

What SUMP should/could address ...

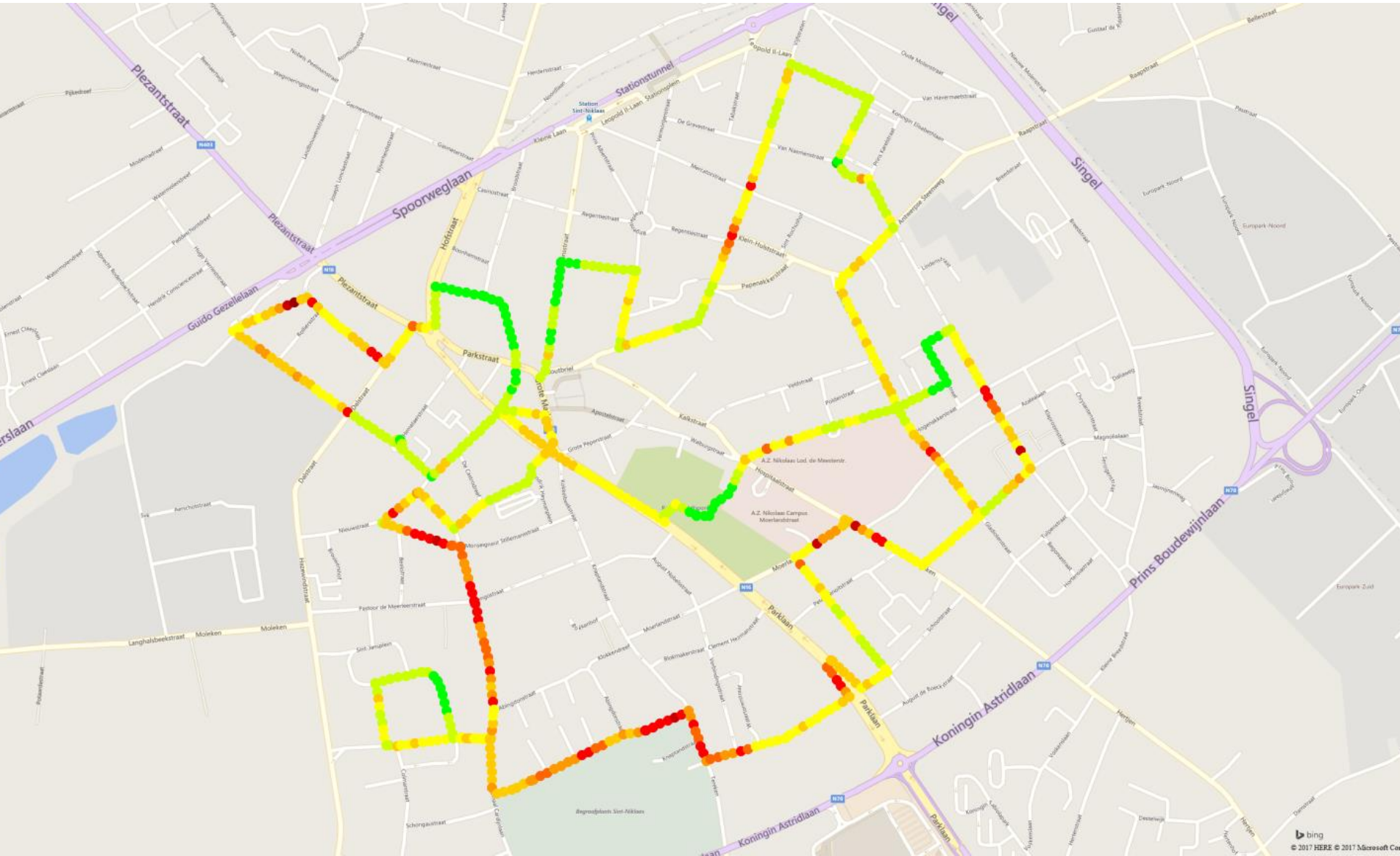
▶ Road safety: accidents with injuries

	INJURED	CYCLISTS	SERIOUSLY INJURED	DEATH
2012	407		35	3
2013	367		36	2
2014	366	151	34	3
2015	356	133	34	2
2016	331	172	35	1
2017	355		28	0

