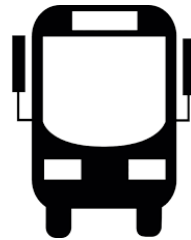
Towards a sustainable solutions for the Kirchberg employees

From where to work? How? The preferred modes

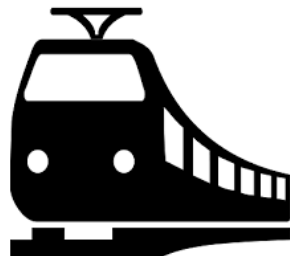
1 KM



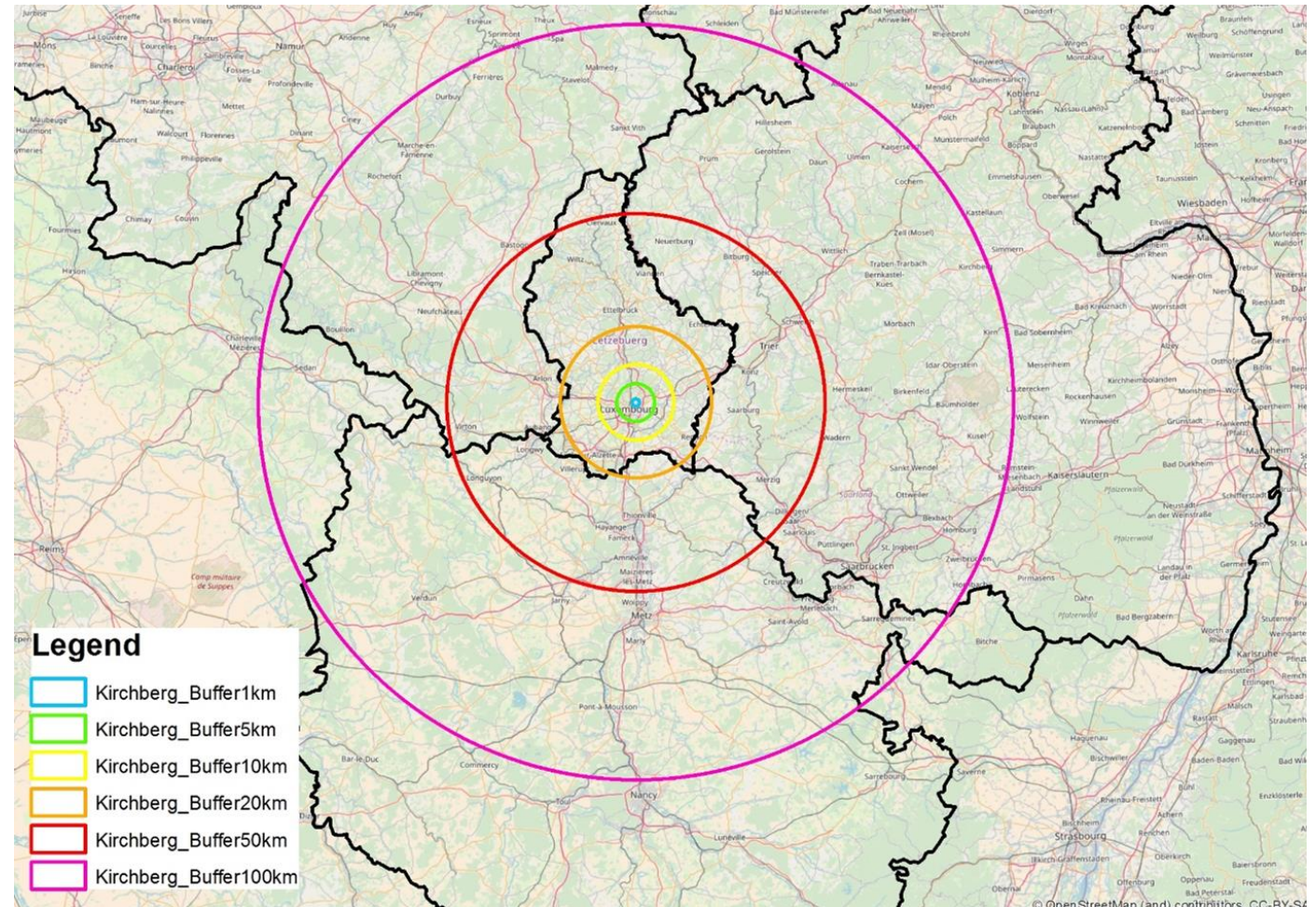
5 KM



8 KM



20 KM



5 KM

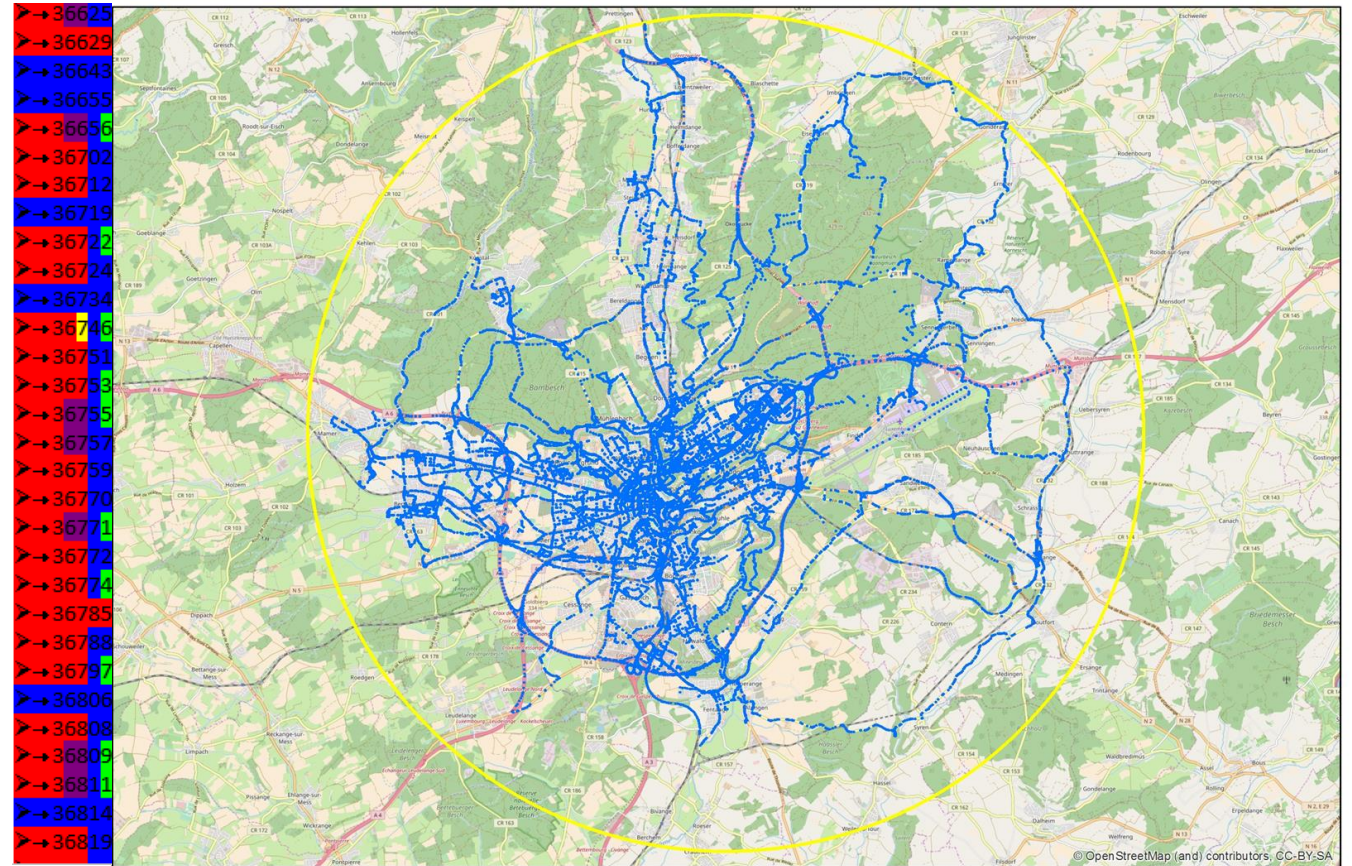
67%



3%



30%



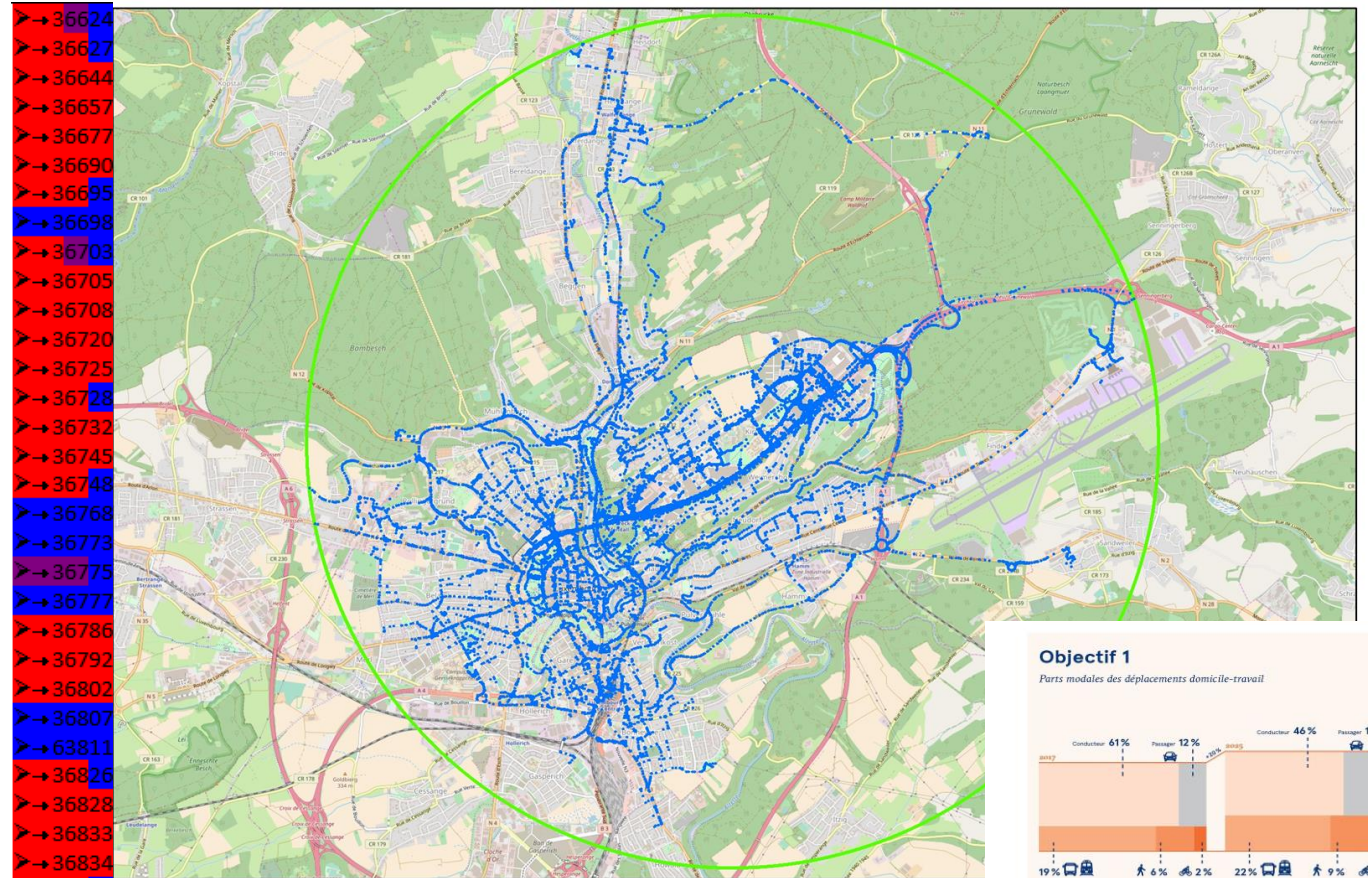
8 KM

75%



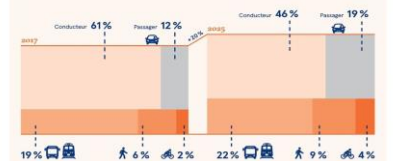
%

25%



Objectif 1

Parts modales des déplacements domicile-travail

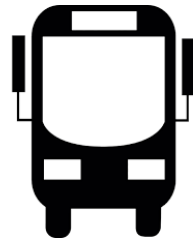
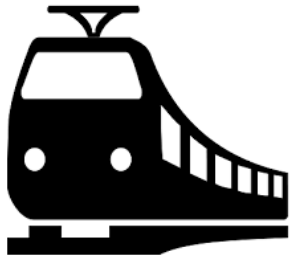


20 KM

89%



1,2 -> 1,5



A large group of people in business attire are seated at round tables in a conference hall. The room has a high ceiling with exposed pipes and ductwork. The entire image is overlaid with a blue tint. The text "General recommendations for enterprises" is centered over the middle of the image.

General recommendations for enterprises

General recommendations for our companies

- To promote carpooling especially on the most congested routes (+ safety car)
- To promote the use of active mobility of people living less than 5K from work (+E-Bike)
- To incentivise and promote the use of shared mobility (shared car fleet)
- Promote Multimodality (1 out of 5 workdays)
- To review internal parking places attribution (Favour carpoolers/ Smart Parking)
- To propose **alternatives for the lease car** (Mobility budget)
- Try to understand the reasons behind mobility behaviour (Think out of the box)

This campaign is organised by:



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THANK YOU