

**Shared and Digital Mobility Hubs**

# **New Mobility Hubs Implementation Approaches in Leuven and Rotterdam**

**Interreg  
North Sea**



Co-funded by  
the European Union

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ShareDiMobiHub

# Housekeeping Rules

- This webinar will be recorded.
- Please post your questions in the Q&A box or the chat box.
- They will be answered by the panellists during the Q&A session discussion.



# AGENDA

- **14:00 - 14:05 – Introduction - POLIS (Daniel Herrera)**
- **14:05 -14:25 – Leuven pilot 1 - Hilke Evenepoel (Leuven) and Sam Delespaul (Mobiel 21)**
- **14:25 -14:40 – Leuven pilot 2 - Hilke Evenepoel (Leuven) and Stefaan Butaye (Blue-bike)**
- **14:40 - 14:55 – Rotterdam pilot - Stefan Schimmel (Rotterdam) and Robin Kleine (Mobyco)**
- **14:55 – 15:05 – Importance of Mobility Hubs to overcoming Transport poverty - POLIS (Pedro Homem de Gouveia)**
- **15:05 – 15:25 – Q&A**
- **15:25 – 15:30 – Closing remarks – POLIS (Daniel Herrera)**



# What is ShareDiMobiHub?



ShareDiMobiHub increases urban accessibility and liveability for its citizens and visitors by introducing shared mobility hubs at a city or metropolitan or regional scale in the North Sea Region. The project supports public authorities to implement similar solutions.

# Output of the project

- **Pilots**

- *Skien/Porsgrunn, Tønsberg: integration of hubs into PT*
- *Rotterdam, Leuven: specific target groups*

- **Upscaling**

- *Amsterdam & VRA*
- *Vestfold og Telemark*
- *Leuven*

- **Replication**

- *Provincie Utrecht*
- *Region Hovedstaden (Kopenhagen)*
- *Rotterdam*

- **Digitalisation plans**

- *Leuven*
- *Vestfold og Telemark Region*
- *Amsterdam & VRA*
- *Provincie Utrecht*

- **Support outside the project**

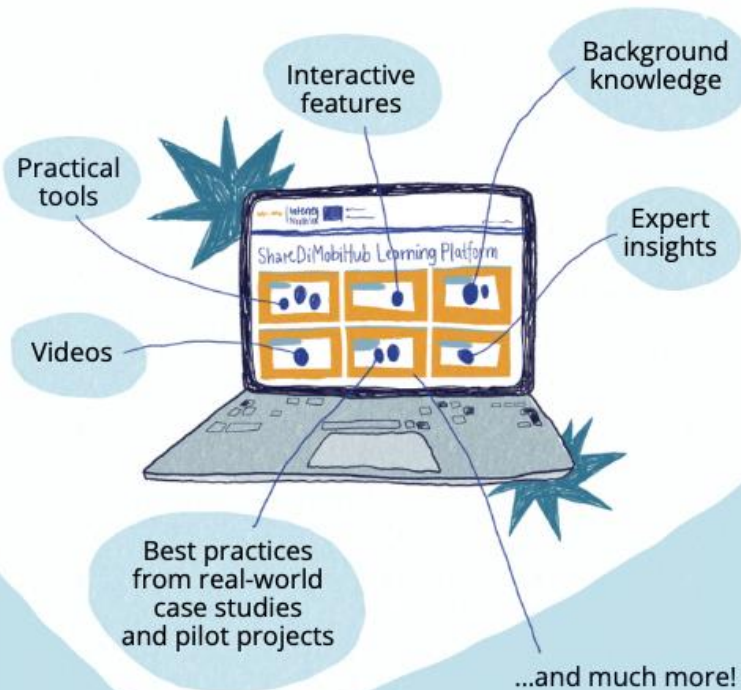
- *14 cities*
- *6 regions*
- *4 PT operators*
- *4 MaaS-providers*
- *12 shared mobility providers*





# Shared Mobility Hubs Learning Platform

**Are you interested in  
developing, implementing  
and upscaling mobility hubs?**



**Join our Shared Mobility Hubs  
Learning Platform!**

Developed by HAW Hamburg as part of the Shared and Digital Mobility Hubs project, funded by the EU Interreg North Sea Programme, our Learning Platform offers a collaborative learning space to gain knowledge, share experiences and connect in the field of shared mobility.

Register here for free:



Illustration & Design: Luisa Bahl

**ShareDiMobiHub**

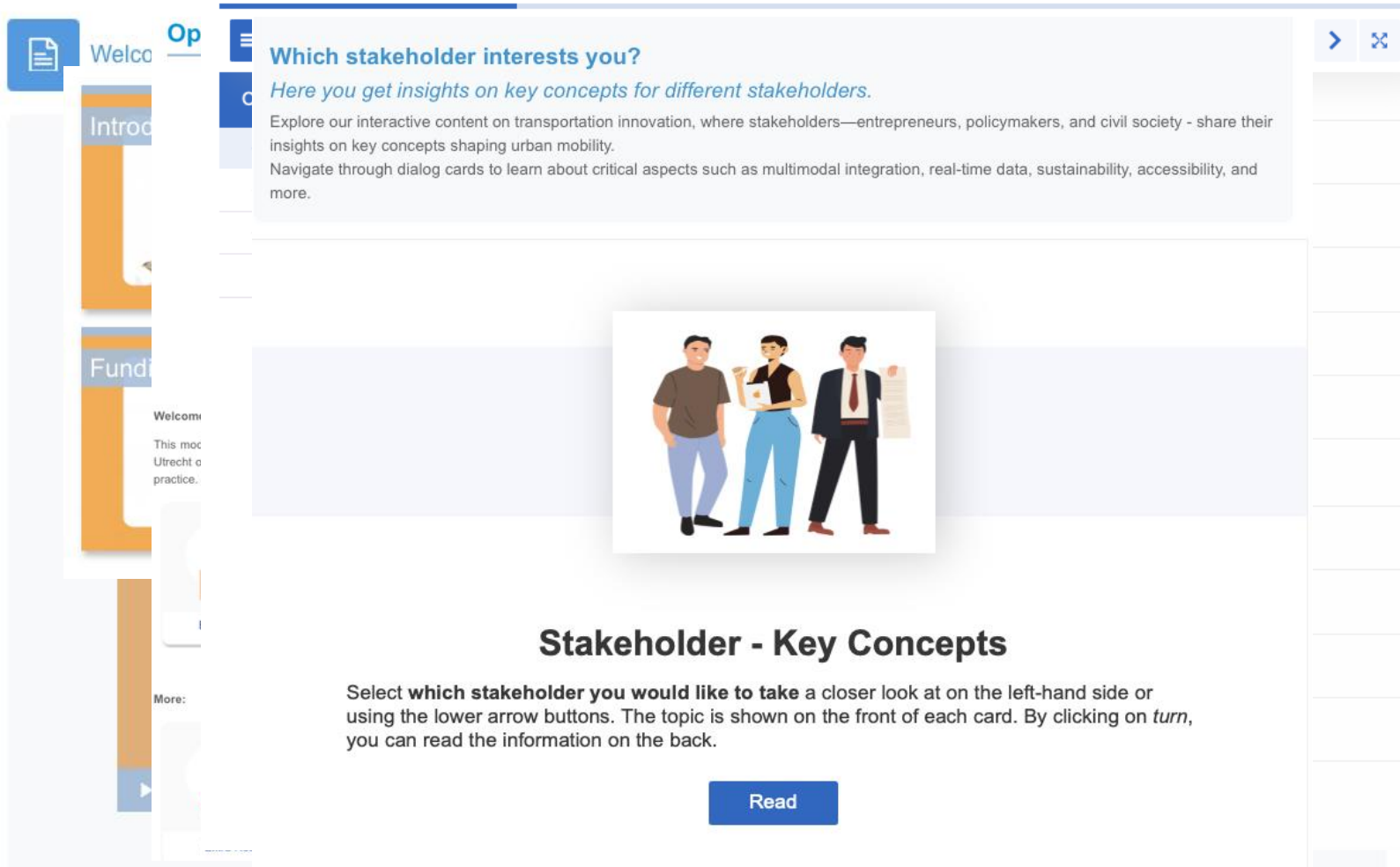
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<https://www.interregnorthsea.eu/sharedimobihub>

# How it looks?



<https://www.interregnorthsea.eu/sharedimobihub/digital-participatory-platform>

# Pilot Shared mobility for everyone?

Webinar: New Mobility Hubs  
Implementation Approaches in  
Leuven and Rotterdam

23/06/2025



**leuven**





# Pilot: Shared mobility for everyone?

1. Objectives
2. Procurement
3. Pitch
4. Communication
5. Participation and usage
6. Barriers and success factors in function of further inclusion

See: <https://www.interregnorthsea.eu/sharedimobihub>

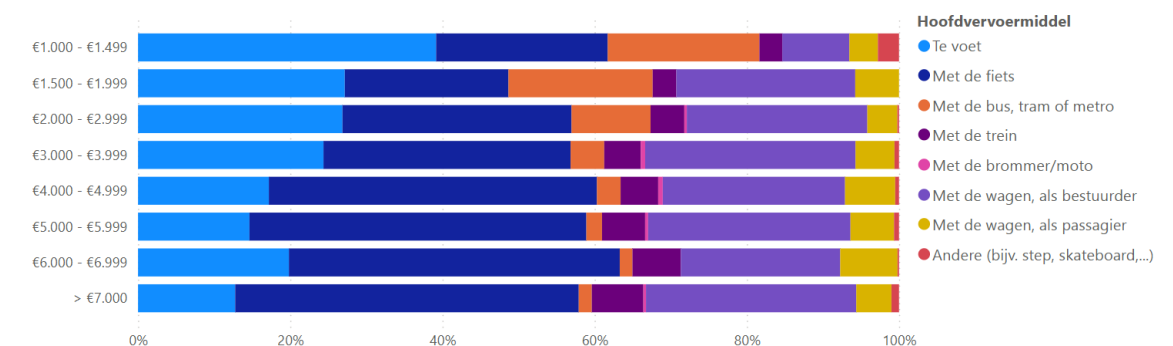
# Objectives

- More opportunities for trips for everyone
  - Less car trips (within, from and to Leuven)
- 
- Do Hoppin hubs and shared modes offer a solution?
  - Where are the greatest opportunities for vulnerable target groups?
  - What barriers do they experience?
  - What are the most important critical success factors for them?

