

Mobil2040 - Brussels Refreshed

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Client: Ministère de la Région de Bruxelles-Capitale
Capitale Bruxelles Mobilité - A.E.D.
Country: Belgium - Brussels
Date/Period: 2011 - 2014
Contract Value: 240 kEUR

Client Contact: Marianne THYS

PROJECT DESCRIPTION

The Mobil2040 study is all about mentally preparing the way for a global urban and transport change - shining the light on all the possibilities ahead in order to get people of all ages and situations thinking more about mobility and concepts like; local city living, the value of reclaimed public spaces, innovative travel and the future use of technologies to better serve how they live and function in and around the city of Brussels.

Our client is Brussels Mobility (Ministry of Transport of the Brussels Region). Their concern is that Metropolitan Brussels (the city and its satellite urban centres), even if relatively small compared to many other metropolis, is one of, if not the most congested cities in Europe when it comes to traffic and mobility. On top of a growing population (predicted to grow by 20 % - 200,000 people in coming years), that needs space to live, work and move, another 300,000 people currently come into the city every day.

Something has to change and better mobility is a first step to leveraging change in many other integrated urban systems to create a more attractive, open, healthier and accessible city. But it will need public buy-in if it is ever going to happen - hence Mobil2040.

COMPETENCES INVOLVED

- Urban Transport planning on a large scale
- Innovative mobility, City living
- Future technologies
- Communication and Community Management (Social Networks)

PARTNERSHIP

Espaces-Mobilités, zooco, Virginie de la Renaudie and karamel

SERVICES PROVIDED

A first investigative study in 2010 looked at the evolution of transport in the city between 2000 and 2010. Given those findings, we were then asked (partnered with Espaces-Mobilités) to contemplate, on a broader global level, what the future might hold for Brussels up to 2040.

This involved investigating “clues of change” and incorporating many other statistics, behavioural trends and predicted socio-economic scenarios, as well as futuristic mobility concepts emerging or being piloted in other cities around the world.

The Region’s aim was then to open up the debate to the general public on this very ‘refreshing’ vision of mobility. The focus is on young people, who are the users and decision-makers of 2040. A process has therefore been created to encourage debate and creativity:

- A participative conference bringing together the main mobility decision-makers (February 2014) ,
- A blog on the forward-looking mobility initiative,
- An immersive [exhibition](#) (March 2014) that takes visitors directly to the city of 2040,
- A series of conferences in Brussels’ high schools and universities, to stimulate the creativity of future decision-makers (March-June 2014),
- An ideas contest on mobility in 2040 (March-June 2014).

Tractebel participated actively in all these initiatives which can be viewed on the site www.mobil2040.be

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