



BRUXELLES MOBILITÉ  
BRUSSEL MOBILITEIT

SERVICE PUBLIC RÉGIONAL DE BRUXELLES  
GEWESTELIJKE OVERHEIDS Dienst BRUSSEL

Conférence scientifique internationale 40 ans du métro de Bruxelles  
**Axes de vie – Nœuds d'échanges**

Internationale wetenschappelijke conferentie 40 jaar metro in Brussel  
**Levensaders – Knooppunten**

# La mobilité au cœur de la disruption / Mobiliteit in het hart van de disruptie

International Scientific Conference 40 years of Brussels metro

**Lines of Life – Nodes of Exchanges**

Brussels - 24 and 25 November 2016



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Espaces-Mobilités



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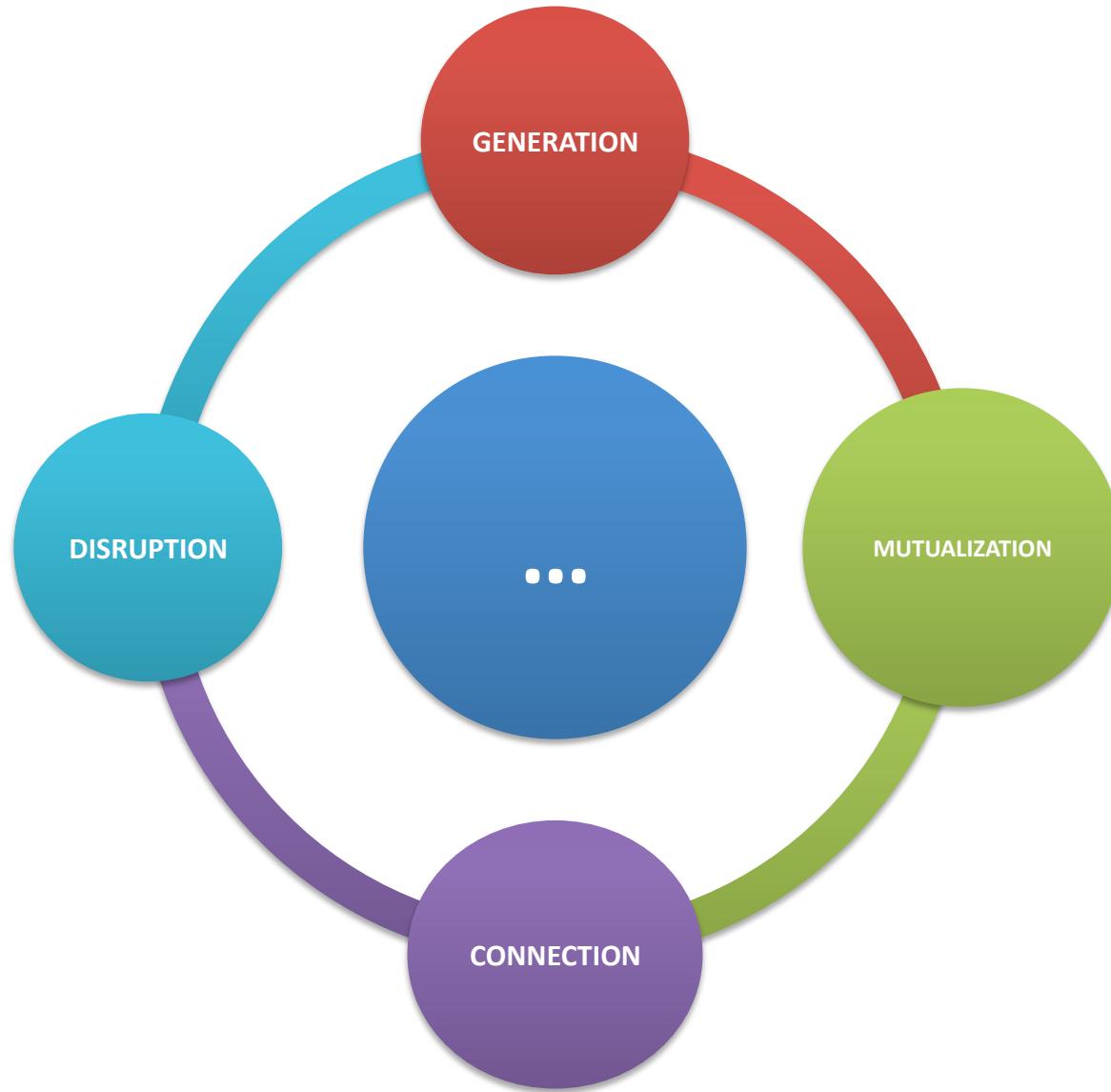
Vous devez toujours citer ce document :

*Espaces-Mobilités, La mobilité au cœur de la disruption, Novembre 2016*

**Certaines illustrations proviennent de la présentation  
15 Marches, La route du futur, Mars 2016**

# Le futur au travers de 5 mots-clés

De toekomst door 5 trefwoorden



# GENERATION



# Générations Y-Z Generaties

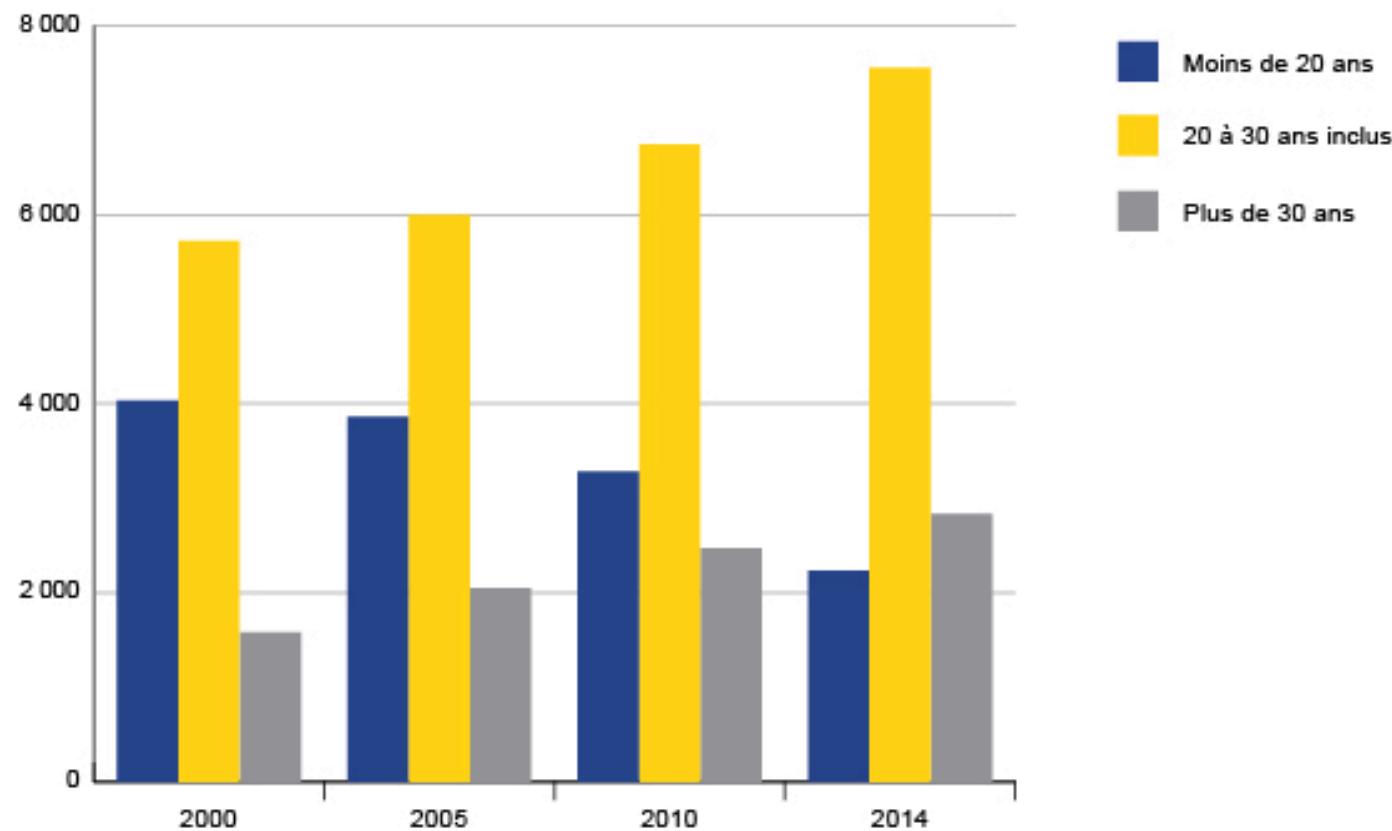
Talking a different language					
Formative experiences	<b>Maturists</b> (pre-1945)  Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women	<b>Baby boomers</b> (1945-1960)  Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated	<b>Generation X</b> (1961-1980)  Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises	<b>Generation Y</b> (1981-1995)  9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth	<b>Generation Z</b> (Born after 1995)  Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks
Percentage in UK workforce	3%	33%	35%	29%	Employed in either part-time jobs or apprenticeships
Attitude toward career	Jobs for life 	Organisational - careers are defined by employees	"Portfolio" careers - loyal to profession, not to employer	Digital entrepreneurs - work "with" organisations	Multitaskers - will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile 	Television 	Personal computer 	Tablet/smartphone 	Google glass, 3-D printing
Communication media	Formal letter 	Telephone 	E-mail and text message 	Text or social media 	Hand-held communication devices
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