ShareDiMobiHub



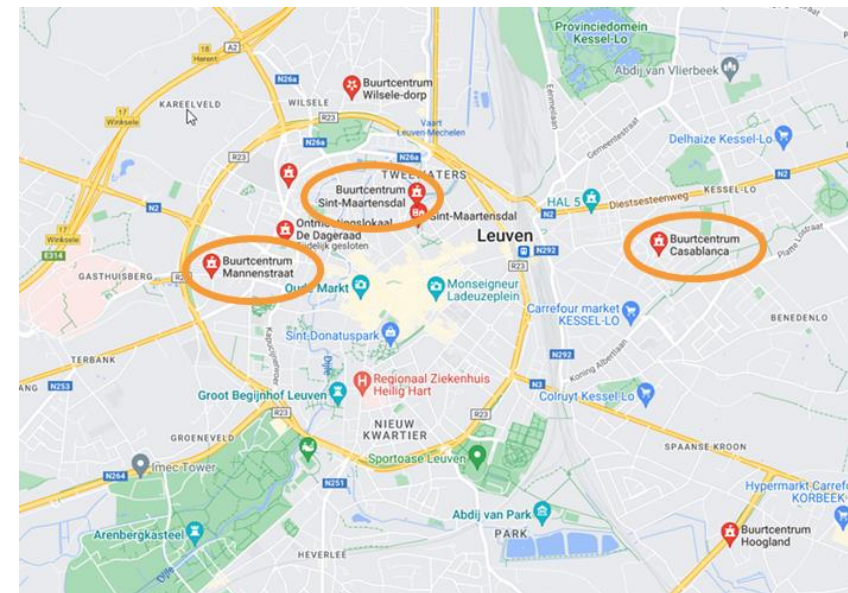
Modal split  
Inkomen



# Tender

## Preconditions

- A temporary hub rotates during 12 months and is accessible for everyone
  - ◆ 2 types of test persons (focus on less advantaged people)
- Good balance of resources and requests
  - ◆ Only 3 community centres
  - ◆ Testing period of 4 months each
- Free offer for focus group → More attention for other barriers
- Testing package:
  - ◆ Cargo bikes too
  - ◆ Shared car too (low-threshold; provisional driving licence)
- Digital
- Decent information/coaching/tools for
  - ◆ Community workers
  - ◆ Test persons (manuals)
- Comprehensive research with focus on group of less advantaged test persons



Jan '24-July '25

Partnership:  
City of Leuven  
Dept Mobility  
Dept Community work  
Velo vzw  
Mobiel21 vzw  
Cambio

## Mission



“Thanks to an adapted shared mobility offer, it becomes more feasible for vulnerable Leuven residents to get around”

## Goal = recruit insight



- Is there interest in shared mobility?
- What barriers do they experience?
- How can we reduce or rather eliminate them?
- Is there an effect on use of own car among car owners?

### 3 community centres

- 1<sup>st</sup> line-testers: all visitors to the community centres who physically register
- 2<sup>nd</sup> line-testers: all other testers (community residents) who register on-line

### 3 x 4 months testing

- March-August 2024: Mannenstraat
- August-December 2024: St Maartensdal
- December 2024-March 2025: Casablanca

### Large test offer

- 2 shared bikes (Velo)
- 2 shared e-bikes (Velo)
- 2 shared e-cargo bikes (Velo)
- 1 shared car (Cambio)



### BUURTCENTRUM MANNENSTRAAT Leen gratis deelfiets of -auto

Van midden maart tot midden juli vind je een Hoppinpunt aan Buurtcentrum Mannenstraat. Bezoekers van het buurtcentrum kunnen er gratis een deelauto of -fiets lenen, en leren hoe ze die online reserveren. In ruil geven ze feedback, zodat de stad het aanbod nog kan verbeteren. Ook andere buurtbewoners mogen de deelfietsen gebruiken – niet gratis, maar tegen een voordeligtarief.

Interesse? Kom dan naar het gratis startevent op 15 maart.

wo 15/03 • 13.30 uur • Groefstraat 2, Leuven • 016 22 38 50, [www.leuven.be/test-hoppin](http://www.leuven.be/test-hoppin)



## Test GRATIS een (elektrische) deelfiets, deelfiets of deelauto



**Wil je weten hoe?**  
Kom naar het startmoment op dinsdag 20 augustus om 13.30 uur in buurtcentrum Sint-Maartensdal. Daarna kan je terecht bij de buurtwerker in het buurtcentrum of vind je de info op [www.leuven.be/deelfietsen](http://www.leuven.be/deelfietsen)



Test GRATIS een elektrische deelfiets tussen 20 augustus en 3 december 2024

Boodschappen doen? Dat gaat vlot met een elektrische deelfiets!

**Wil je weten hoe?**

- Vraag meer info aan Anja of Claudia in het buurtcentrum.
- [www.leuven.be/deelfietsen](http://www.leuven.be/deelfietsen) of scan de QR-code en ontdek hoe je kan inschrijven



### DELEN IS VOOR IEDEREEN

- Naar de supermarkt? Test eens een elektrische deelfiets.
- Even naar het centrum? Probeer eens een (elektrische) deelfiets.
- Met het hele gezin op uitstap?

### Test GRATIS\* een deelauto tussen 13 maart en 13 augustus 2024

\* voor bezoekers van buurtcentrum Mannenstraat. Andere buurtbewoners maken kans op een gratis lening bij een test.



**Wil je weten hoe?**

- Meer info op [www.leuven.be/deelfietsen](http://www.leuven.be/deelfietsen) of scan de QR-code en ontdek hoe je je kan inschrijven.
- Meer info in buurtcentrum Mannenstraat, Groefstraat 2

### TIJDELIJK GRATIS OF AAN VOORDELIJK TARIEF

Tussen 20 augustus en 3 december 2024 kunnen bezoekers van (elektrische) deelfiets, deelfiets of deelauto gebruiken. Aan fietsen tegen een voordeligtarief ontleen.

### KOM NAAR HET STARTMOMENT

- dinsdag 20 augustus 2024 om 13.30 uur
- buurtcentrum Sint-Maartensdal, Rijdende Artillerielaan 6, Leuven
- 13.30 uur: verwelkoming
- 13.45 uur: uitleg over hoe je een deelfiets, deelfiets of deelauto kan gebruiken
- tussen 14.00 en 16.00 uur: proefritjes: test de verschillende fietsen en deelauto
- persoonlijke uitleg: informatie over de deelfietsen en deelauto
- fietsherstelplek: gratis kleine herstellingen aan je fiets. Breng dus zeker je fietsschool hulp om te leren fietsen of om meer vertrouwen te krijgen op de fiets
- gekke fietsen: voor kinderen om mee te spelen
- ijskar: gratis ijsje voor alle bezoekers



### Bezoekers van buurtcentra testen deelwagens en -fietsen

Het eerste tijdelijke Hoppinpunt opende zondag 24 maart op de groenwoudelijke deuren van buurtcentrum Mannenstraat in Leuven. "We zijn trots dat we mee kunnen werken aan een project dat deels mobiliteit inclusiever maakt in Leuven", aldus Dries Janssens, directeur van Velo.

Bart Mertens 14-03-24, 09:30 Laatste update: 14-03-24, 08:43

## Een deelfiets gebruiken? Zo doe je dat!



### Een deelauto gebruiken?

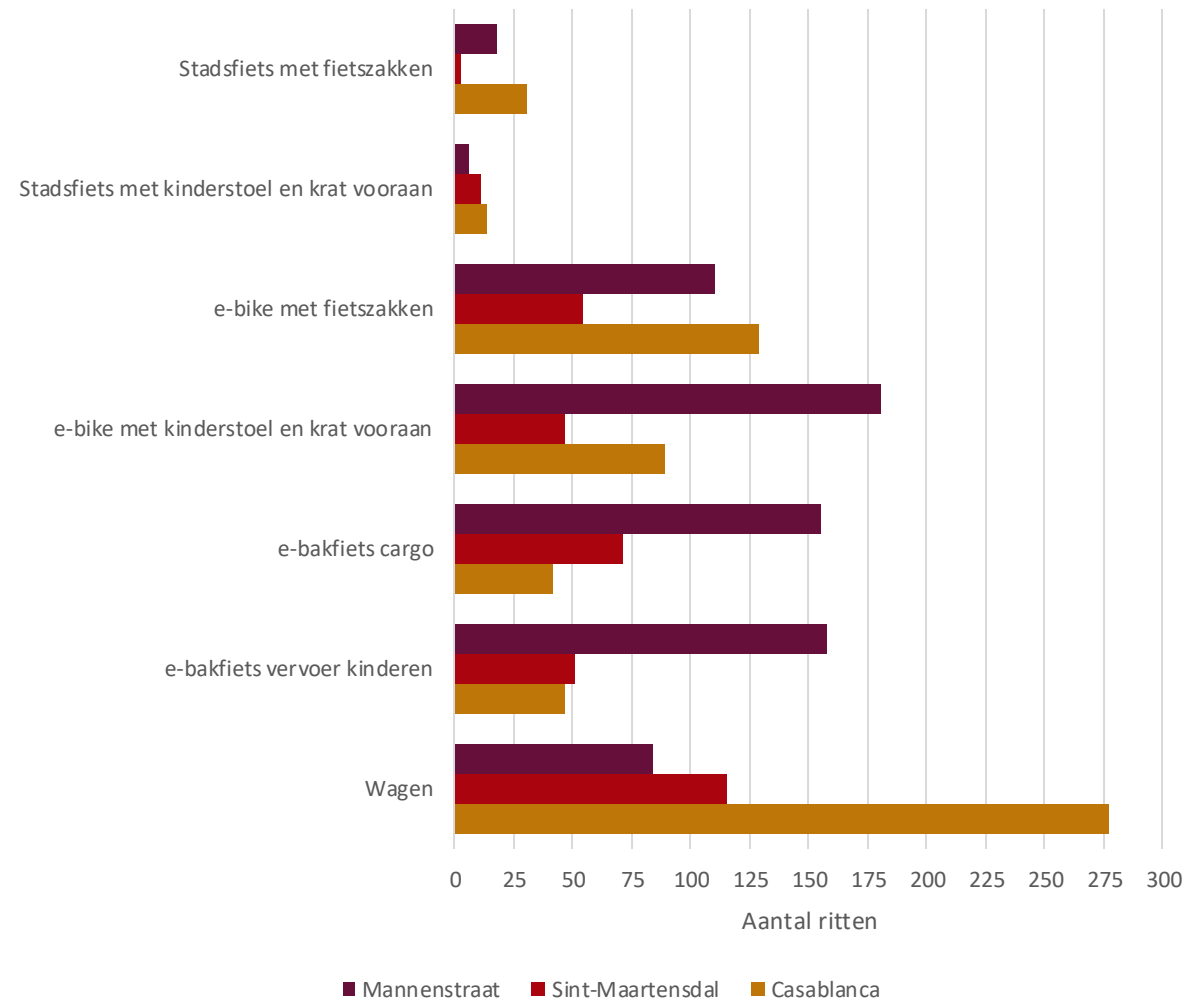
Zo doe je dat!



