IMS LUXEMBOURG
Inspiring More Sustainability

Luxembourg's leading network for Corporate Responsibility

LUXMOBILITY
WORLDWIDE MOBILITY SOLUTIONS

POSITIVE DRIVE

BELVAL – Smart City Symposium
5 -6 March 2019

LUXMOBILITY
WORLDWIDE MOBILITY SOLUTIONS

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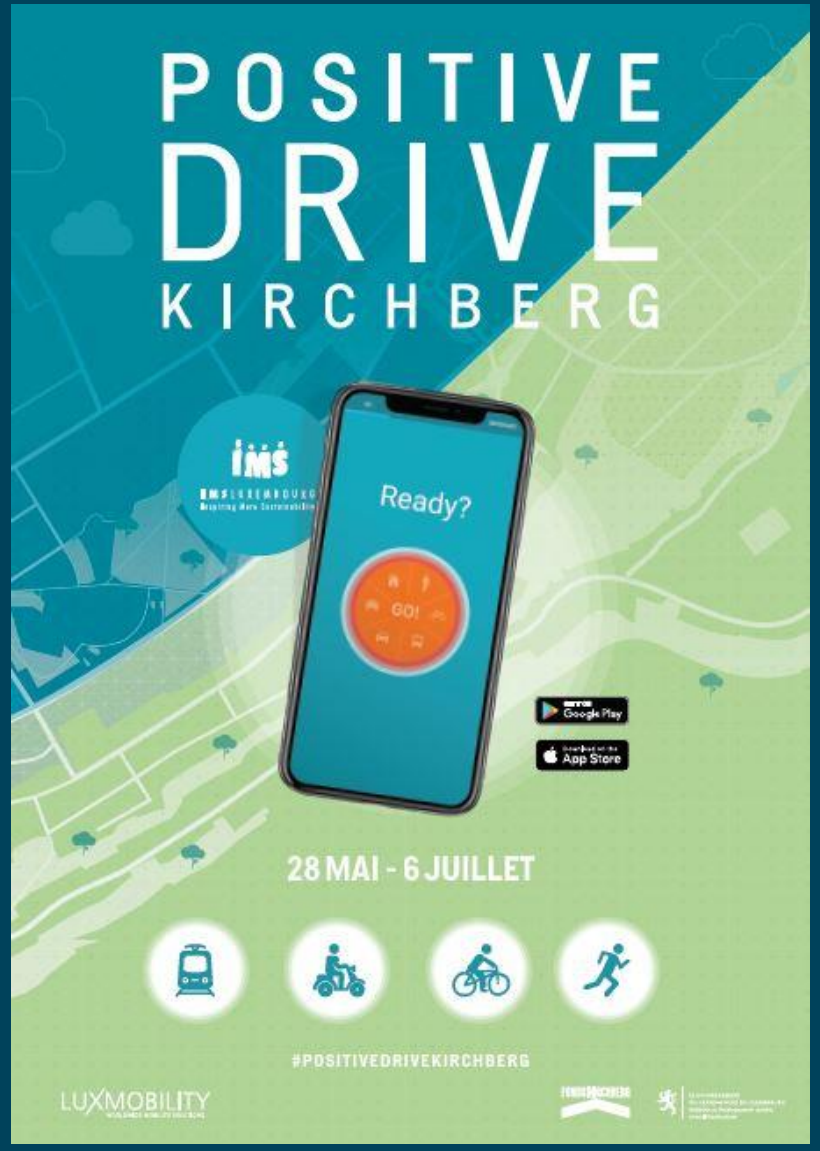
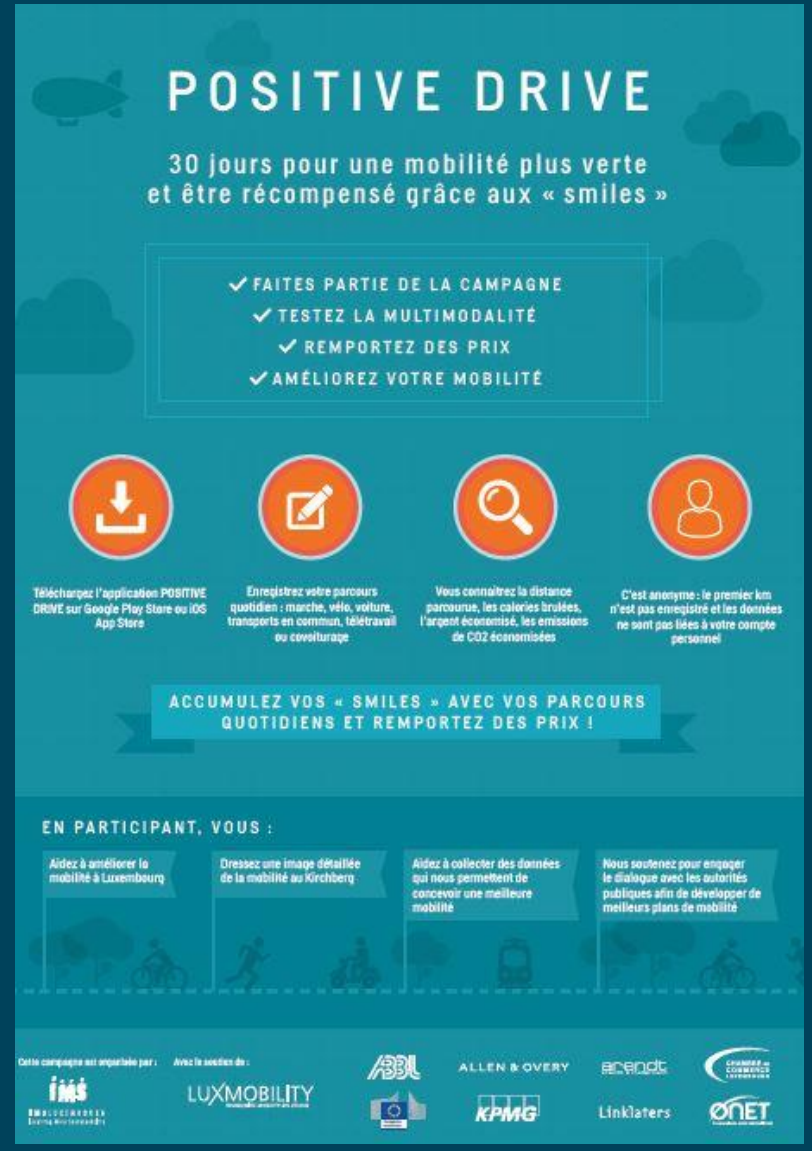