Source: Barclays, University of Liverpool

# De l'automobile au mobile

## Van auto naar mobiel

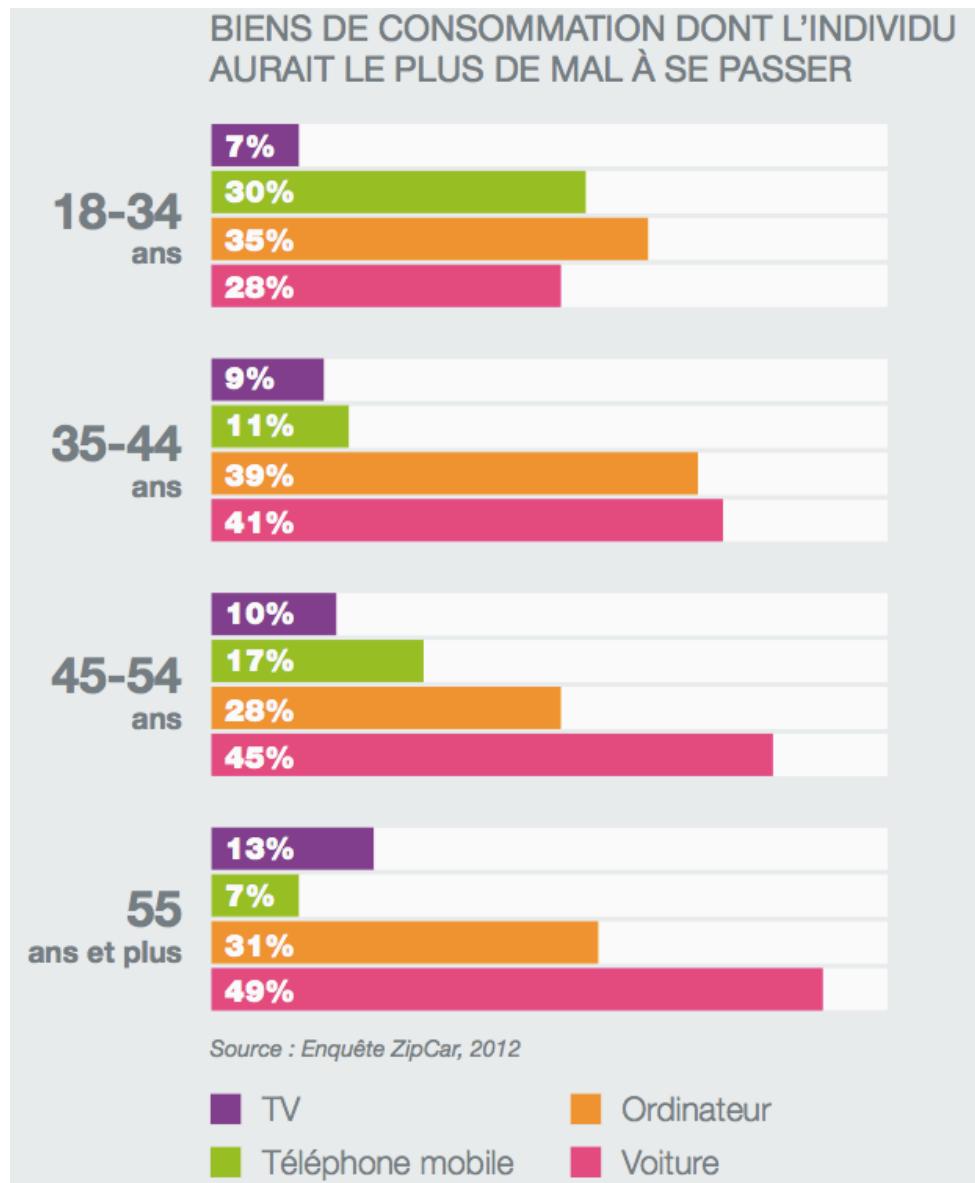
Nombre d'examens pratiques du permis de conduire B réussis sur la voie publique en Région de Bruxelles-Capitale selon l'âge du candidat



