

eHUBS Webinar

Behavioural change at electric mobility hubs

16th June 2021, 11.00-12.00

AGENDA & TOPICS

11.00-11.05	Introduction and welcome <i>Bram Seeuws, Autodelen.net-Carshare Belgium</i>
11:05-11.20	eHUBS from a behavioural perspective <i>Marije Van Gent, Hogeschool van Amsterdam</i>
11.20-11.35	Behavioural change interventions at the eHUBS in Nijmegen-Arnhem Region <i>Jasper Meekes, City of Nijmegen</i>
11.35-11.50	How will people use Ehubs? Results from a survey in Amsterdam <i>Fanchao Liao, TU Delft</i>
11.50-12.00	Q&A Session with speakers

Register to the event at the following link:

<https://zoom.us/meeting/register/tJwscu2oqjkuG9SBXkzXiY-uZ6PQbjN2EyRK>

Our speakers & topics

Marije van Gent is a behavioural scientist and works at the research group Psychology for Sustainable Cities of the Amsterdam University of Applied Sciences. She conducts research on climate-friendly behaviour in large cities. When are people willing to change their behavior to minimize the impact on the environment, and what is stopping them from changing? How can we influence behaviour to realise carbon neutral cities? She is project leader of an international study on behaviour change and mobility, and explores with her team how to entice car owners to stop using their polluting private car in favour of electric shared mobility.

Title: eHUBs from a behavioural perspective

More and more cities are interested in the potential of mobility hubs as a means to make transport in the cities carbon neutral. As the implementation of this concept is quite a challenge in itself, many city

planners focus on the implantation of the hubs. However, as behaviour experts we state that eHUBs will only be a success when a behaviour perspective is integrated in the design of the hubs, taking into account motives and barriers for the actual use by citizens. Moreover, eHUBs can only contribute to carbon neutral cities when in particular car owners will quit using their private fossil fuel cars in exchange for electrical share modes. In this presentation, we will take a look at the concept of eHUBs from a car owner's perspective and share new insights which factors seem most relevant to entice car owners to try out shared electric modes from the eHUBs.

Jasper Meekes is a policy advisor on mobility at the Nijmegen municipality. He is trained as a spatial planner and has worked as a PhD researcher at the University of Groningen. In Nijmegen, he deals with larger urban area developments, where he aims to bring the city's mobility ambitions to fruition. Additionally, he coordinates the city's participation in the Interreg NWE eHUBS project, in which Nijmegen participates together with the neighboring city of Arnhem. The aim of this project is to provide electric shared mobility in the form of electric bikes, cargo bikes and cars with the goal of reducing CO2 emissions and car ownership.

Title: 'Behavioral Change Interventions at the eHUBS in Nijmegen & Arnhem'

Since June 2020 13 eHUBS have been operational in Nijmegen and Arnhem. To increase the usage of these eHUBS we have implemented a number of behavioral change interventions. During the webinar we will discuss the goals of our behavioral change approach and choice of interventions. Additionally we will discuss some of the challenges that come with planning these interventions.

Fanchao Liao Fanchao Liao is a postdoctoral researcher in TU Delft. Previously during her PhD she studied consumer preference for electric vehicles. She is now working for the eHUBS project with the task of investigating people's attitudes and behaviors given eHUBS' implementation.

Title: How will people use eHUBS? Results from a survey in Amsterdam

Abstract: This presentation aims to provide insights regarding the following topics: what are people's preferences for eHUBS? What factors can influence people's choice regarding the use of shared modes (electric vehicles and e-(cargo)bikes)? Do eHUBS have any added value compared to unimodal shared mobility services? The results are based on a survey conducted this March in Amsterdam.

Our moderator

Bram Seeuws is project and policy officer at Autodelen.net - Carshare Belgium and is an expert in shared mobility. He is specialised in e-carsharing and mobility hubs. He is involved in several national and international projects related to these topics. Within the eHUBS-project, Bram is working on replication cities, the branding of the hubs and organising dissemination events like the eHUBS International Academy and the eHUBS International Exchange event.