The CLOCHE D'OR campaign

8 companies

725 users

POSITIVE DRIVE KIRCHBERG MOBILITY BEHAVIOUR CHANGE CAMPAIGN

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 LUXEMBOURG Inspiring More Sustainability

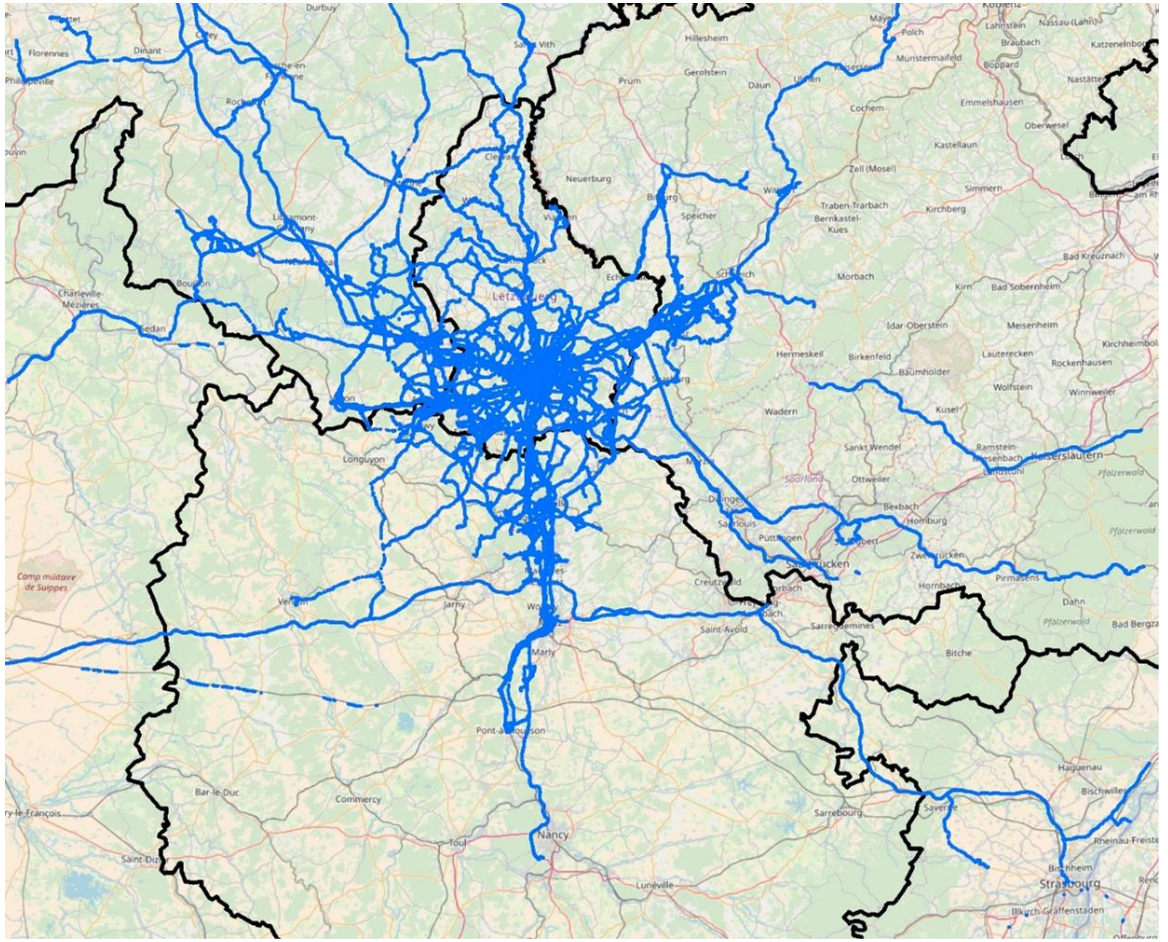
And powered by: LUXMOBILITY WORLDWIDE MOBILITY SOLUTIONS