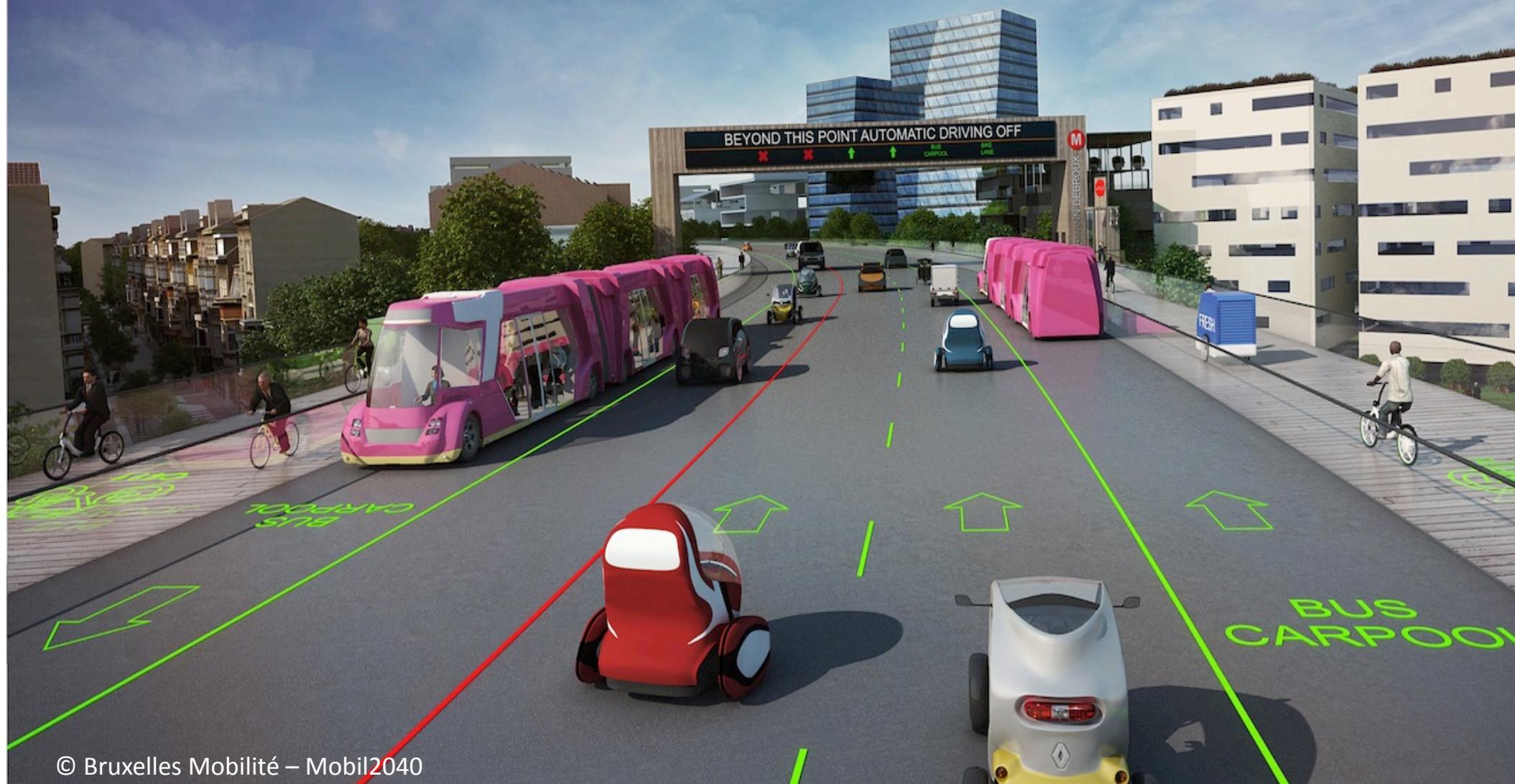
Source : GOCA

# De l'automobile au mobile

## Van auto naar mobiel



# MUTUALIZATION



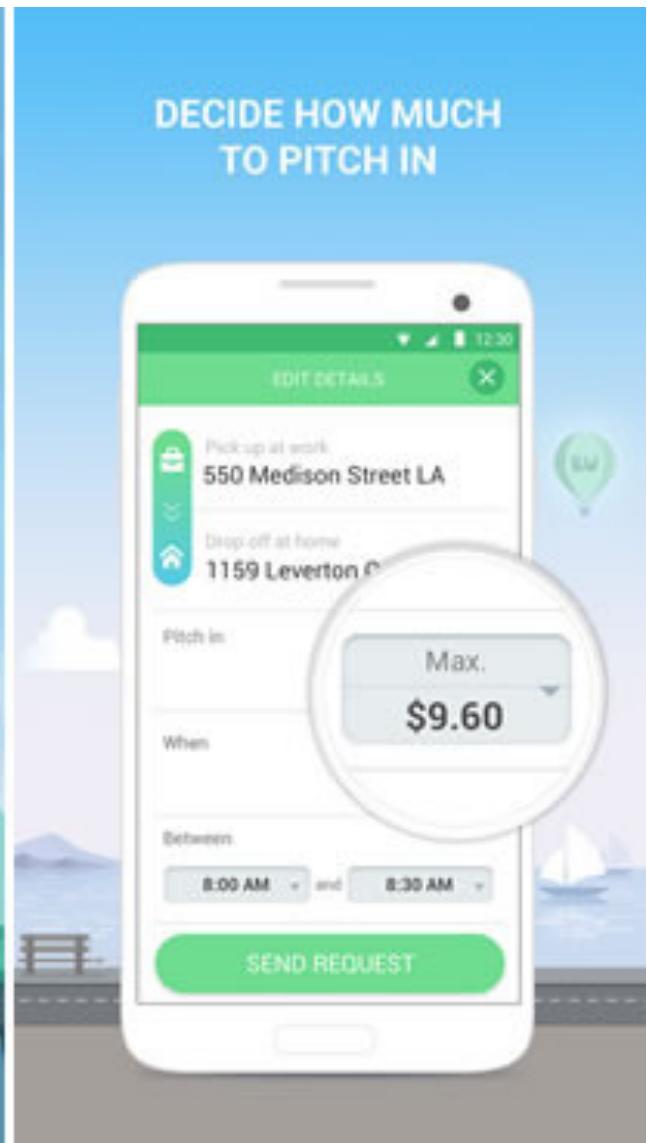
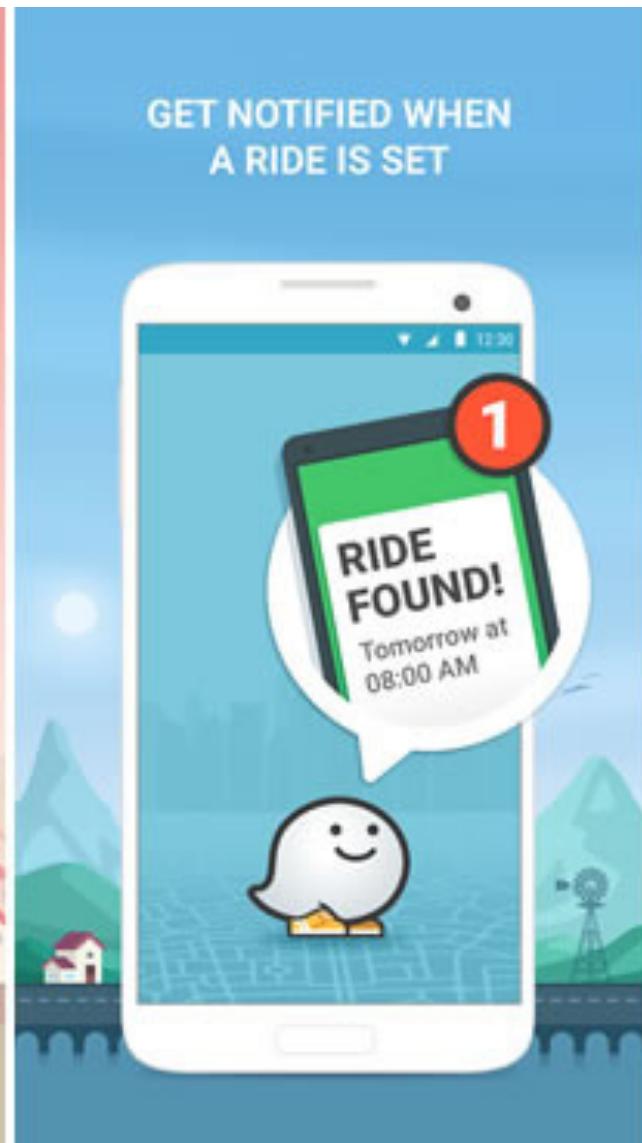
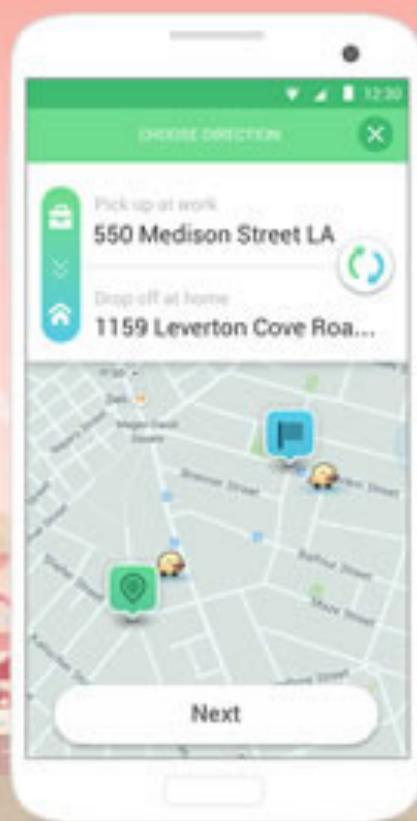
*A journey is best measured  
in friends, rather than miles.*

—Tim Cahill



# waze CARPOOL

EASILY SCHEDULE  
A RIDE TO WORK



## Installations

Entre 100 000 et 500 000

# Facebook Developing Carpool Capabilities

February 1, 2016, 10am PST JAMES BRASUELL



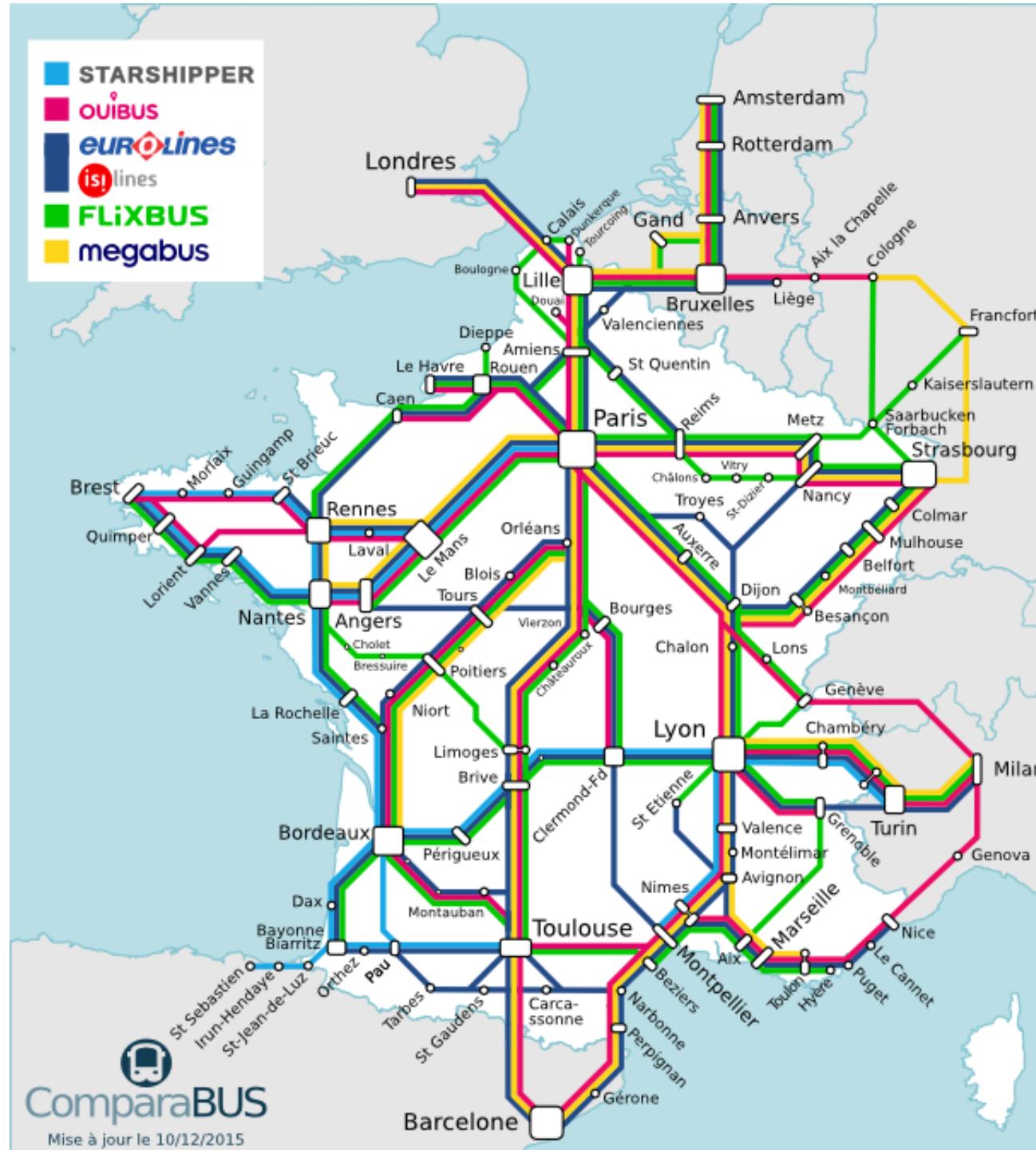
The most popular social media site in the world is the latest entry in the quickly evolving world of mobility applications after filing a patent to for technology that would connect carpoolers.