# Participants and use

- 90 registered 1st line testers
- Two thirds (66%) used the shared vehicles at least once
- Number of trips: 1.693
  - ◆ 5% city bike
  - ◆ 36% e-bike
  - ◆ 31% cargo bike
  - ◆ 28% car
- Feeling joy and freedom
- Accessibility improved
  - ◆ Groceries
  - ◆ Transporting children
  - ◆ Social contacts

Aantal ritten per locatie per deelvervoermiddel



# Barriers

- Knowledge about shared mobility
- Skills
- Functioning of the system
- Concept of shared mobility
- Visibility and location
- Financial



# Knowledge about shared mobility

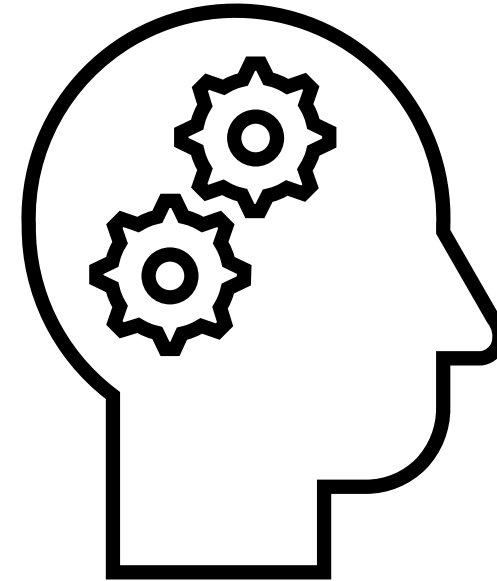
- A big portion doesn't know shared mobility
- Taking steps in making the target group familiar with shared mobility
  - ◆ Promotion in the neighbourhood
  - ◆ Familiar and trusting person to explain





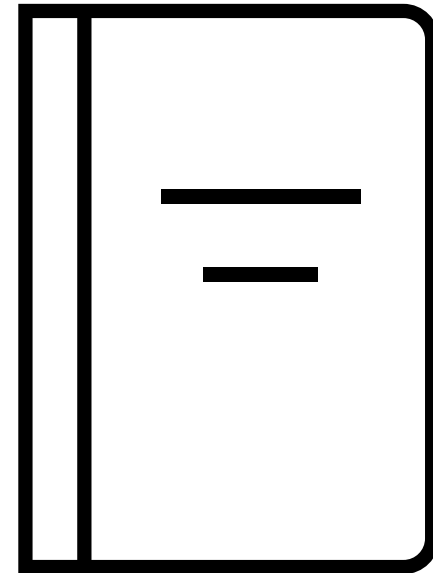
# Skills

- Digital skills
  - ◆ Working with apps is not always easy
  - ◆ Need to have mobile internet and Bluetooth
- Driving skills
  - ◆ The majority never used an e-bike or a cargo bike before
  - ◆ Especially the cargo bike takes some practice



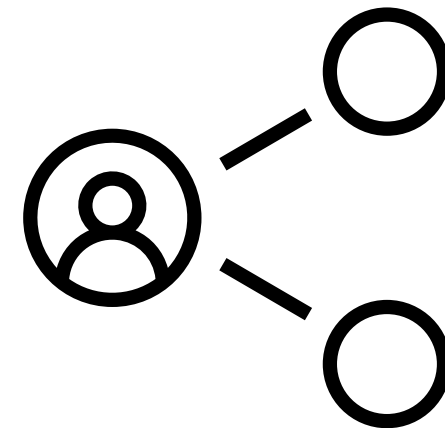
# Functioning of the system

- Registration
  - ◆ Complex, especially for the car
  - ◆ Support from the community workers essential
- Reservation and planning
  - ◆ Using a shared car is less flexible
  - ◆ The bikes couldn't be reserved, not sure about the availability
- Stress and insecurity
  - ◆ Participants didn't want to make mistakes



# Concept of shared mobility

- Different from owning a bike or a car
- Sharing vehicles = sharing responsibility
  - ◆ Owning a vehicle = less mental pressure, issues and problems only affect yourself
  - ◆ Shared mobility = no worries about maintenance or theft



# Visibility and location

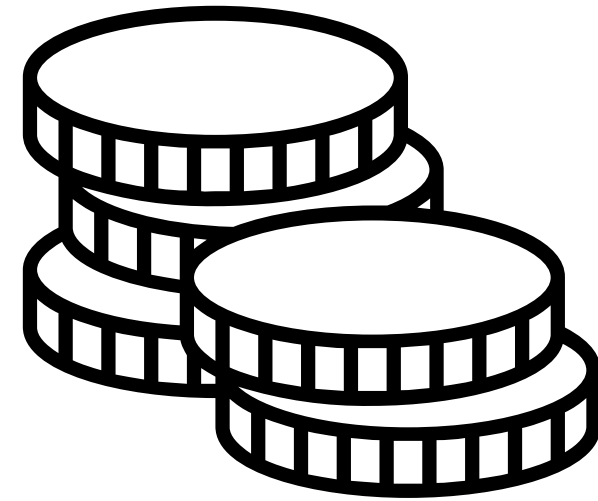
- Proximity is very important
- Good to have different options





# Financial

- Testing was free
- Future use highly dependent on the cost
  - ◆ Current costs are too high for a lot of the participants





# Thanks!

[hilke.evenepoel@leuven.be](mailto:hilke.evenepoel@leuven.be)  
[sam.delespaul@mobi21.be](mailto:sam.delespaul@mobi21.be)

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ShareDiMobiHub



**leuven**

# Pilot

## Shared mobility for business trips?

Webinar: New Mobility Hubs  
Implementation Approaches in  
Leuven and Rotterdam

23/06/2025



leuven



# Pilot: Shared mobility for business trips

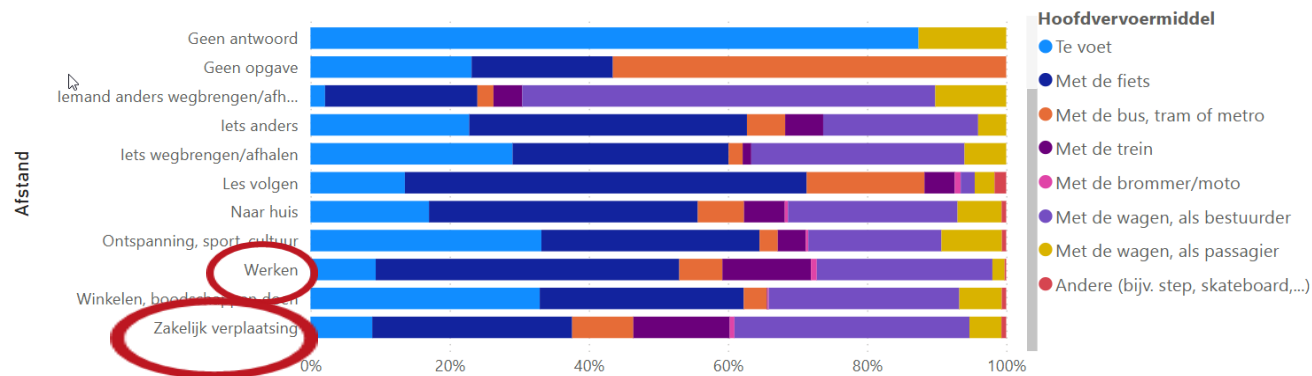
1. Objectives
2. Survey
3. Pitch
4. Deployment of shared e-bikes
5. Usage
6. Learnings

