

ALTERNATIVE MOBILITY. BUSINESS MOVEMENTS SEEN DIFFERENTLY.

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MOBILITY: THE RIGHT TIME

The roads are closing up. Brussels and Antwerp have the longest traffic jams in Europe; according to several estimates, traffic woes are costing us hundreds of millions of euros in direct economic and, consequentially, social damage. Reports like these – containing these alarming figures – have regularly been making headlines over the past couple of months.

By now, everybody agrees that something has to change. Although, according to Willy Miermans of the University of Hasselt, traffic jams supposedly encourage changes in behaviour¹, this is clearly not yet the case in practice. We know exactly where and when traffic problems will occur and yet we still take the car – probably because in many cases no real alternative exists.

In addition, the government has still only come up with a few practical solutions to structurally tackle the traffic jams. Local widening of the current infrastructure will only solve the problem temporarily. In the long run, the roads will only become busier and one thing is certain: we cannot keep widening the roads.

So should we wait until we come to a complete standstill or all leave our car at home? Of course not. Small changes in our daily habits can make all the difference. The structural traffic jams in particular could significantly be reduced if traffic would already decrease by 5%².

In this paper we hope to inform you of the options available today to make sure that the traffic issues and their consequences have less of an impact on you and your company.

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¹ Bosteels, Jan, « «Files zijn goed». Het verrassende mobiliteitsdebat », in *Knack Auto Special*, 11 September 2013, p. 10.

² Van Baelen, Jef et Zuallaert, Jeroen, « 10 radicale oplossingen », in *Knack*, n° 23, 6 November 2013, p. 24.