"Facebook has a clever idea that would make it much easier to hitch a ride to concerts, sporting events and other happenings," reports Jillian D'Onfro.

With a patent application filed on January 28, 2016, the social media giant "laid out plans to become a ridesharing platform, demonstrating how it could let people easily form carpools through its Events feature," according to D'Onfro.



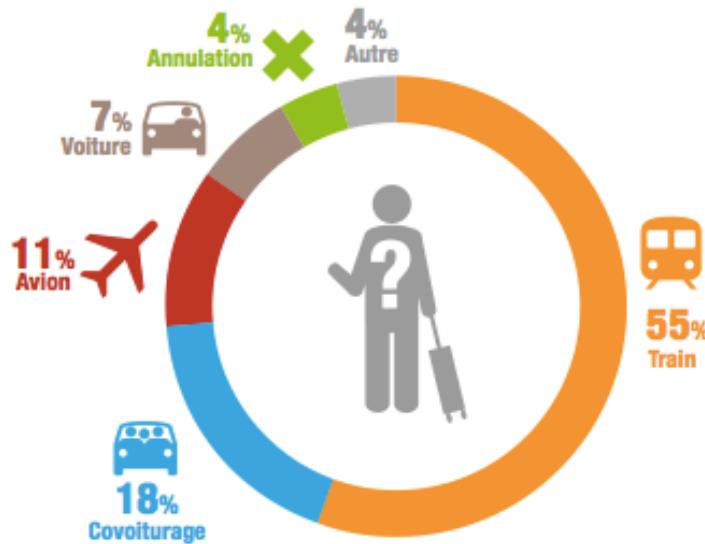
© FlixBus



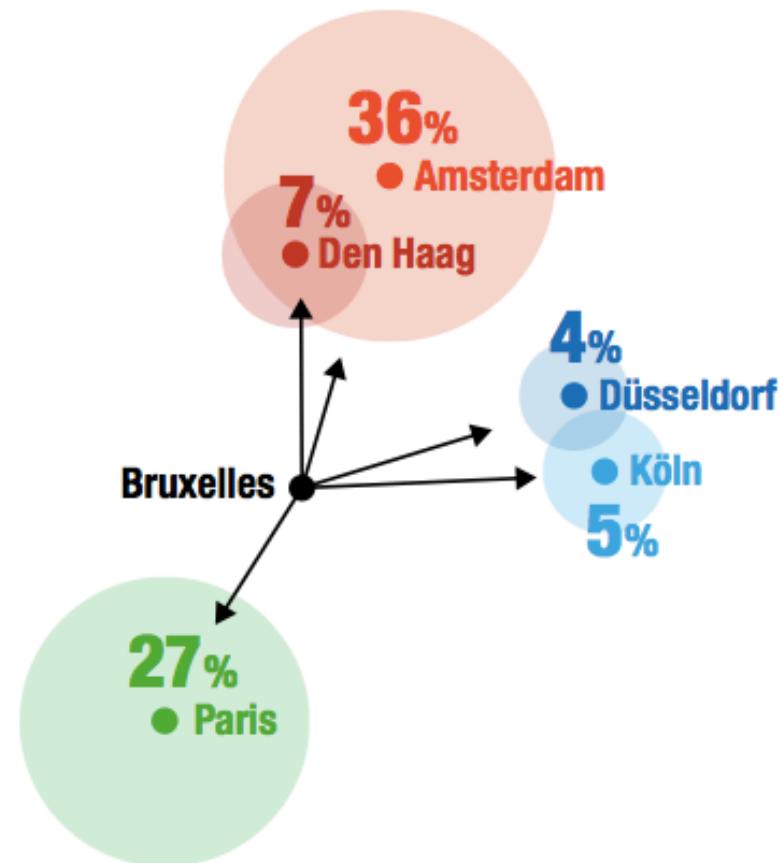
## Enquête auprès des passagers de lignes d'autocars internationales (2)

### Alternative

➔ Si cette offre n'existe pas, qu'auraient-ils fait ?



### Destinations



Cambio



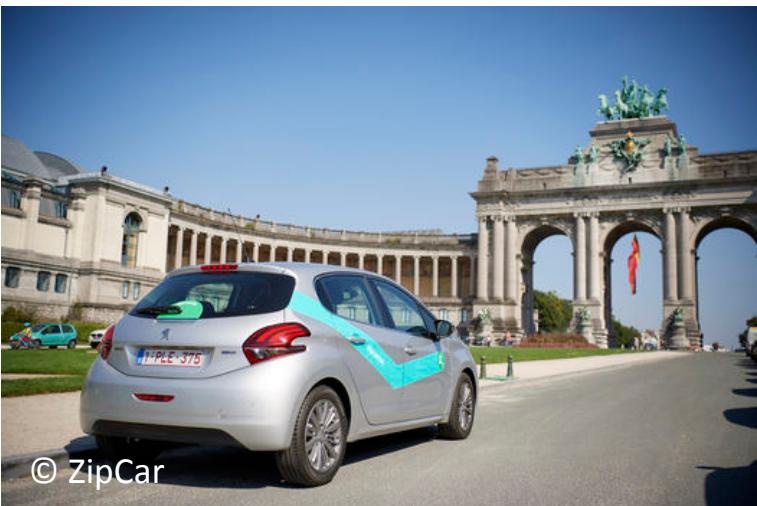
© Espaces-Mobilités

ZenCar



© ZenCar

ZipCar

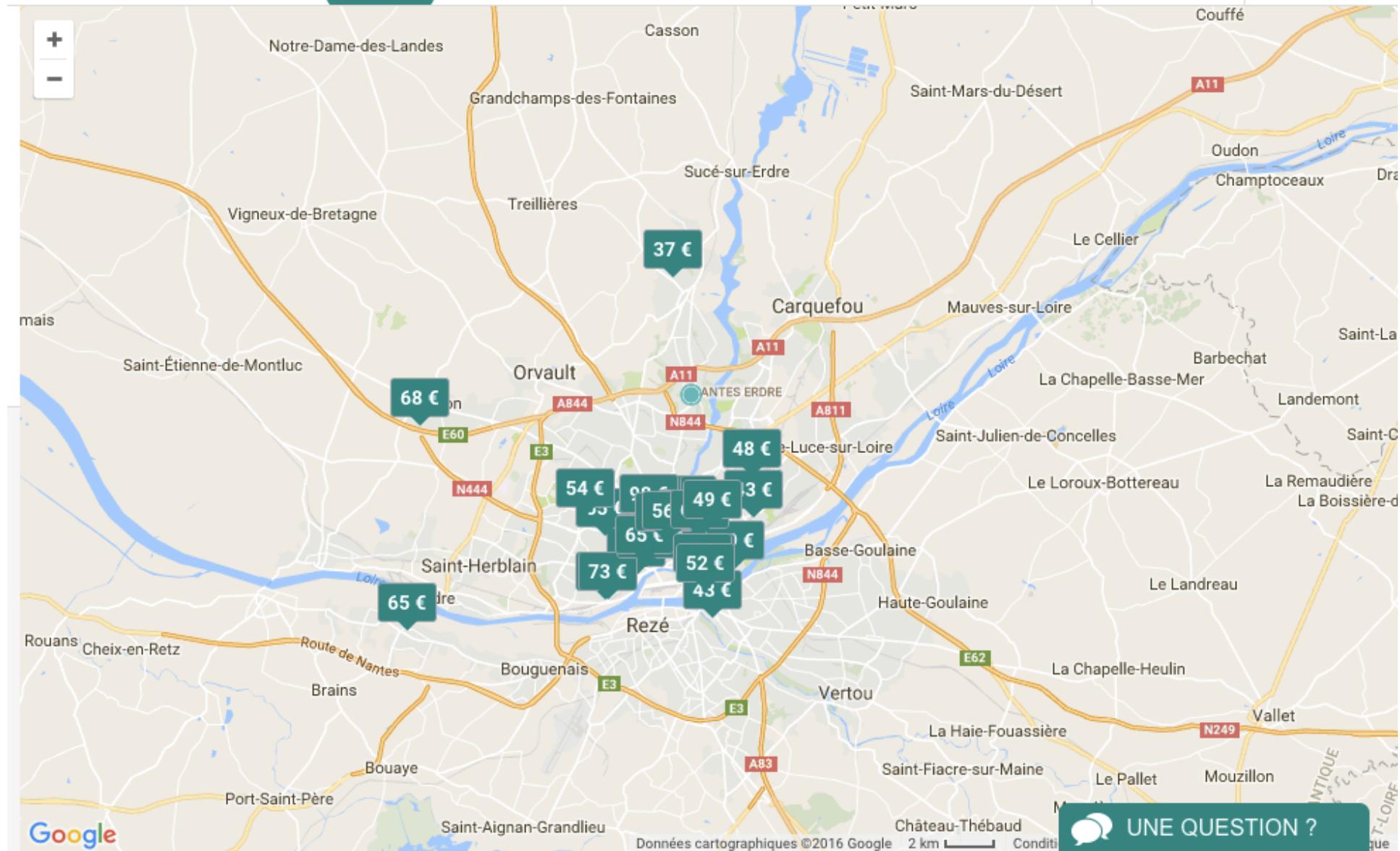


© ZipCar

DriveNow



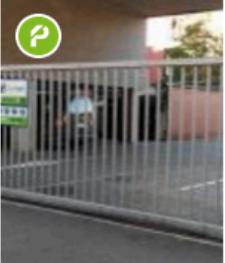
© DriveNow

[Louer mon véhicule](#)[Inscription](#)[Connexion](#)