See: <https://www.interregnorthsea.eu/sharedimobihub>



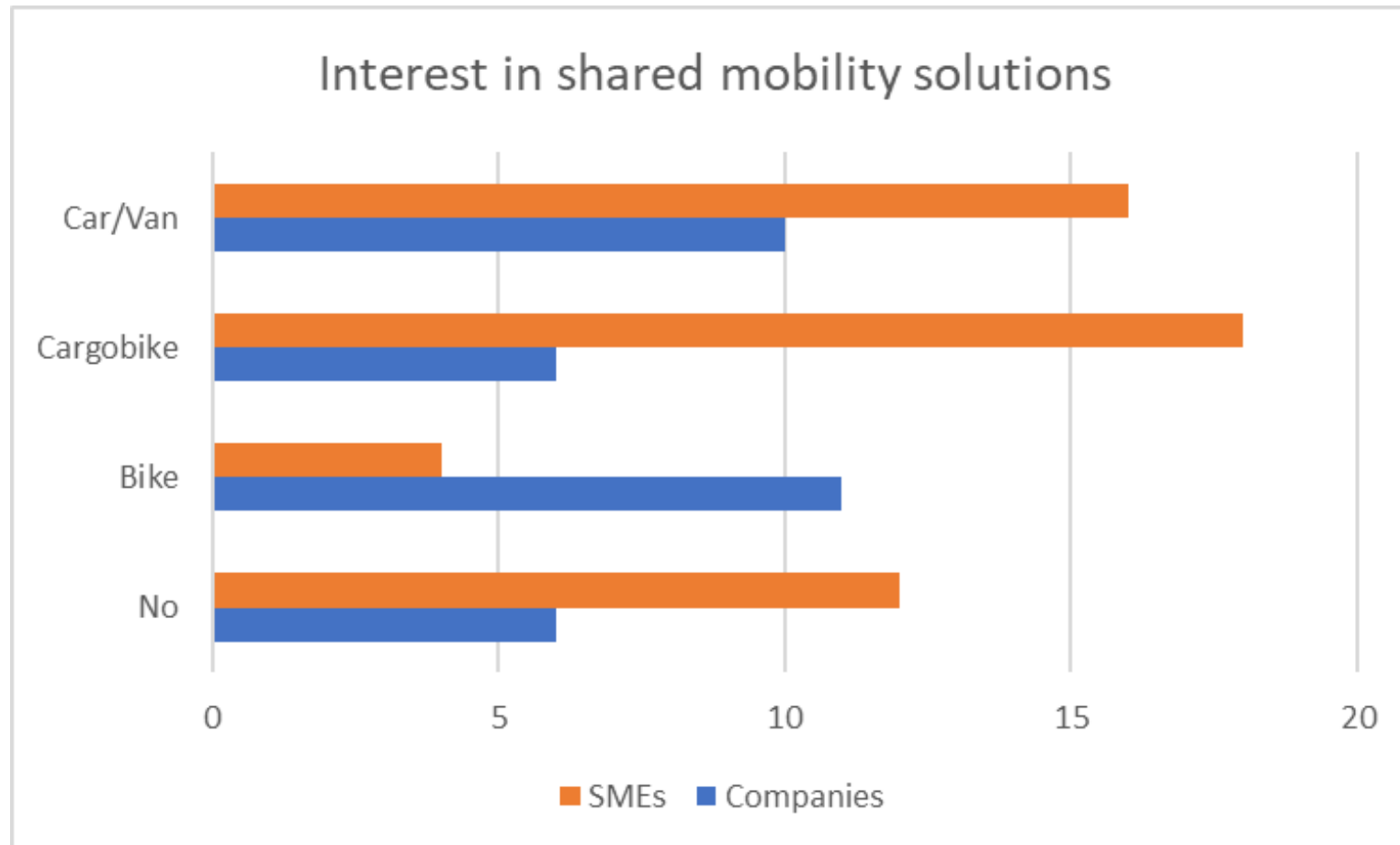
# Objectives

- To better understand the motives and factors that influence companies' willingness to use shared mobility
- Less car trips
  - ◆ Flanders (MOW, 2024)
    - commuting: 64% by car (2/3 trips), 22% bike, 7% PT, 5% walking, 2% other
  - ◆ Research transport behaviour of Leuven citizens (2024)
    - Commuting: 25% car
    - Business trips: 34% car



# Survey in 2023

## SMEs and bigger companies



April '23-July (Dec) '25

Exploratory survey of  
enterprises, companies,  
organisations in Spring 2023

Start test period in March  
2024

Testing till 2025

→ policy recommendations

## Visie



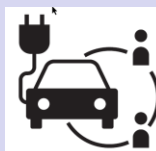
“Thanks to an adapted shared mobility offer, commercial businesses, companies and organisations will make fewer trips by private or company car”

## Goal = Acquire insight

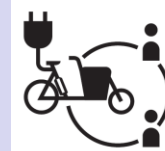


- Is there interest from businesses in shared mobility?
- Is there an effect on use of private and company cars?
- Does the business case become more interesting for the shared mobility providers?

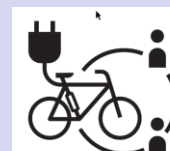
### Pilots with



### Pilots with



### Pilots with

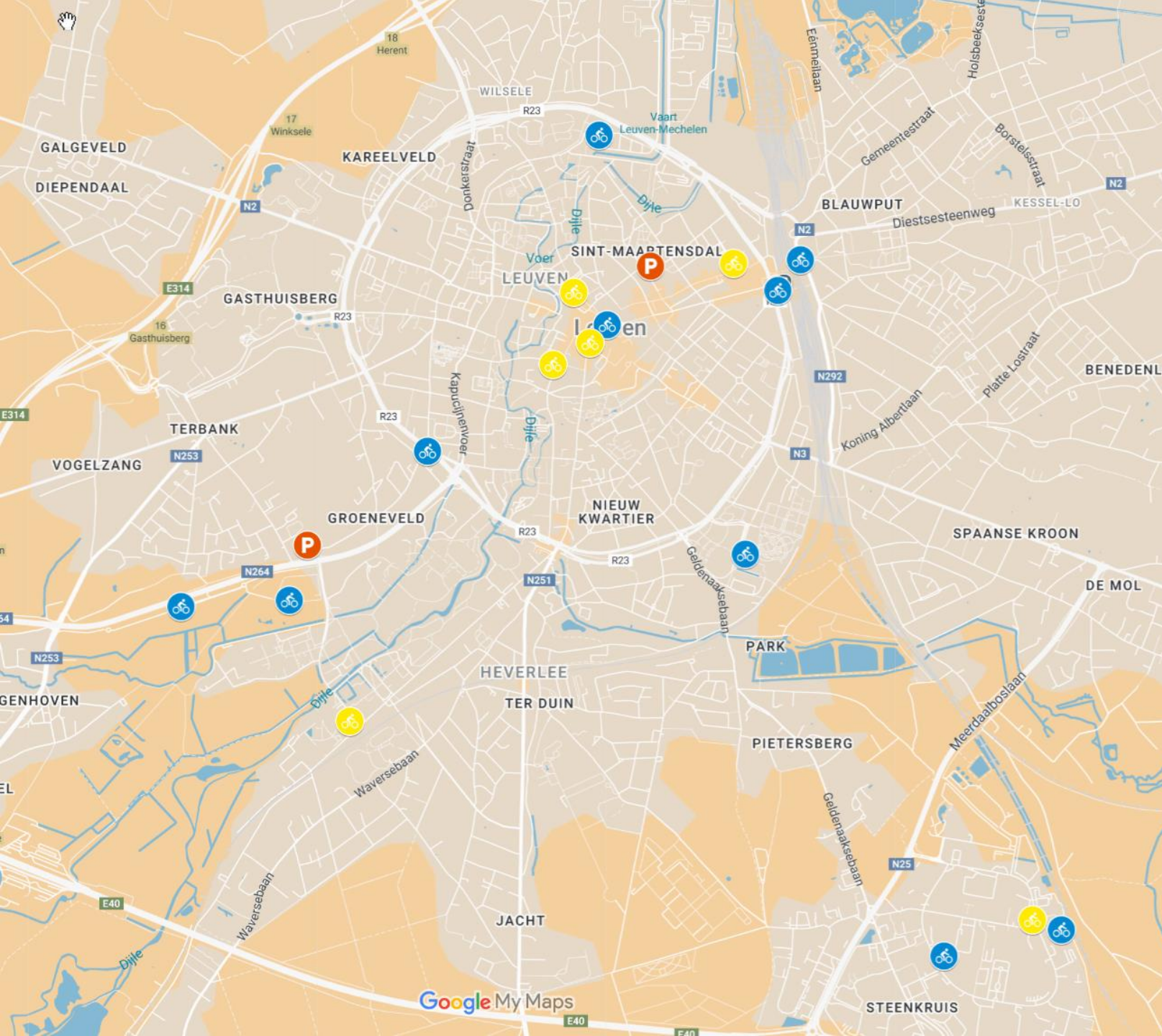


Entrepreneurs get acquainted with offer of recognised shared car providers in Leuven  
→ Cambio  
→ Batt Mobility

Entrepreneurs can test for free with the 'extra cargo bike' that will rotate along 6 locations in Leuven

Between 12/2023 and 12/2025, in cooperation with Blue-bike, a B2M system will be tested with 80 e-bikes spread over 10 sites, coordinated with Leuven companies (Blue-bike for life project)





- Test with e-cars (2)
- Test with e-cargo bikes (5+1)
- Test with e-bikes (10)



# Deployment of e-bikes



**In Leuven kom je er!**  
Blue-bike deelfietsen, op maat van bedrijven

**Shared e-bikes van Blue-bike in Leuven**

Stad Leuven maakt gedeelde mobiliteit eenvoudig met een uitgebreid aanbod aan e-bikes en stadsfietsen van Blue-bike op strategische locaties. Zo blijven interessante werkpakketten, het centrum en het station snel bereikbaar. In Leuven vind je meer dan 200 stadsfietsen en meer dan 50 e-bikes van Blue-bike, verspreid over strategische plaatsen in en rond de stad.

**Voordelen van Blue-bikes voor bedrijven**

Deelfietsen zijn een duurzaam alternatief voor bedrijfsvervoer. Het helpt de ecologische voetafdruk te verkleinen door een flexibele en gezonde vervoersoplossing aan te bieden.

- **Milieuvriendelijk:** geen CO<sub>2</sub>-uitstoot met circulaire e-deelfietsen.
- **Kostenefficiënt:** voordeliger dan een kilometervergoeding of parkeerplaatsen.
- **Gebruiksgemak:** start, pauzeer en beëindig je rit via de app.

**Hoe werkt het?**

De e-bikes van Blue-bike in Leuven werken met een **back-to-many** systeem. Je kan je e-bike rit zonder meerkost beëindigen aan een andere e-bike locatie in Leuven. Ideaal wanneer je je fietsrit combineert met bus, carpool, trein... De **stadsfietsen** van Blue-bikes werken met een **back-to-one** systeem. Lever je stadsfiets dus telkens in aan de startlocatie en vermijd extra kosten.

Bedrijven kunnen betalen via domiciliëring of factuur. Een e-bike rit kost €2 per 30 minuten met een max. tarief van €7 voor een ontlening tot 24 u. De volledige prijszetting vind je op [www.blue-bike.be/pricing](http://www.blue-bike.be/pricing).

**Doe mee!**

- Registreer je als bedrijf via de Blue-bike app.
- Voeg na activatie van je account medewerkers toe via het bedrijfsportaal.
- Na bevestiging kunnen toegevoegde medewerkers meteen een fiets ontfangen.
- Meer info en startingsgids voor bedrijven: [www.blue-bike.be/bedrijven/](http://www.blue-bike.be/bedrijven/)
- Bij stad Leuven kan je affiches opvragen om op te hangen in je bedrijf.

**Meer info?**  
Lienport Claeyss: [lienport.claeyss@blue-mobility.be](mailto:lienport.claeyss@blue-mobility.be) | Marketing & Communicatie  
Hilke Evenepoel: [hilke.evenepoel@leuven.be](mailto:hilke.evenepoel@leuven.be) | projectcoördinator Hoppingspunten en deelmobiliteit

Samenwerking voor duurzame mobiliteit  
Stad Leuven werkt samen met Blue Mobility om de Blue-bike en de Blue-bike deelfietsen in Leuven aan te bieden. Daarmee krijgen we subsidie van de stad Leuven en de Provincie Vlaanderen voor het Interreg project ShareDiMobiHub.