ABBL · ALLEN & OVERY · arendt · Banque européenne d'investissement · 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
COME
by car



Heat map of Kirchberg

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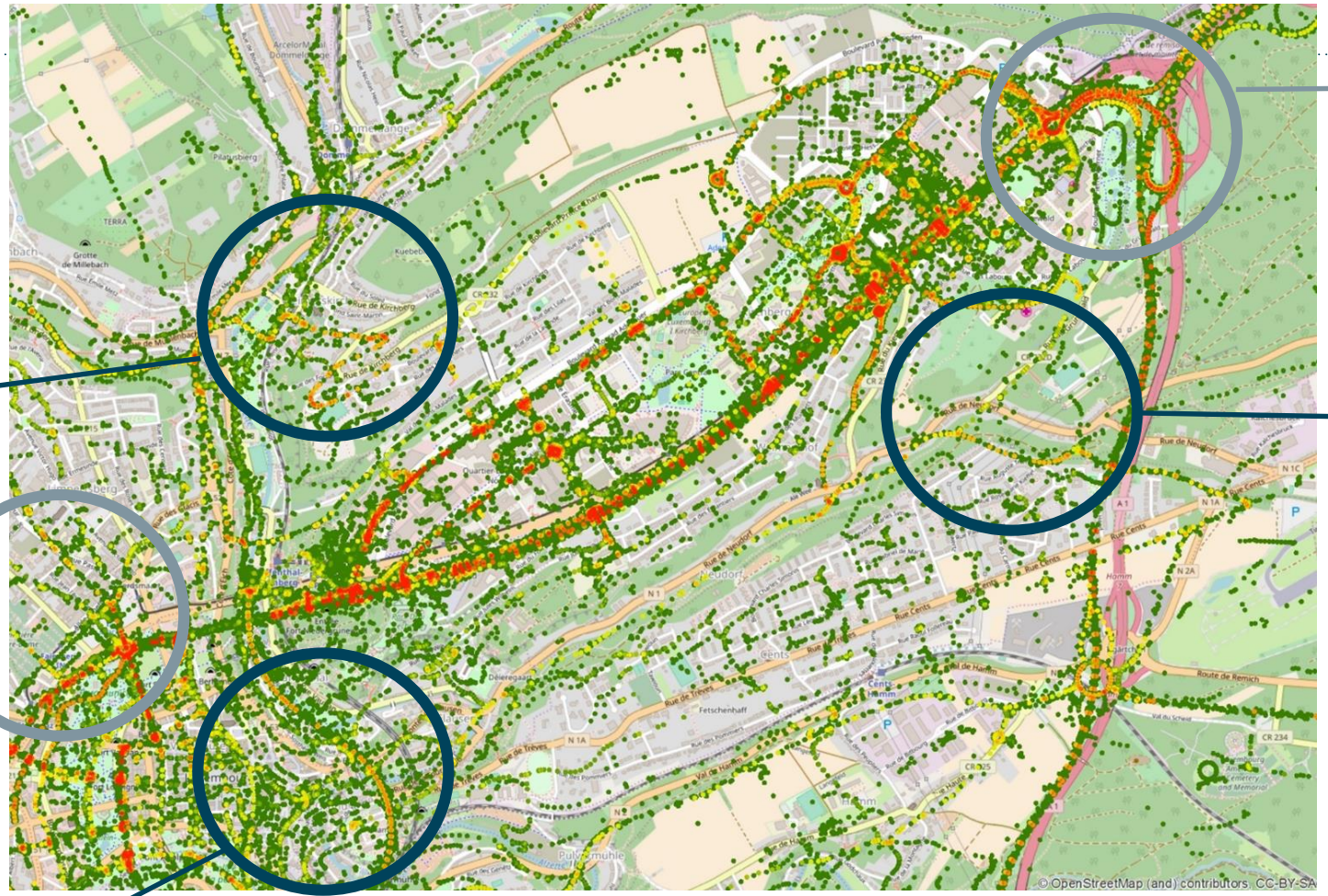

