



- Optimising Use of infrastructure in the Netherlands

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- Optimising Use

- Smartly and smoothly from door to door







Results of the programme

- Reduction of congestion: 19%
- Traffic reduction per day during peak hours: 48.000 cars
- 2100 active employers and 176.000 active employees
- Reduction of 70.000 tons of CO2 per year

Optimising Use



Smartly and smoothly from door to door

Example

U15 UTRECHT



Example

BAVARIA



Example



UNIVERSITY OF TWENTE





Optimising Use

- Focused on behavioral change of commuters and transporters
- Concrete, short term solutions
- Regional and thematic approach
- Government, regional authorities and businesses **work** together, **decide** together and **finance** together





What have we learnt?

- Behavioural change requires patience and time.
- Broaden the scope of ambitions to attract and actively involve business: environmental goals, health, business appeal ('hard cash').
- Find the right regional/local partner (governor or CEO) and demand personal commitment. Create an organisational structure that requires cooperation.





What have we learnt?

- For government managers: create space and political support for trial en error, innovation
- Provide partners with solid instruments for analysis and create an apply solid tools for Monitoring and Evaluation
- Celebrate successes!