## LOCALISATION

Schaerbeek, Belgique

[Proximité ▲](#)[Prix \(TTC\) ▼](#)



**Parking Jérusalem (Colruyt)**  
8, Rue de Jérusalem  
1030 Schaerbeek BE

**Disponible**  
 1 min 0.06 km

**39.99 €/mois**

[Détails](#)



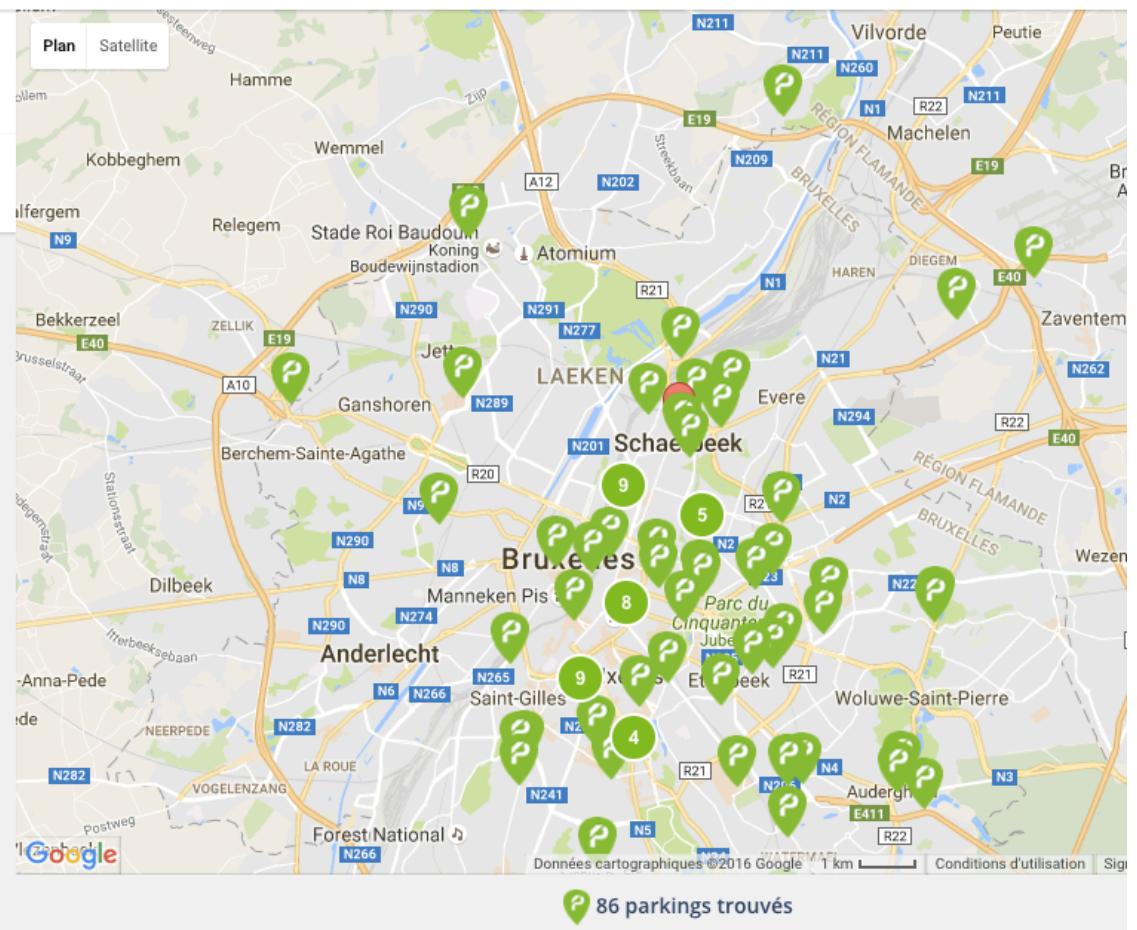
**Parking Carrefour Brusilia**  
60, Rue de Jérusalem -  
jerusalemstraat

**Disponible**  
 4 min 0.30 km

**59 €/mois**

[Détails](#)

<https://www.bepark.eu/fr/parking/belgique/schaerbeek/rue-de-jerusalem/288>



# DISRUPTION



# Connaissez-vous les GAFA?

Kent u de GAFA?

- **Google**  
CONTENT & ADVERTISING

- **Apple**  
ENTERTAINMENT & SOFTWARE

- **Facebook**  
SOCIAL & DISTRIBUTION

- **Amazon**  
COMMERCE & FULFILMENT



# As big as wealthy countries

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Denmark is 35<sup>th</sup> in GDP ranking.  
GAFA generate about the same revenue than  
Denmark, but with 10x less people.

GAFA's revenue growth exceeds China's.



GAFA

Revenue (2013):

**\$316 Bn**

Employees (2013):  
**252k**



Denmark

GDP (2013):

**\$330 Bn**

Employed people  
(2013):  
**2,674k**



GAFA

Revenue growth in  
2013:

**12%**



China

GDP growth in  
2013:

**9%**

≡ MENU

U B E R

CONNEXION

S'INSCRIRE

55 PAYS  
PRÉSENCE LOCALE, EXPANSION GLOBALE

TROUVER VOTRE VILLE



Think globally – Disrupt locally !

Et les NATU?

En de NATU?