Interreg North Sea  
Stad Leuven  
Provincie Vlaanderen  
Beleidsplan voor de Provincie Vlaanderen 2023-2025  
be

12/2023:  
Start in Leuven station  
→ 15 e-bikes

08/2024:  
Extension 1: +6 stations on  
public space; + 41 e-bikes  
→ 56 e-bikes

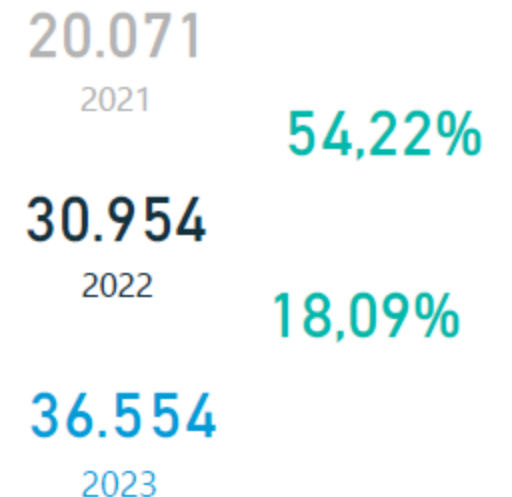
06/2025:  
Extension 2: +3 stations; +  
20 e-bikes  
→ 76 e-bikes

07-12/2025:  
Promotion, testing,  
monitoring and  
evaluation

# Context at start of the project

- 2023
  - ◆ 206 Blue-bikes (191 city bikes and 15 e-bikes)
  - ◆ 4,969 unique users
  - ◆ 3 back-to-one locations: 2 locations at Leuven station and 1 at Heverlee station
  - ◆ Tariff structure
    - ▶ Yearly membership € 12/year
    - ▶ Max. € 3,50 for a 24H rental (€ 7 for e-bike)

## Evolution number of trips





# Blue-bike 2.0

- Full app integration
- Circular e-bike
- New pricing model
  - ◆ Blue-bike Member
  - ◆ Blue-bike Ticket
  - ◆ Blue-bike Member Plus
- Trip pricing per 30 minutes and 12H
- Extra payment methods

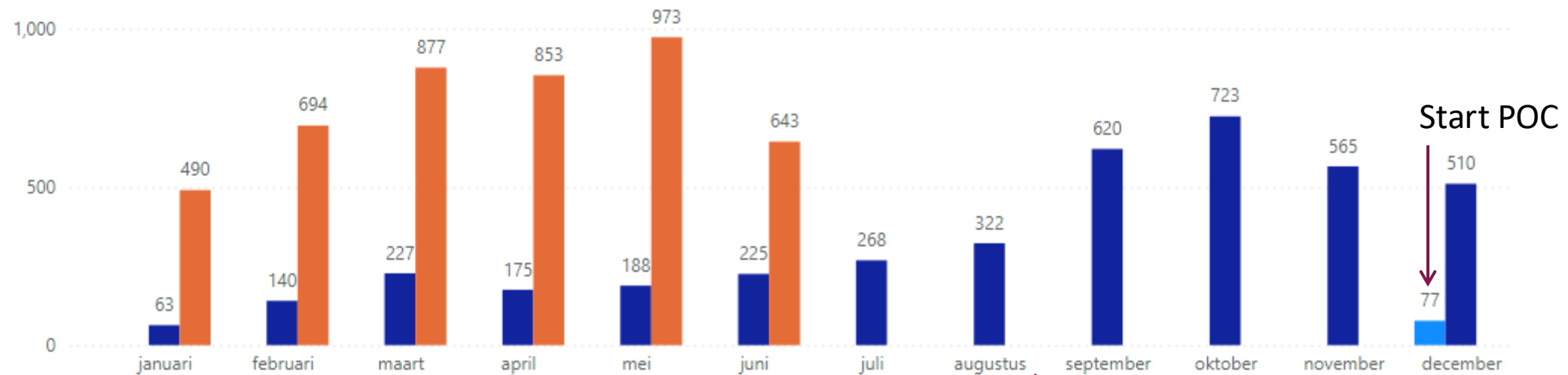


	Blue-bike Ticket Pay per ride and hit the road immediately	Blue-bike Member First 24h = price 12h	Blue-bike Member Plus Unlimited trips shorter than 12h
Entry cost	-	€12/year €2/month	City bike: €35/month City bike + e-bike: €70/month
Price per 30 min			
City bike	€2	€1	-
E-bike	€4	€2	-
Maximum price per 12h			
City bike	€6	€3,5	-
E-bike	€12	€7	-
Surcharges Show more +			

# Usage

## Monthly amount of trips (YTD)

Jaar ● 2023 ● 2024 ● 2025



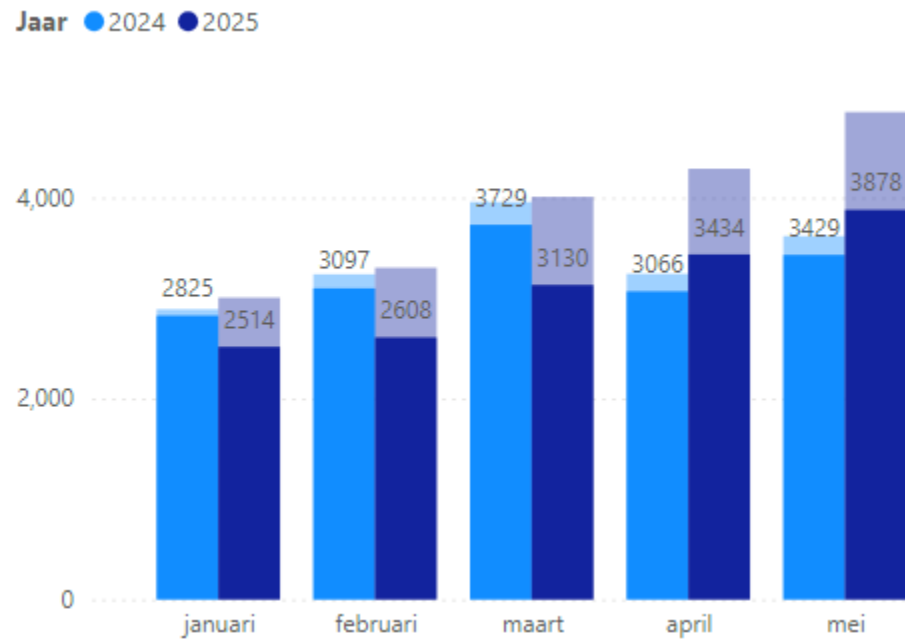
Start POC

Extension 1 (+ 6 locations and 41 e-bikes)

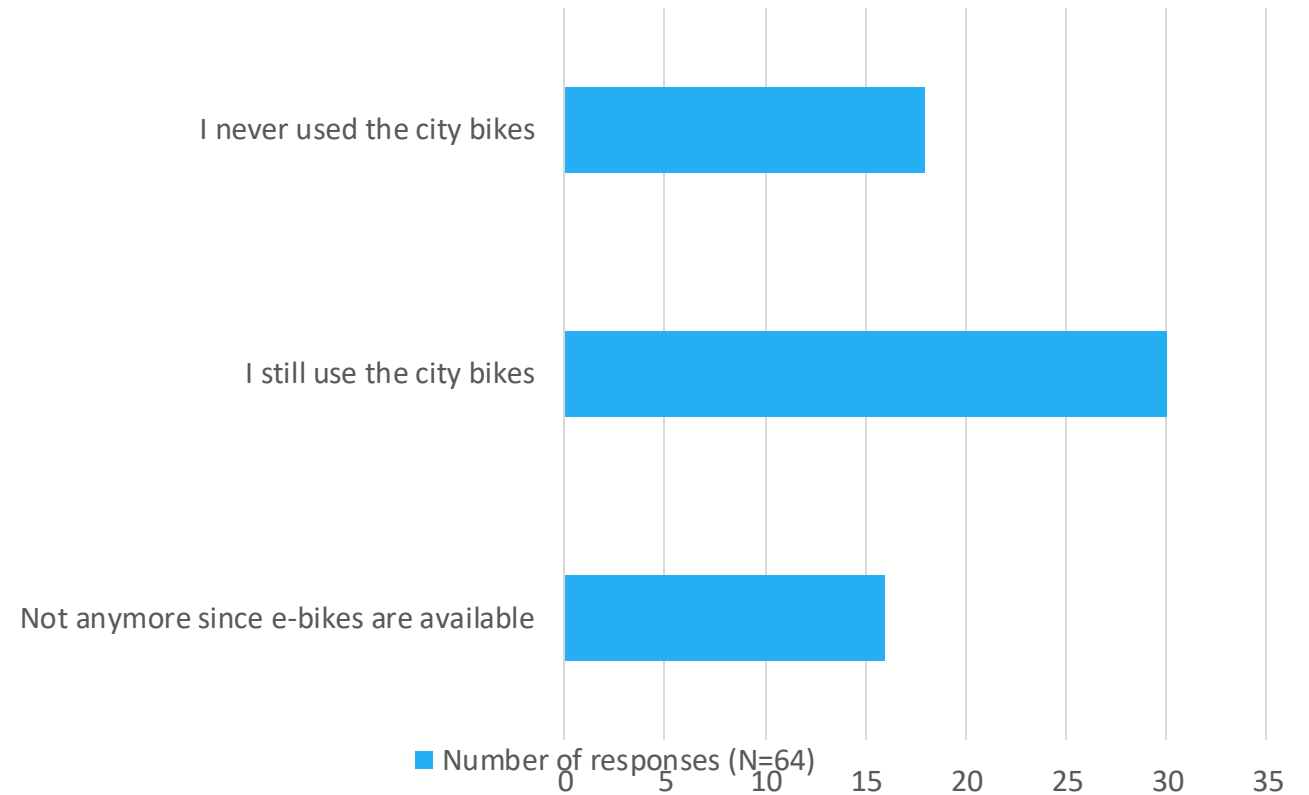
Extension 2 (+ 3 locations and 20 e-bikes)

# Usage

## Impact on usage city bikes



Do you still use Blue-bike city bikes in Leuven?