Main Access

Secondary Access

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Main Access

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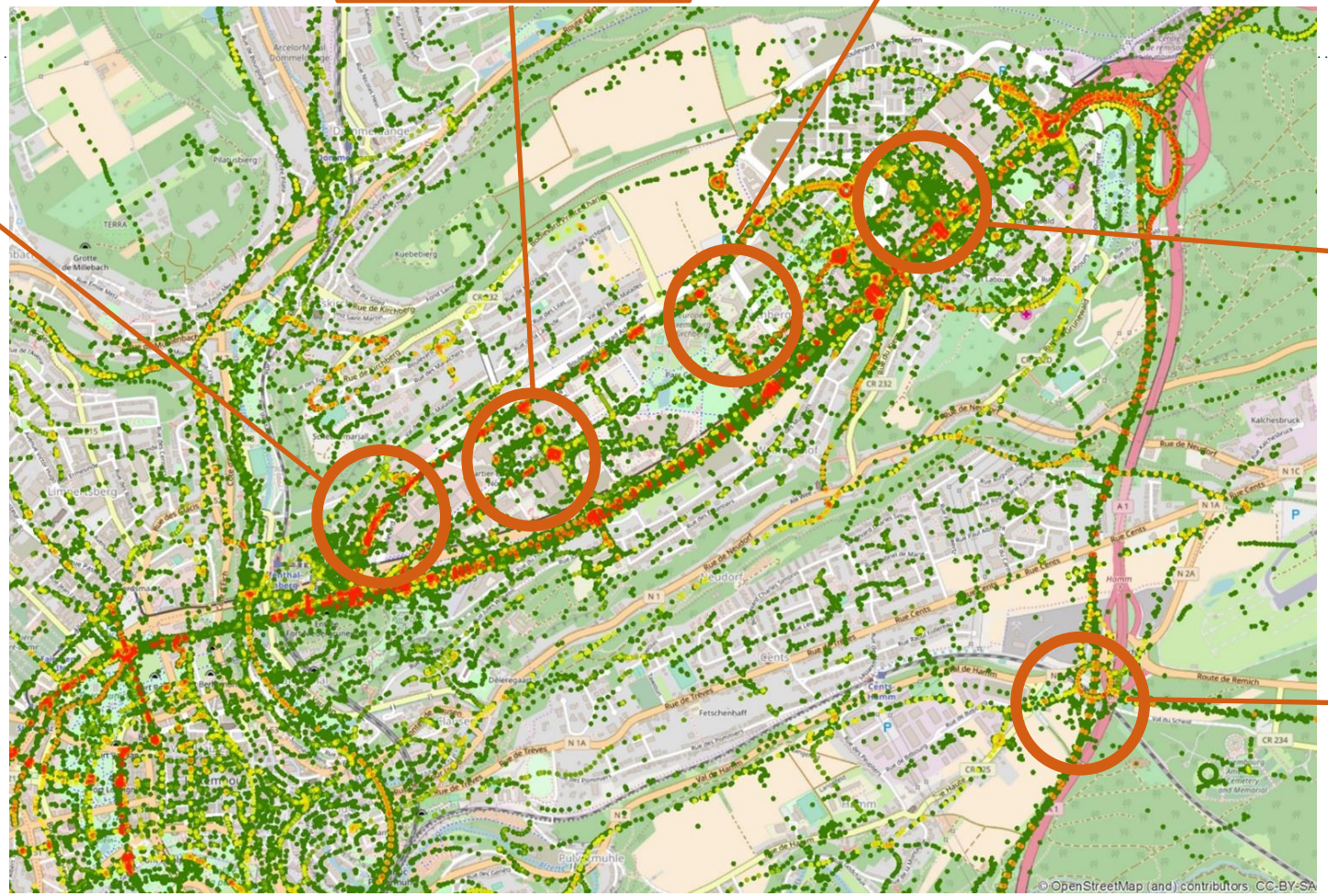
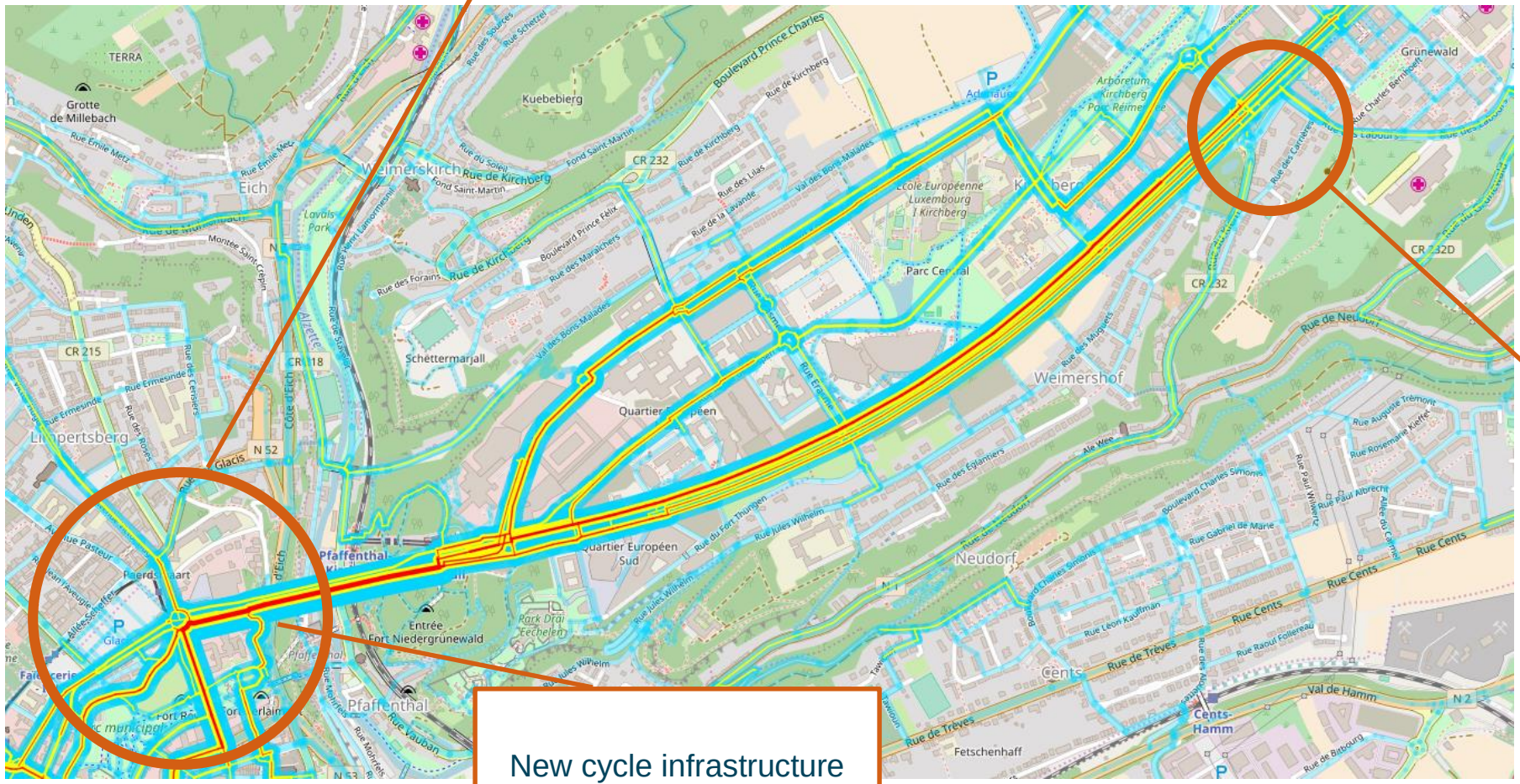
Heat map of Kirchberg