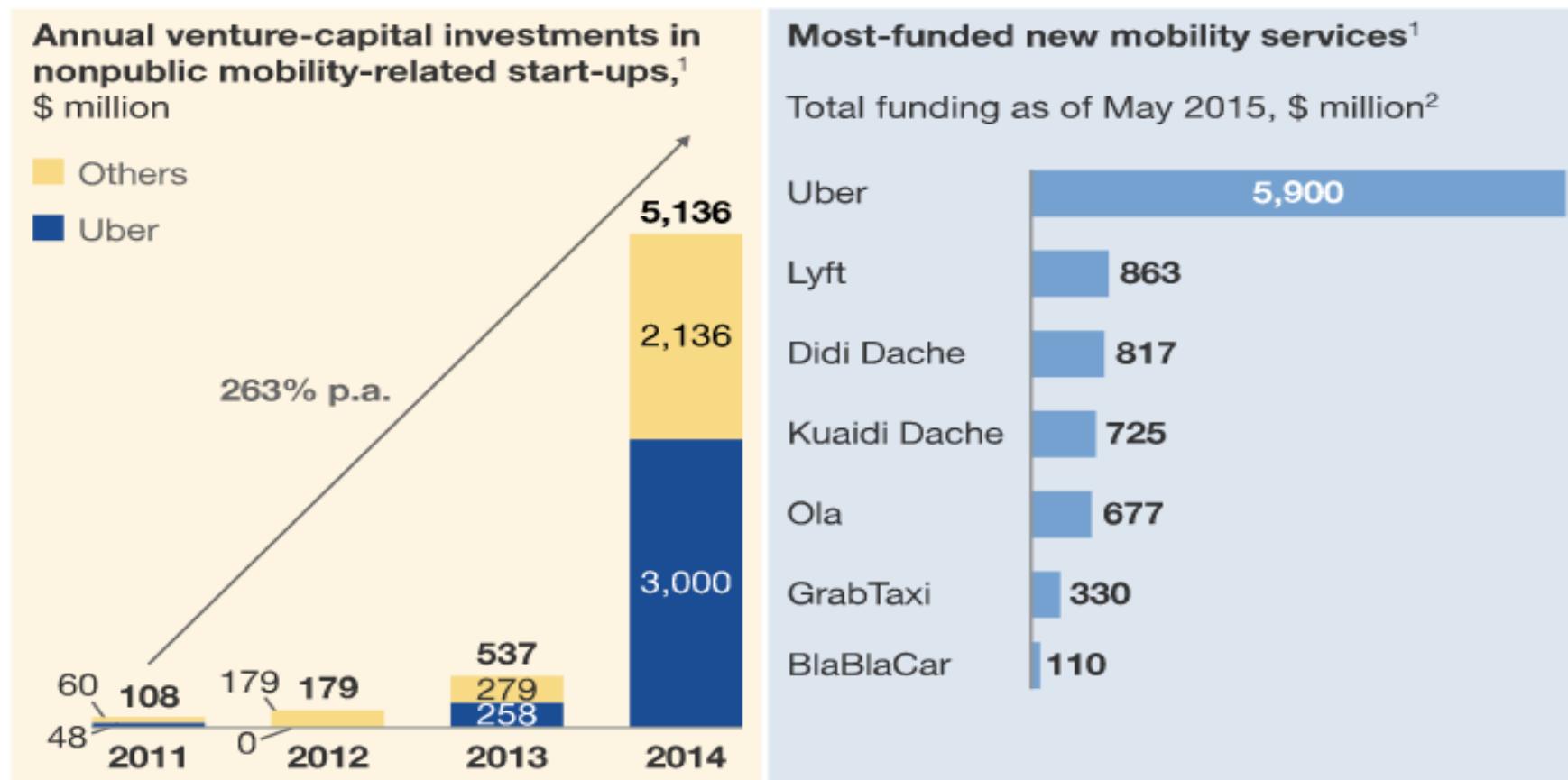


TESLA MOTORS



U B E R

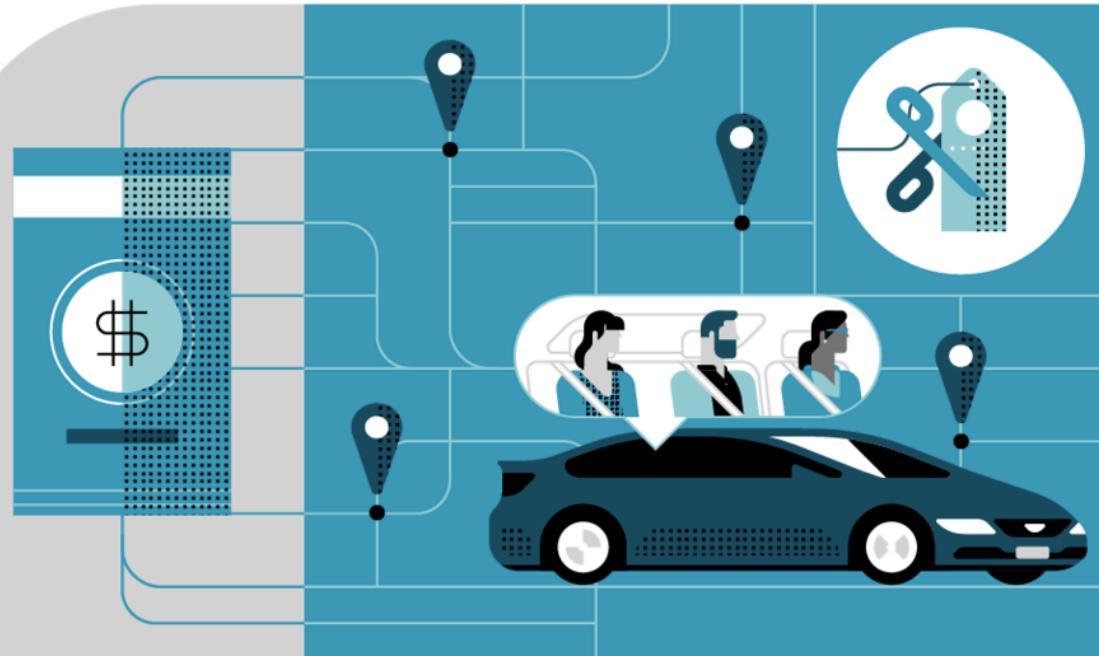
## Mobility-service companies are finding capital.



<sup>1</sup>By total funding raised to date. Publicly disclosed information only.

<sup>2</sup>Does not include mobility services offered by automotive OEMs (eg, DriveNow, Car2Go), as data are not disclosed.

## Introducing the POOL Pass



Unlock \$1 [uberPOOL](#) trips for the month of August when you purchase a 20 trip monthly POOL Pass. For \$30, your POOL Pass guarantees that you'll ride [uberPOOL](#) for only a dollar!

Take [uberPOOL](#) trips any time or day of the week, anywhere within the designated zone that stretches all across the Washington, DC metro area from Clarendon, to Cleveland Park, to Capitol Hill. All eligible trips will be just \$1 a ride, even in times of high demand.

Passes will be available for purchase in the app Wednesday, July 27 through 12:00pm EDT on Sunday, July 31.

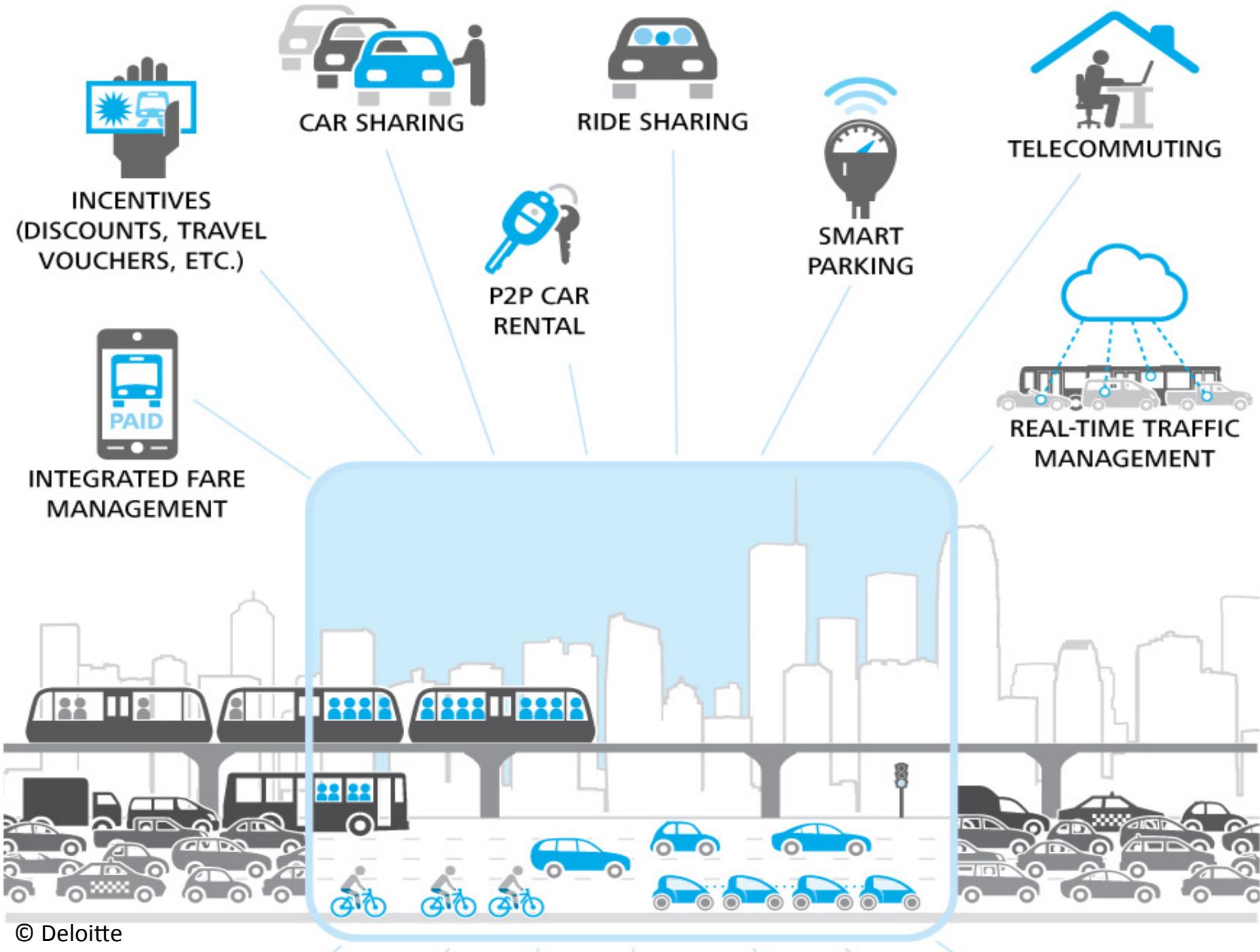


© Bridj

# CONNECTION

BOCKSTAEL STATION		27/02/2040	11.50				
DEPART	-	DEPARTURES	-	VERTREK			
Aalst		Z6	12.01 12.16 12.31	Plat 1 Plat 1 Plat 4			
Brussels National Airport		Z1	12.05 12.35 13.05	Plat 6 Plat 6 Plat 1			
Brussels Royal		Z1	12.05 12.35 13.05	Plat 2 Plat 2 Plat 6	Z9	12.18 12.28 12.48	Plat 3 Plat 3 Plat 2
Jette		Z5	11.54 12.14 12.24	Plat 4 Plat 3 Plat 3	Z6	12.01 12.16 12.31	Plat 4 Plat 4 Plat 4
Leuven		Z1	12.05 12.35 13.05	Plat 3 Plat 5 Plat 5			
Mechelen		Z9	12.18 12.28 12.48	Plat 6 Plat 6 Plat 1			