# Usage

## Most popular trajectories (2025)

Startlocatie	Eindlocatie	Aantal ritten
Leuven Station Tiensevest	Leuven Station Tiensevest	2300
Leuven Station Tiensevest e-bike	Leuven Station Tiensevest e-bike	407
Leuven Parking Vaartkom	Leuven Parking Vaartkom	261
Leuven Rector de Somerplein	Leuven Rector de Somerplein	225
Heverlee Kapeldreef	Leuven Station Tiensevest	155
Heverlee Kapeldreef	Heverlee Kapeldreef	136
Leuven Station Tiensevest	Heverlee Kapeldreef	131
Leuven Station Tiensevest	Leuven Rector de Somerplein	98
Heverlee Wetenschapspark	Leuven Station Tiensevest	72
Leuven Rector de Somerplein	Leuven Station Tiensevest	70
Heverlee Wetenschapspark	Heverlee Wetenschapspark	65
Leuven Station Tiensevest	Heverlee Wetenschapspark	58
Heverlee Researchpark Haasrode II	Leuven Station Tiensevest	46
Heverlee Haasrode UCLL	Leuven Station Tiensevest	36
Leuven Parking Vaartkom	Leuven Station Tiensevest	33
Leuven Parking Vaartkom	Heverlee Kapeldreef	31
Leuven Station Kop van Kessel-Lo	Leuven Station Kop van Kessel-Lo	28
<b>Total</b>		<b>4530</b>

Back-to-one

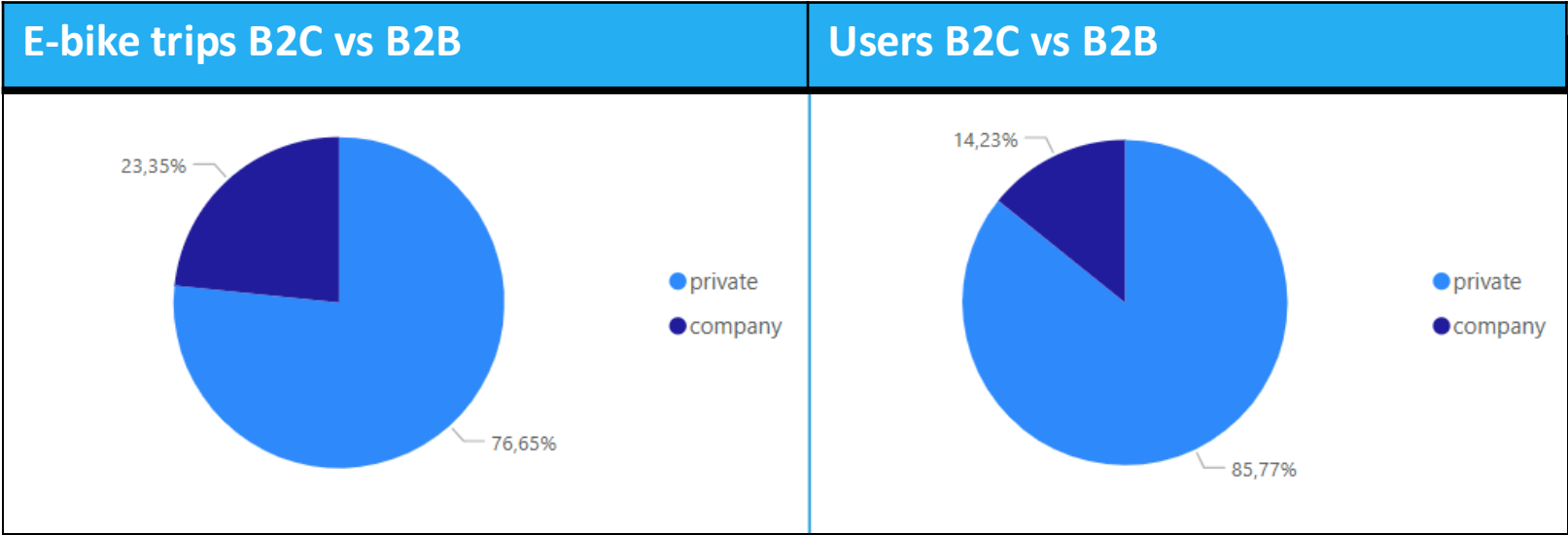
Back-to-many

Duration	Trips
a) < 30min	669
b) 30min-60min	123
c) 60min-90min	88
d) 90min-4h	677
e) 4-8h	948
f) 8h-12h	1066
g) 12-24h	652
h) >24h	307
<b>Total</b>	<b>4530</b>

# Usage

## B2C vs B2B evolution

■ Evolution 2023-2025 (YTD)



2025

# Learnings

- Business potential is still untapped
- Diversified tariff structures drive adoption (especially for B2B)
- 1-on-1 dialogue with companies is key
- Proximity and network density matter
- Deep digital integration unlocks seamless journeys
- Integration within regional mobility strategy is essential
- E-bikes enable both local and regional trips and pay off in hilly regions
- Active rebalancing & buffer capacity
- Battery swaps
  - ◆ Pro: minimal downtime, consistent range, easier peak-hour availability
  - ◆ Con: infrastructure costs, logistics complexity, reliance on technical partners
- Circular economy & social economy collaborations





# Thanks!

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# Rotterdam pilot



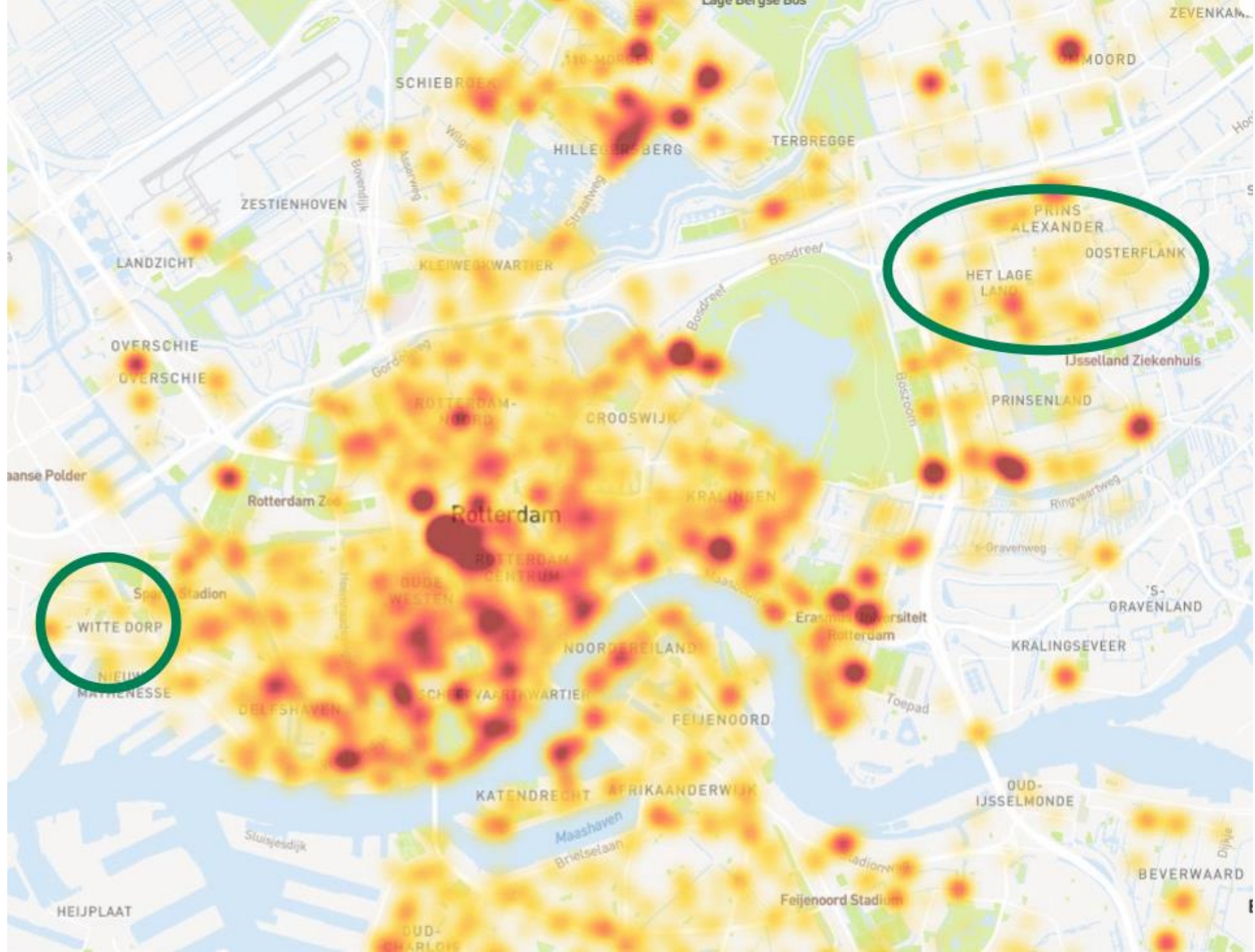
ShareDiMobiHub webinar POLIS – Stefan Schimmel (Rotterdam) and Robin Kleine (Mobycon)