Kirchberg cycling

Mainly from the city centre

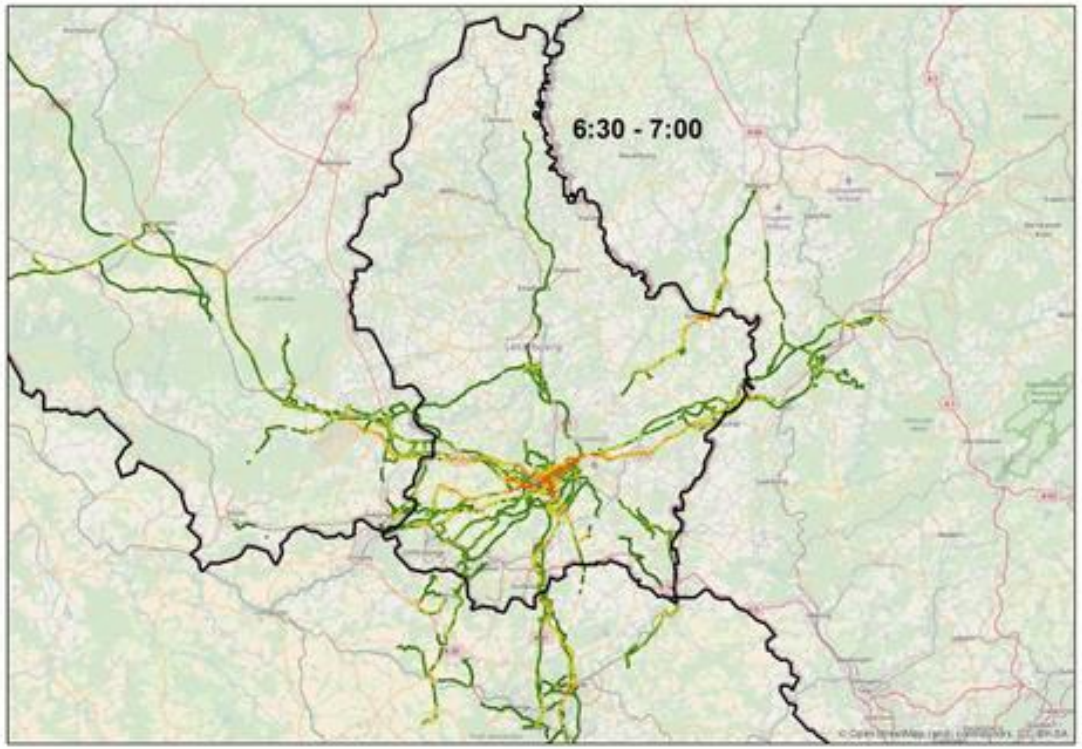


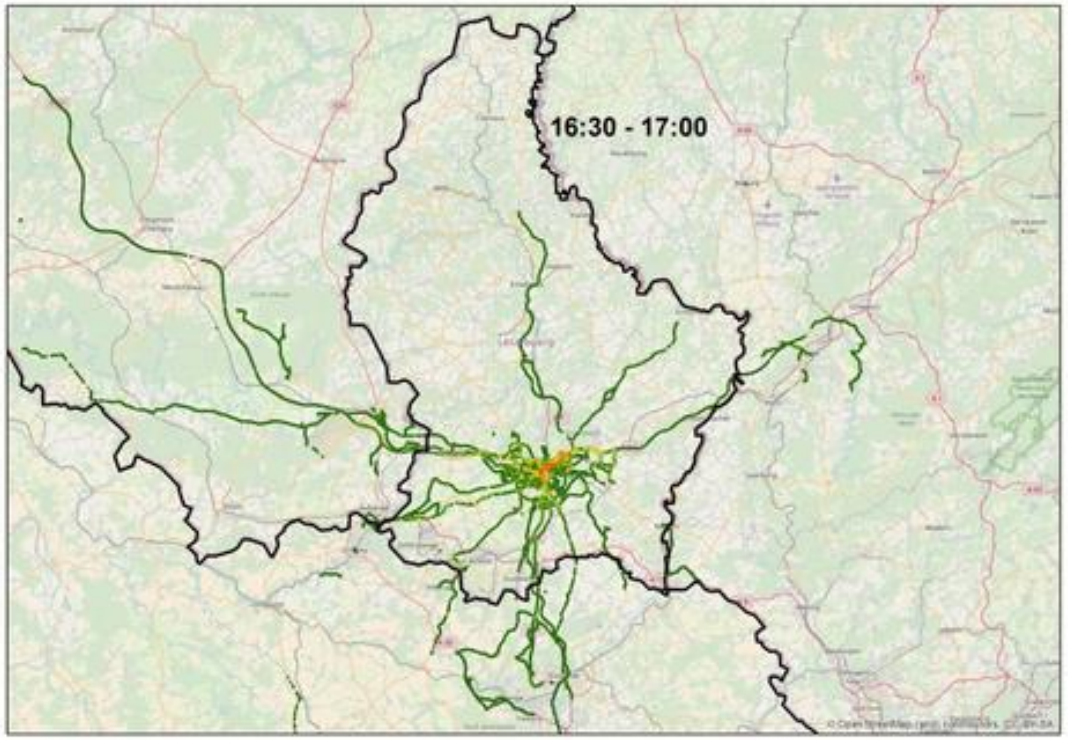
0 - 10 cyclists
10 - 20 cyclists
20 - 50 cyclists
50 - 100 cyclists
100 - 200 cyclists
200 - 500 cyclists
500 - 1000 cyclists
> 1000 cyclists

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

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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

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Towards a sustainable solutions for the Kirchberg employees

From where to work? How? The preferred modes

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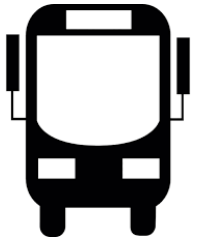
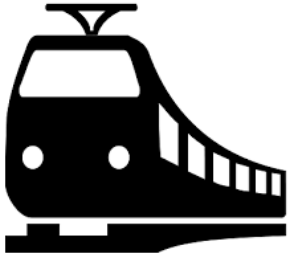
1 KM