70 millions users



20 millions users



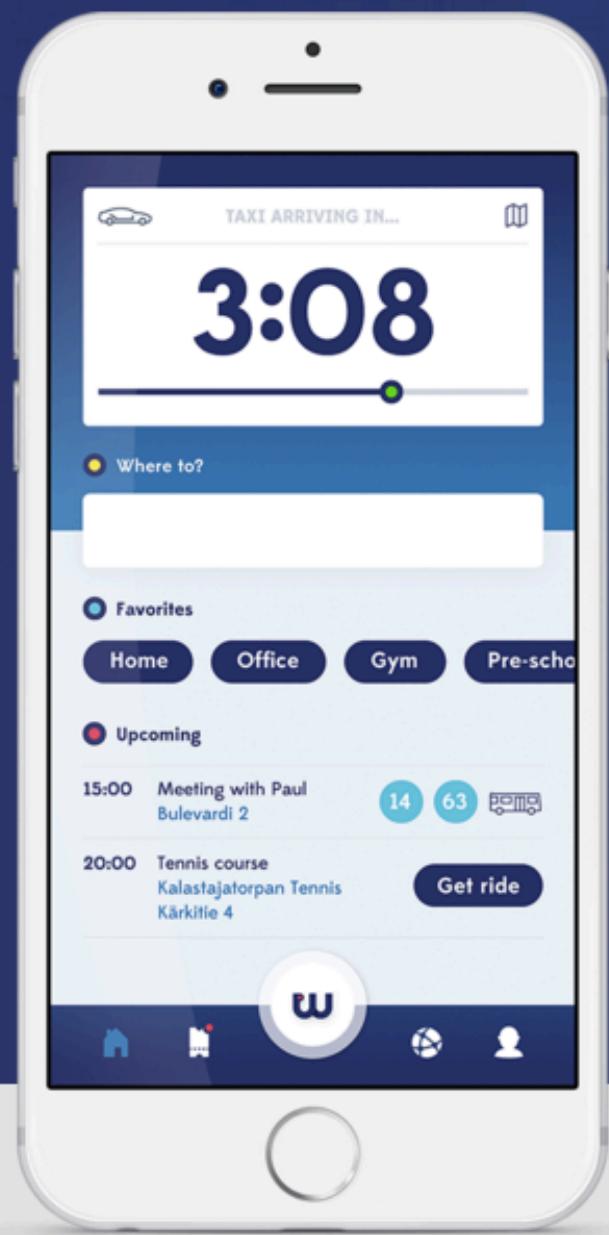
**Citymapper**

Few millions users



Google Maps

1 billion users



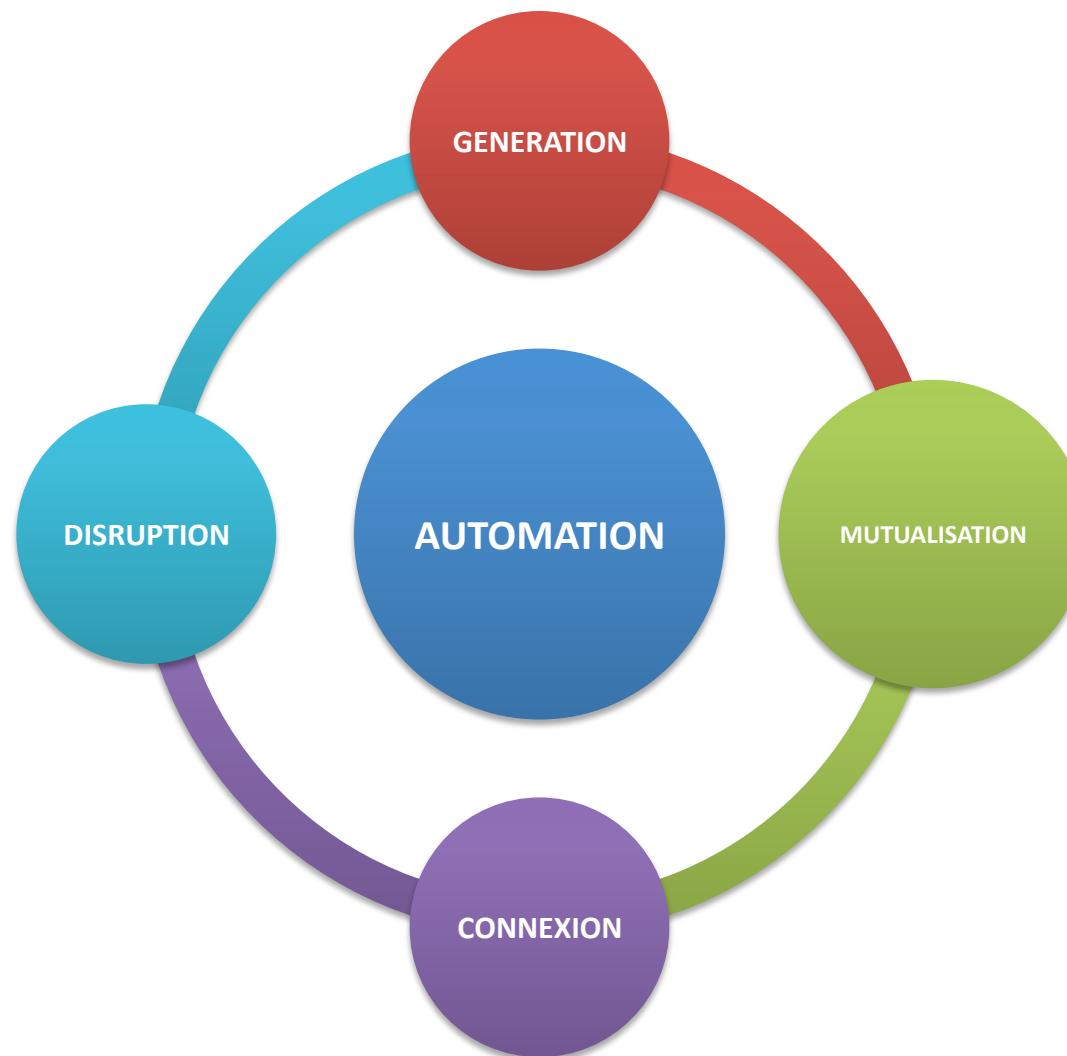
# Whim is ready to go!

Whim has been launched in the Helsinki region and the next areas will follow in early 2017. Enter your email address and be the first ones to move on a Whim.



SIGN UP

Et quand on combine le tout ?  
En wanneer alles wordt gecombineerd?



# Un smartphone sur roues

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De nouveaux entrants qui conçoivent  
la voiture comme un réseau

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# 25 entreprises travaillent sur la voiture autonome

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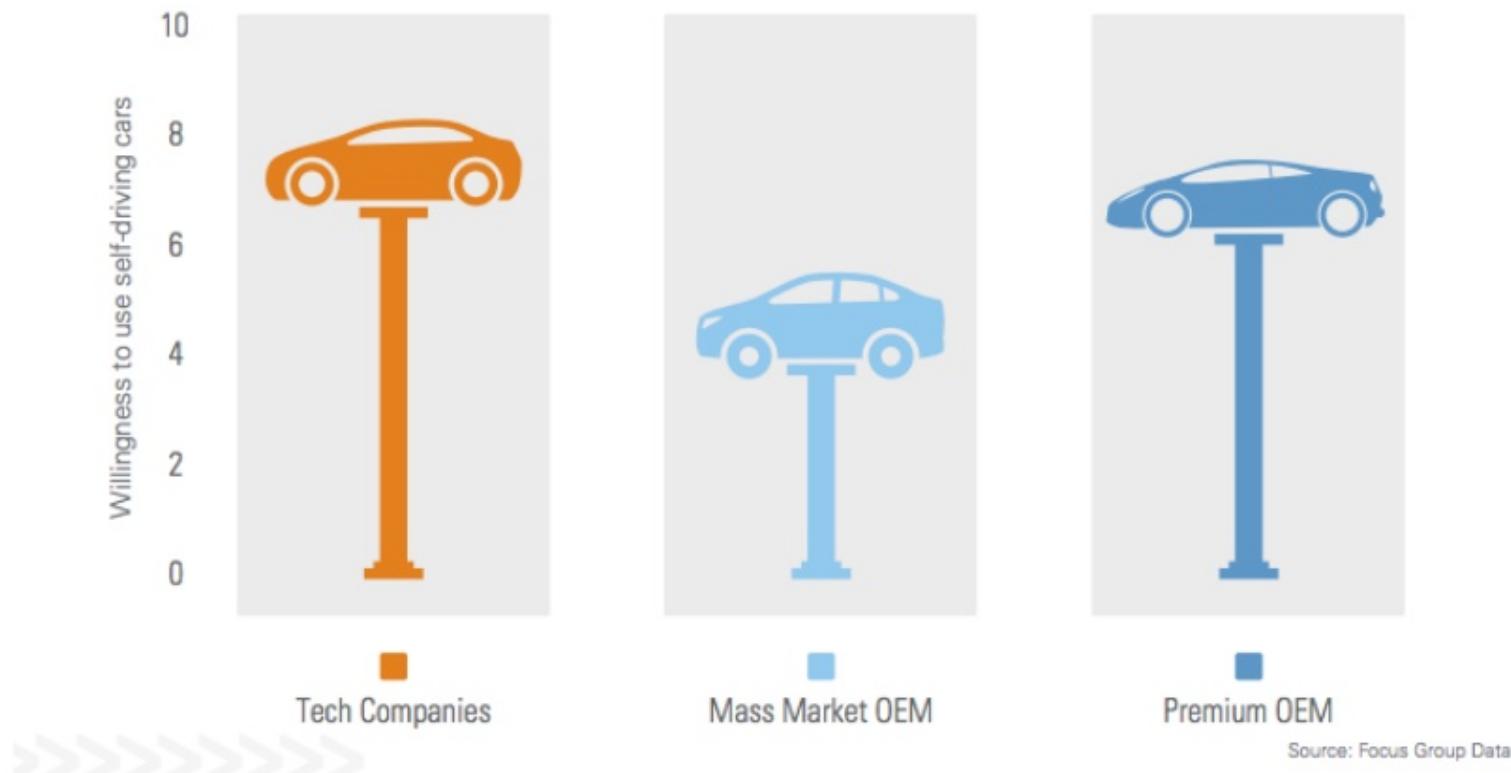