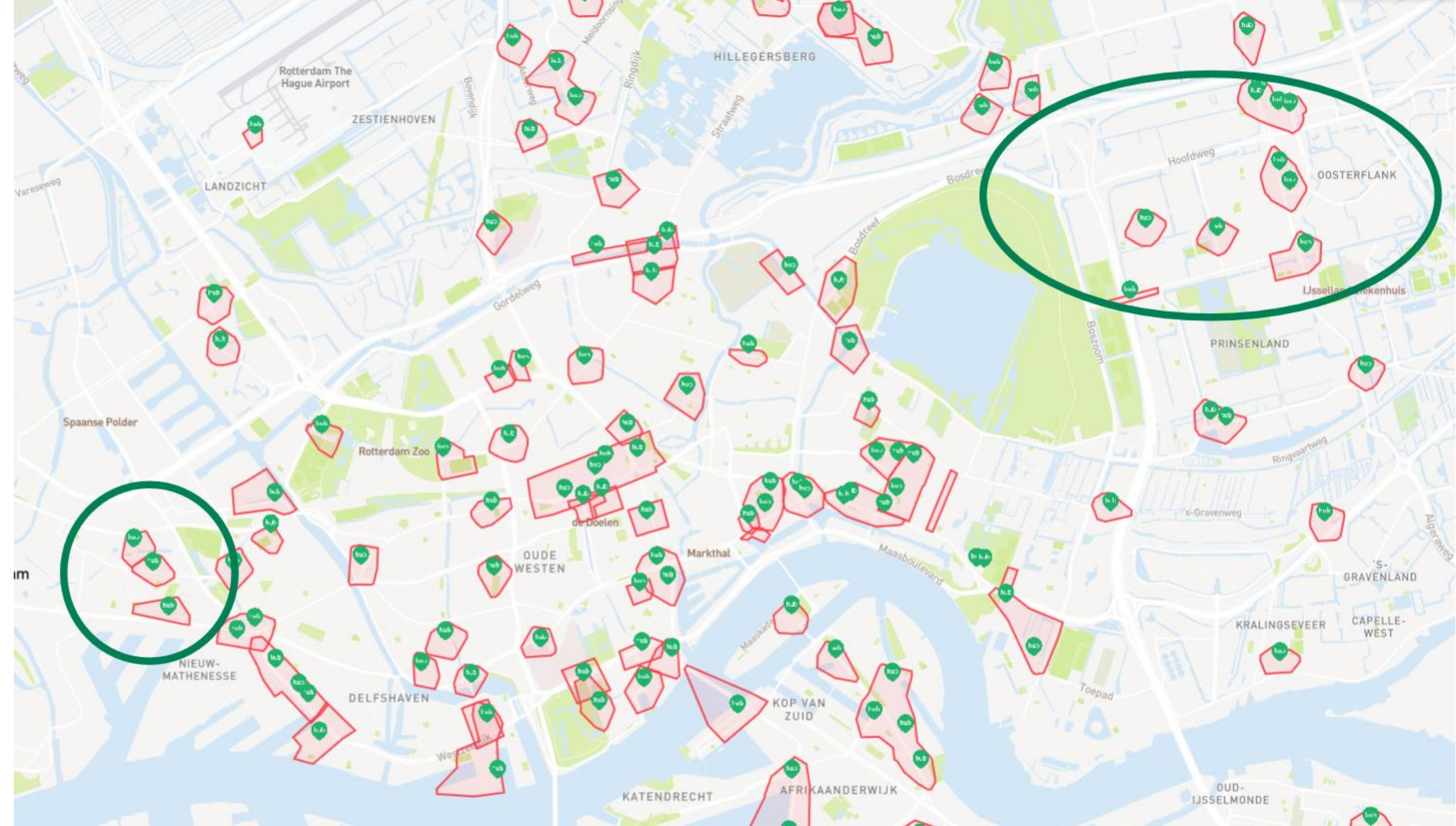
Gemeente  
Rotterdam

# Introduction











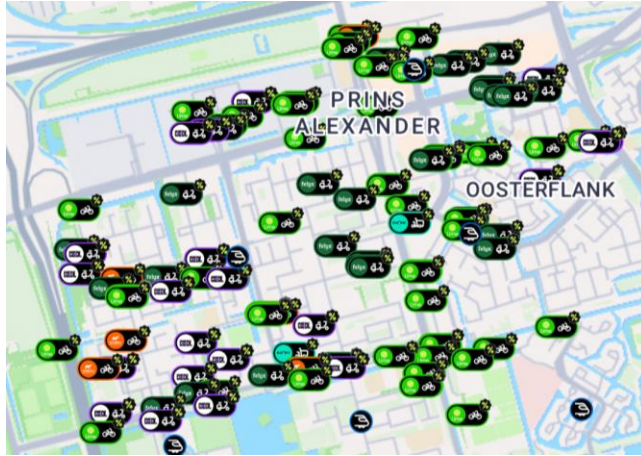


# Approach



# Approach

## Availability vehicles



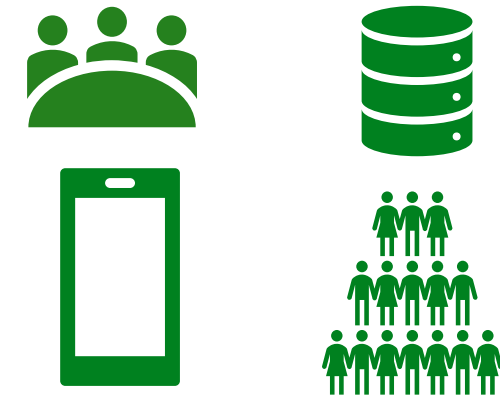
## Campaign



## Support

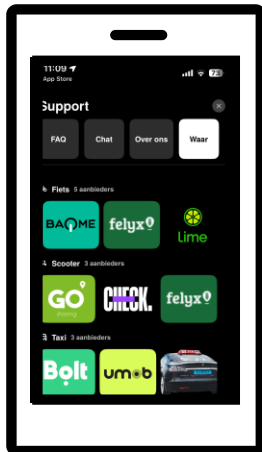


## Research



## Mobility budget through MaaS app:

- 2 months free
- 2 months 50% discount









# Preliminary insights

\*Results not final, data still being collected



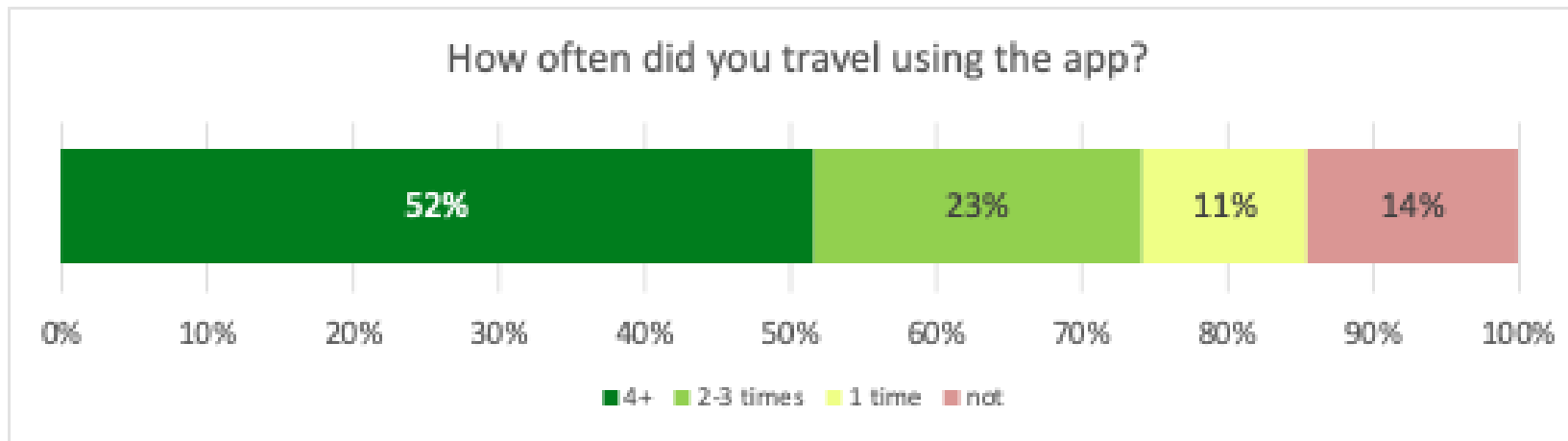
# Status 18 June

- 5.000 visits of the registration page
- 3.000 registrations
- 1.700 unique riders
- 16.500 rides in total



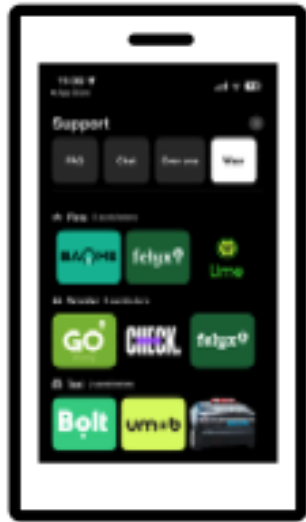
# Effect on participants

- **Survey among participants** (in app) after 1 and 4 months
- Most people reached through **municipal letter** (77%), followed by **friend and neighbours** (14%) (N=97)



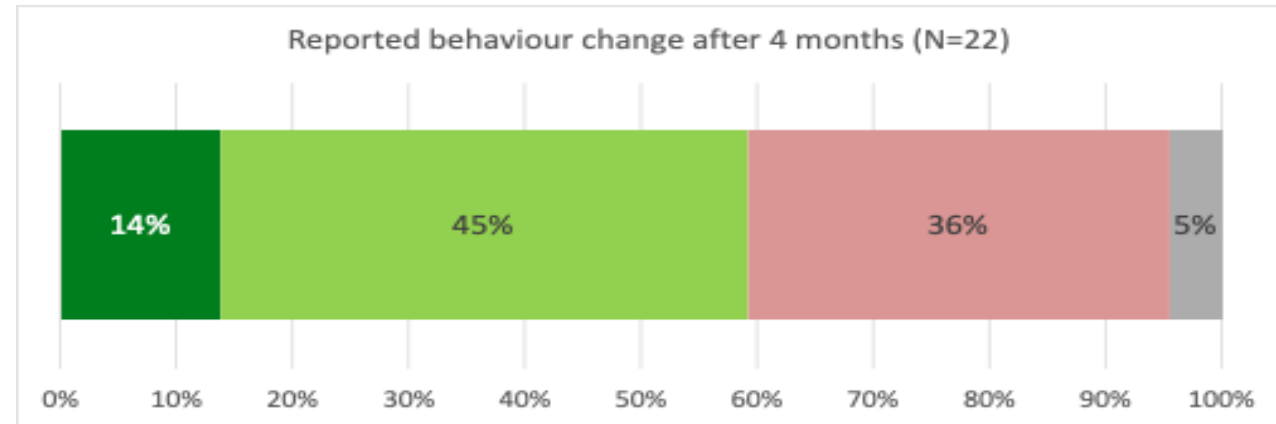
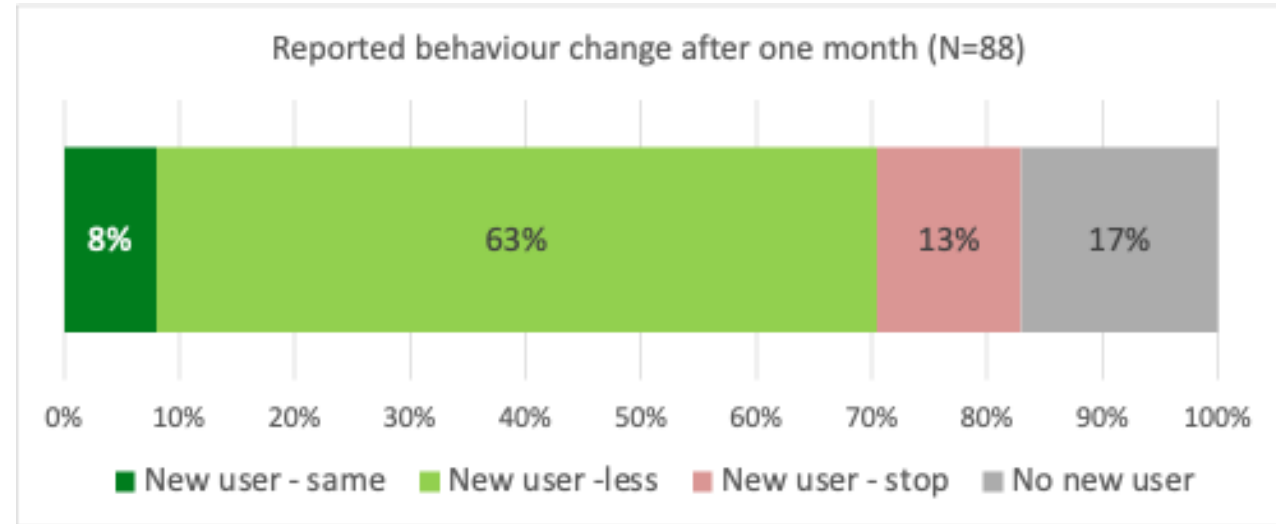
- 75% is using shared mobility **more often** since the offer (N=92)
- 68% says shared mobility is **useful** for them (N=90)