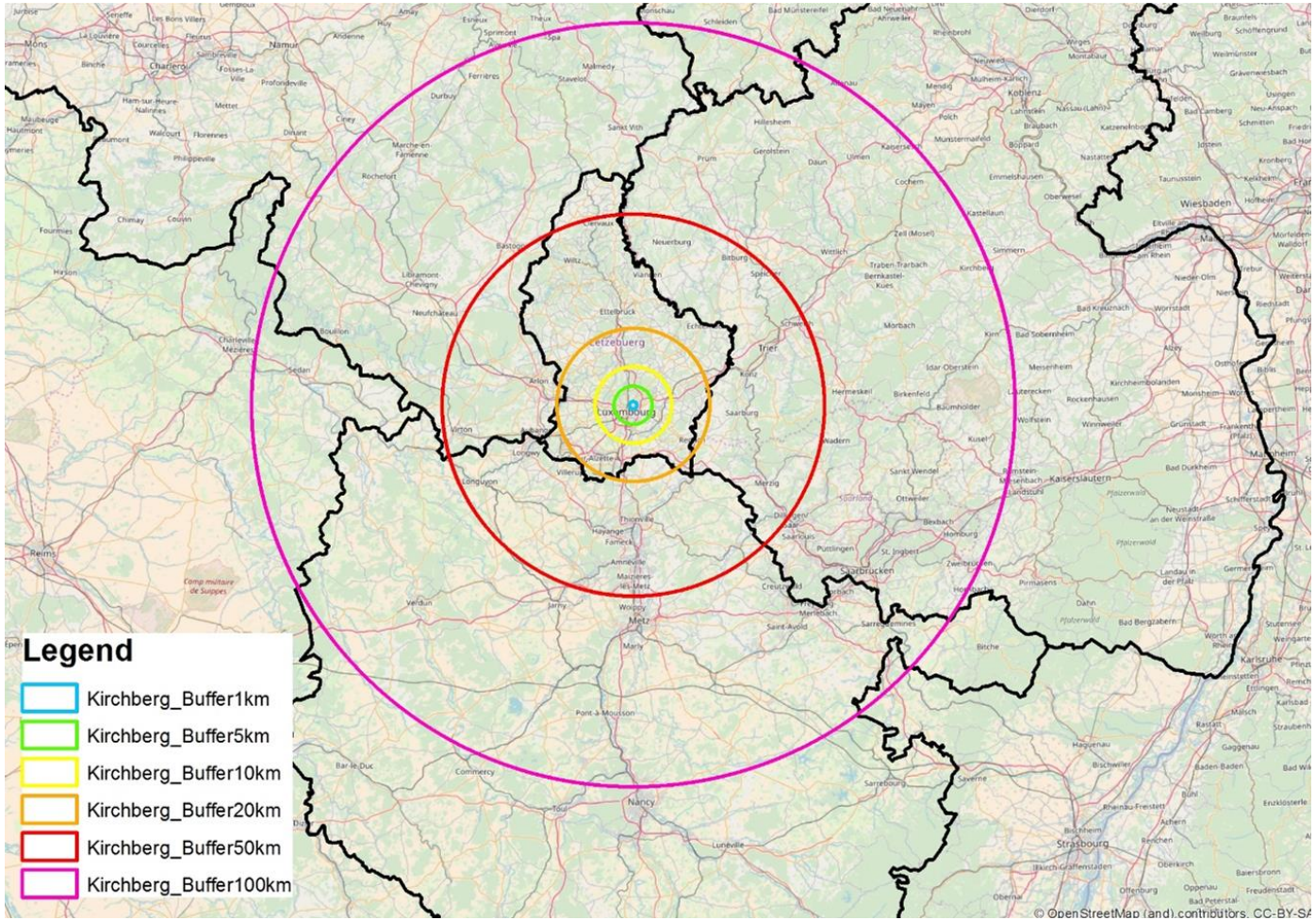
5 KM



8 KM

20 KM



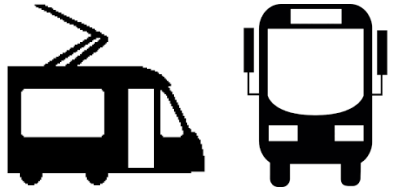


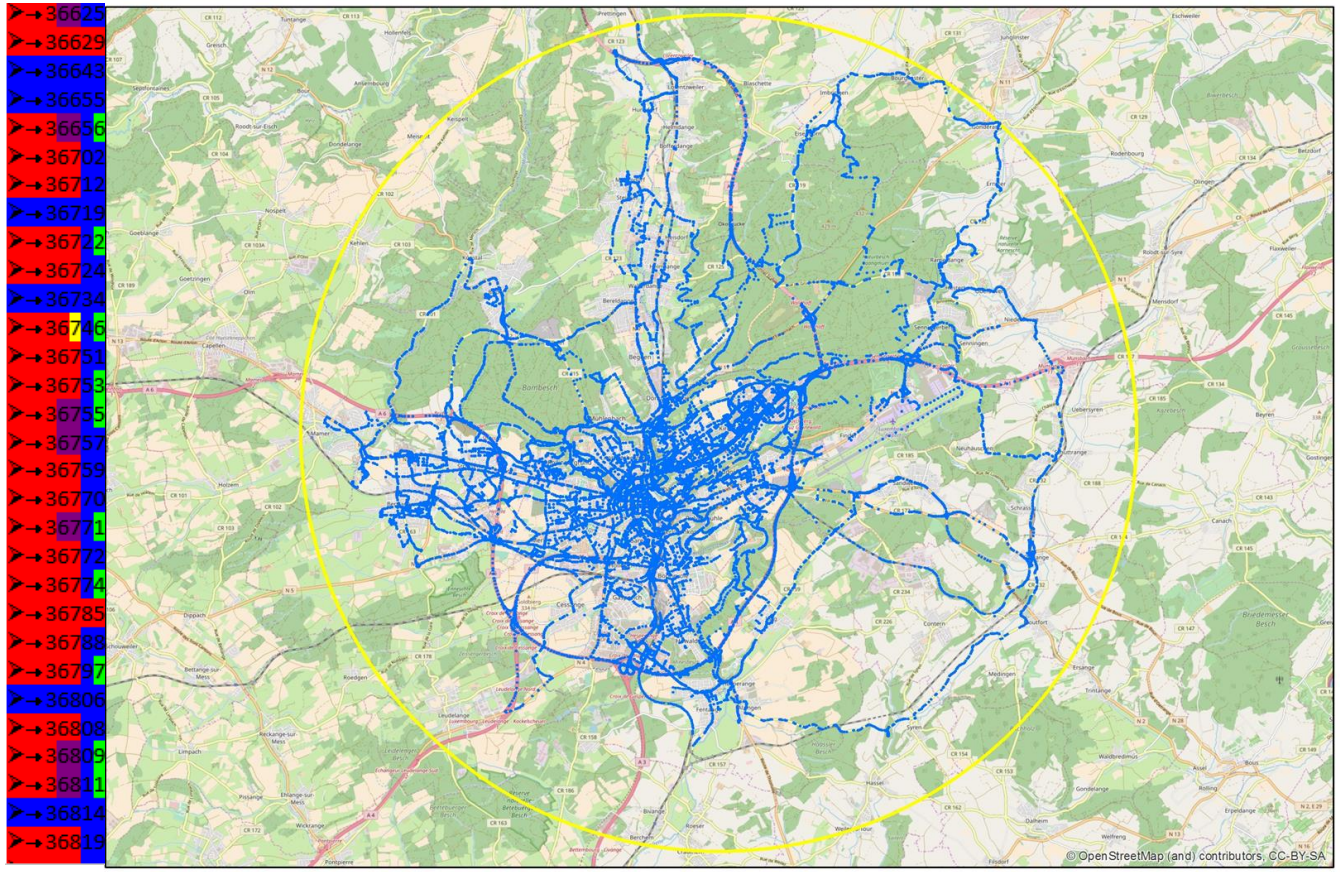
5 KM

67%

3%

30%

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8 KM

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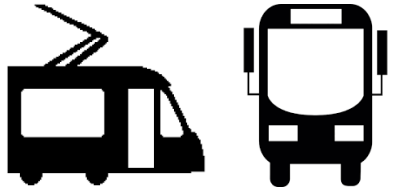