# À qui achèterez-vous votre voiture demain ?

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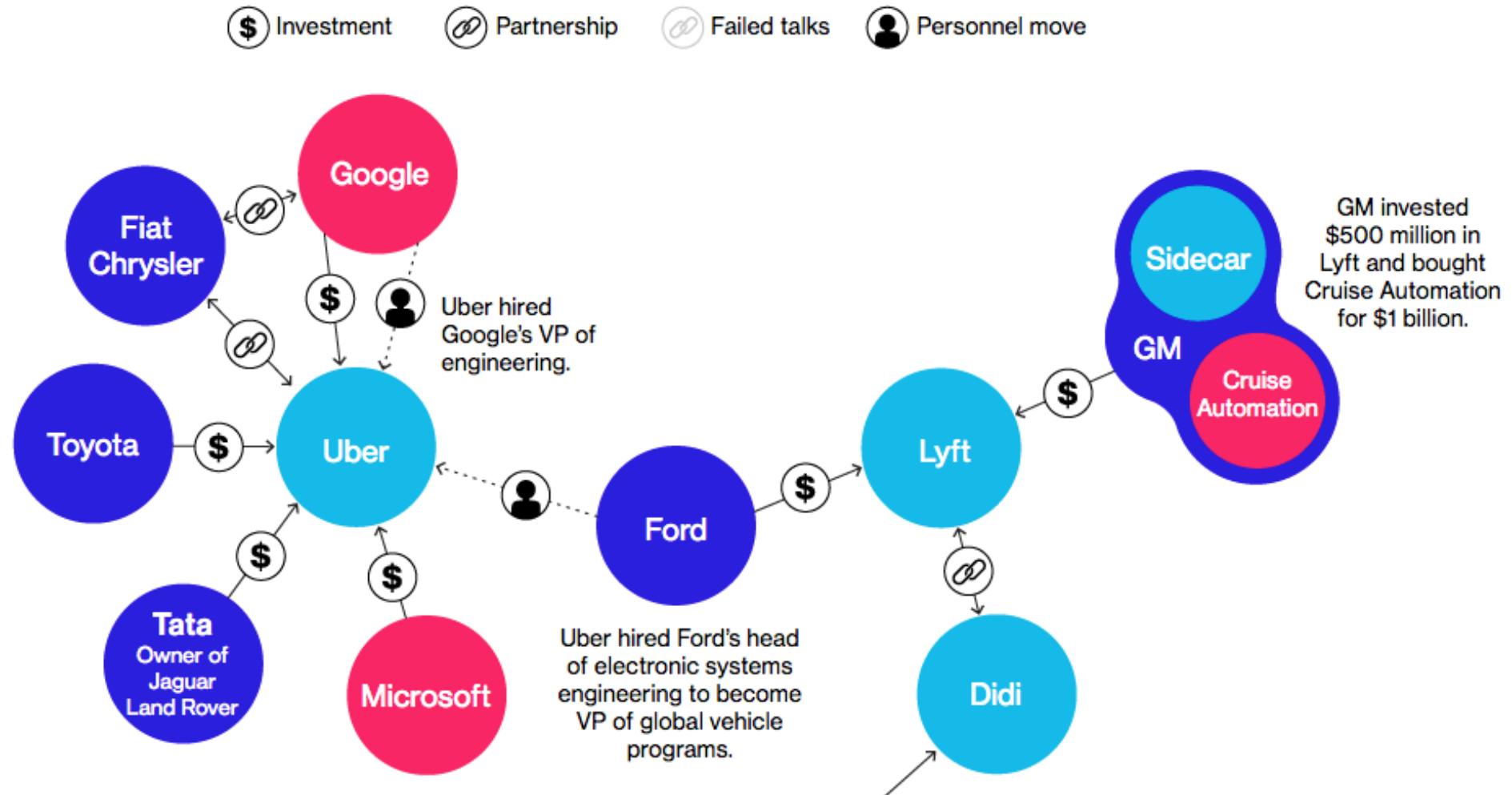
## Consumers Trust Tech Companies

In spite of having little to no experience in manufacturing cars, technology brands are trusted as much as premium auto brands



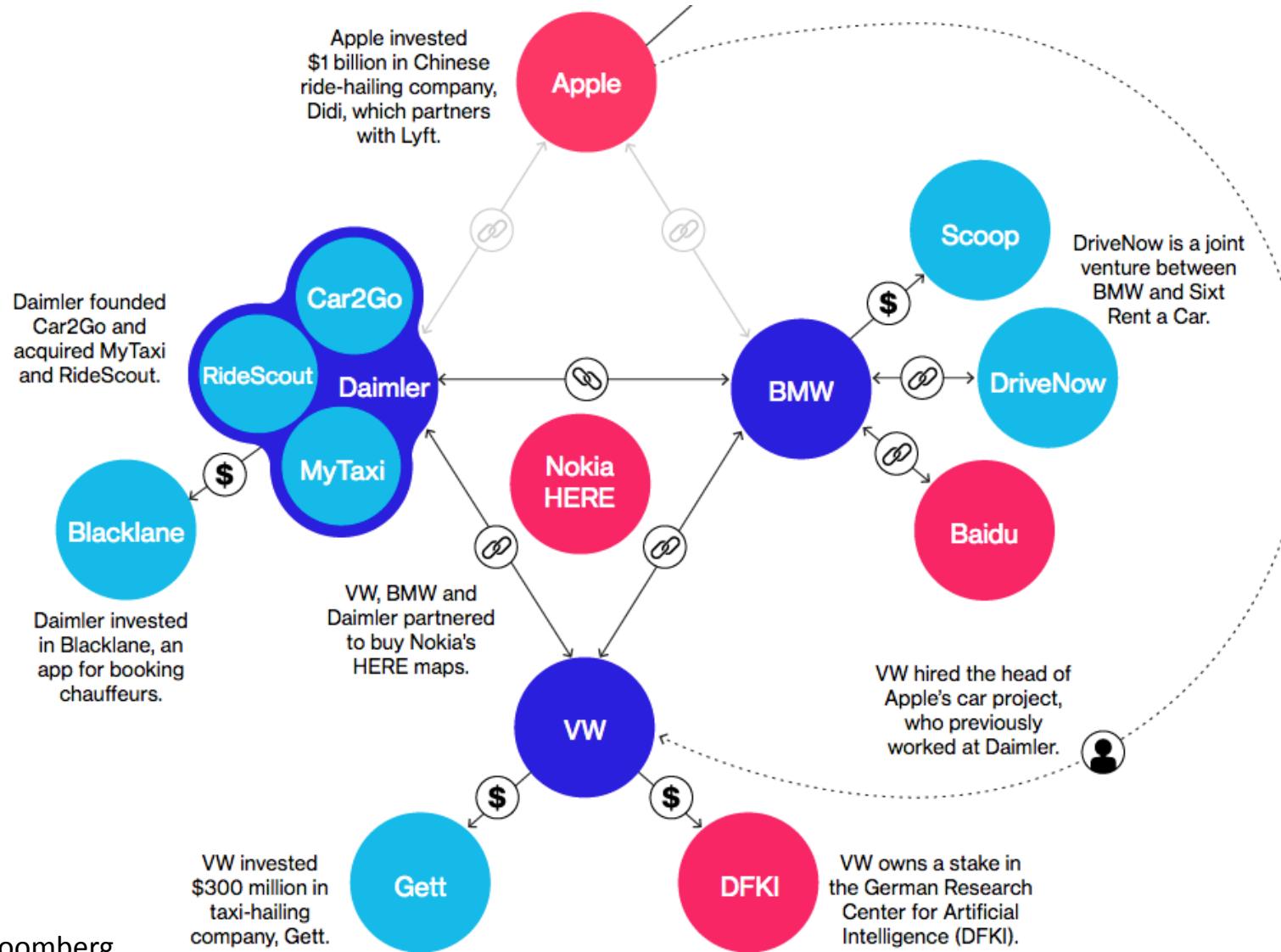
# Un nouvel écosystème mondial

## Een nieuw wereldwijd ecosysteem



# Un nouvel écosystème mondial

## Een nieuw wereldwijd ecosysteem



Merci de votre attention  
Dank u voor uw andacht.

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