# Does the effect last?



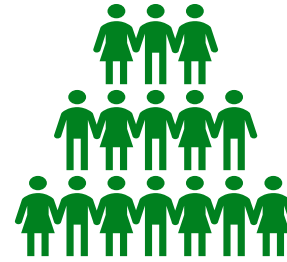
Will you use shared mobility less if the offer ends? /have you used it less since the offer ended?

Did you already use shared mobility before this offer?



# Effect on the neighbourhood level

Survey sent to all residents of participating neighbourhoods in February and June (with University of Antwerp)



February 2025:

- 73% is familiar with the concept of a mobility hub
- 26% have used mobility hubs
- 36% is planning to use mobility hubs more often in the future

June 2025 (survey still live):

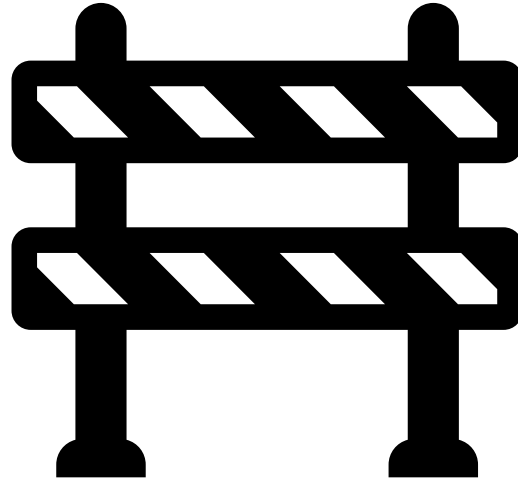


# Some first take aways

- We are able to **introduce new people to shared mobility**
- Most participants have a **positive experience** and think SM is useful for them
- A lot of participants **tell others about their positive experience** (67%)
- **Costs** are perceived as a major barrier to using share mobility (more) often
- Importance of a **smooth process and user experience** (communication, onboarding, using the app, hubs/vehicles), especially with new target groups
- Trips mostly seem to replace **PT and bike trips** and sometimes car trips/trips wouldn't be made otherwise (although more data needed)



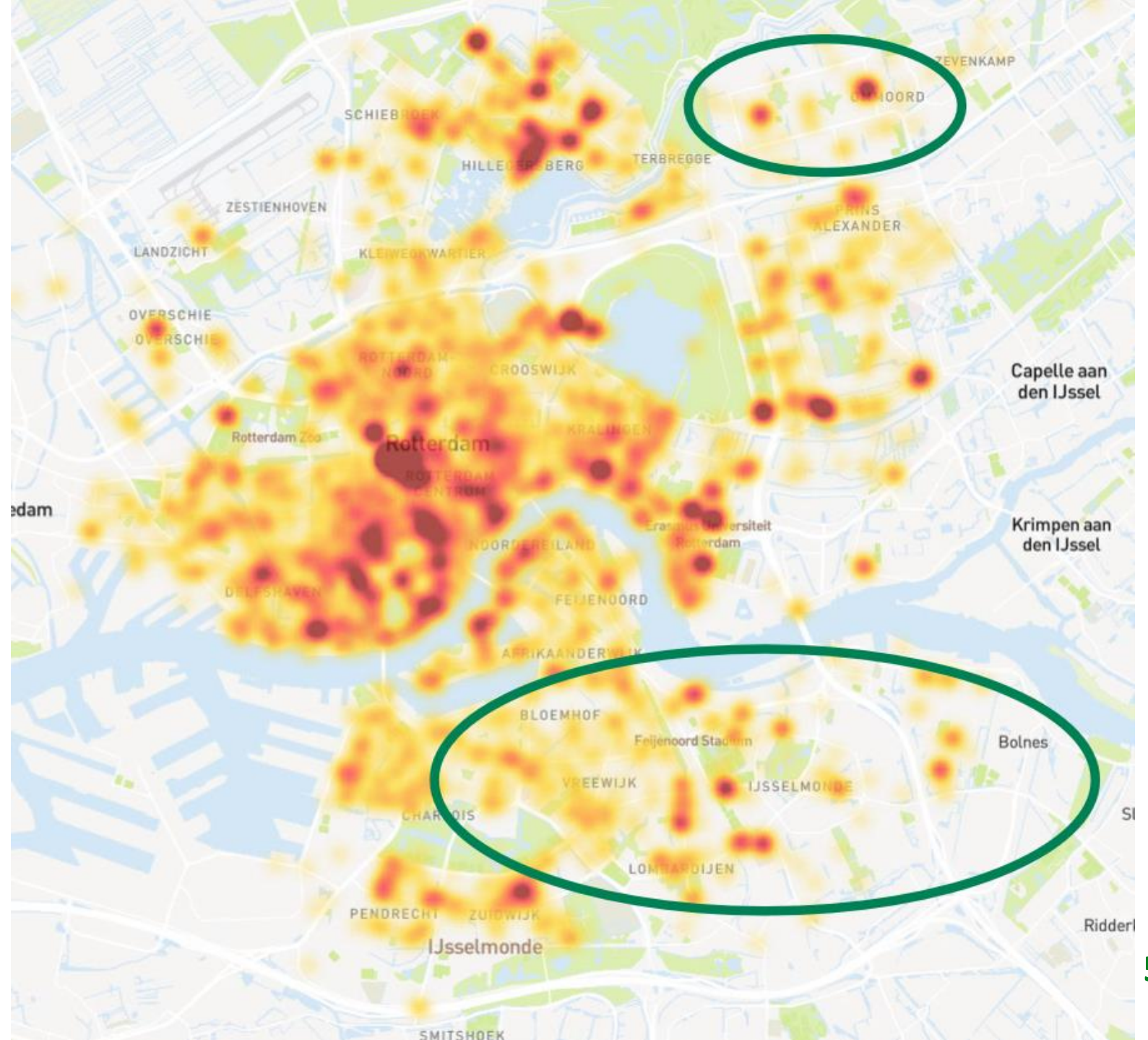
Final results ready by end of summer



# Follow-up

# Upscaling

Added new  
neighborhoods



# Upscaling

- Question: How do you handle the rural areas: the providers are hesitant to offer shared mobility in these areas because usage is insufficient and idle time is increasing (something we want to reduce). At the same time, we require the provider to have 3% of their fleet available in all neighborhoods in Rotterdam. What is your opinion about this?



An aerial photograph of Rotterdam, Netherlands, during a vibrant sunset. The sky is filled with orange and yellow clouds, with the sun low on the horizon. The city's skyline is visible, featuring a mix of traditional European architecture with dark roofs and white window frames, and modern high-rise buildings. Notable structures include the Erasmus Tower (a tall, thin skyscraper) and the Rotterdam Tower (a distinctive, angular building). The Erasmus Bridge, a cable-stayed bridge, is also visible on the right side of the image. The foreground shows a dense cluster of residential buildings with dark roofs and white window frames.

# Rotterdam.



**POLIS PAPER – Fighting Transport Poverty  
with the Social Climate Fund**

# **Mobility Hubs for Overcoming Transport Poverty**

# **Q & A Session**

# Save the date for our final conference!

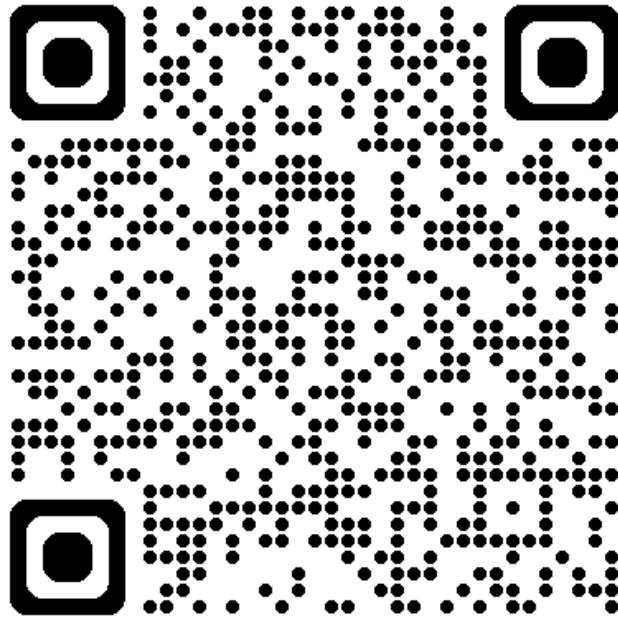
- Will be part of Shared Mobility Rocks '25 and the annual conference of the Dutch shared mobility programme 'Shared Mobility!Naturally'
- Monday September 29<sup>th</sup> Amersfoort, Netherlands



**NATUURLIJK!**  
DEELMOBILITEIT



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# Thank you



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