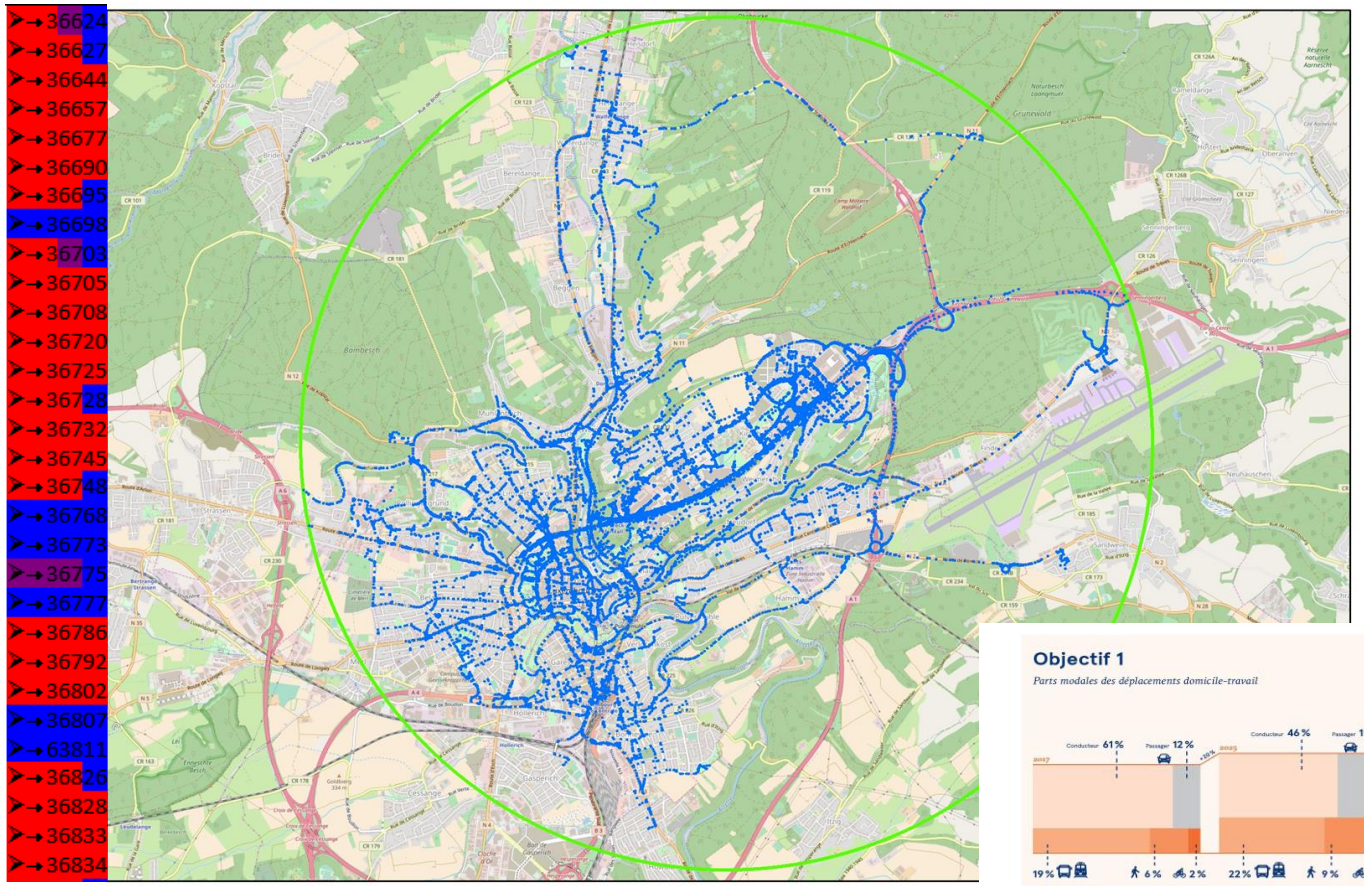
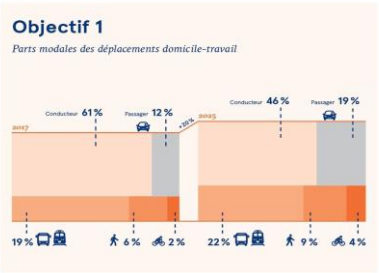
75%

%

25%



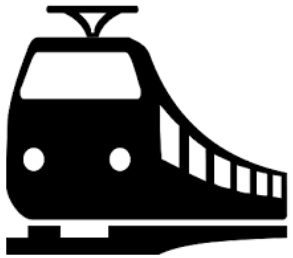


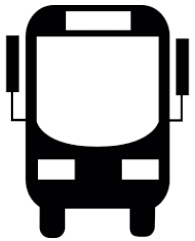


20 KM

89%

1,2 -> 1,5





Points within
the Buffer
Rue Isaac Newton
Rue Gerhard Mercator
Boulevard de Kockelscheuer
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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)

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ALLEN & OVERY
arendt
Banque européenne d'investissement
La banque de l'UE
CHAMBRE DE COMMERCE LUXEMBOURG
KPMG
Linklaters
ONET
CLEANING AND SERVICES

THANK YOU