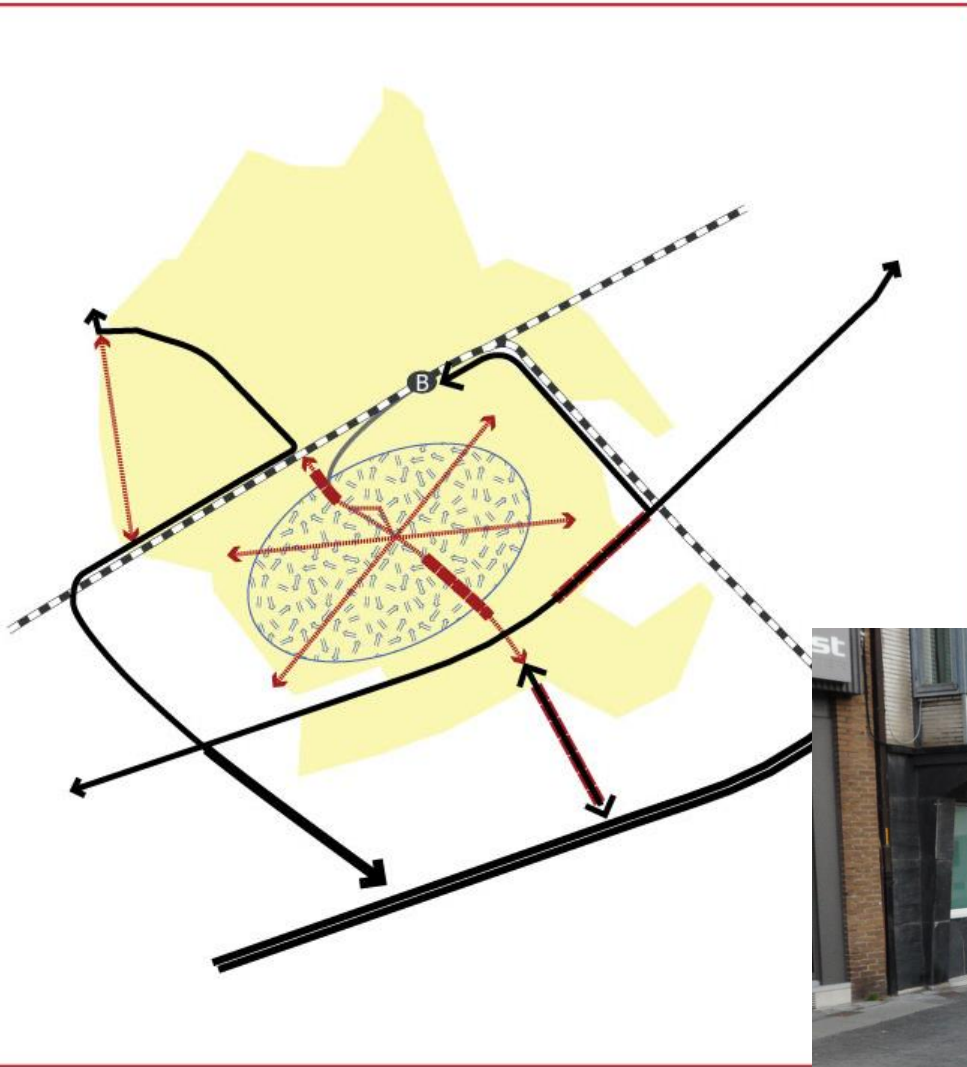
▶ Well-being in traffic survey

- Do you feel comfortable sending your children unaccompanied to school?
No: from 34% to 45%!

AIRQUALITY



CONGESTION



Stationsstraat



Stationsstraat



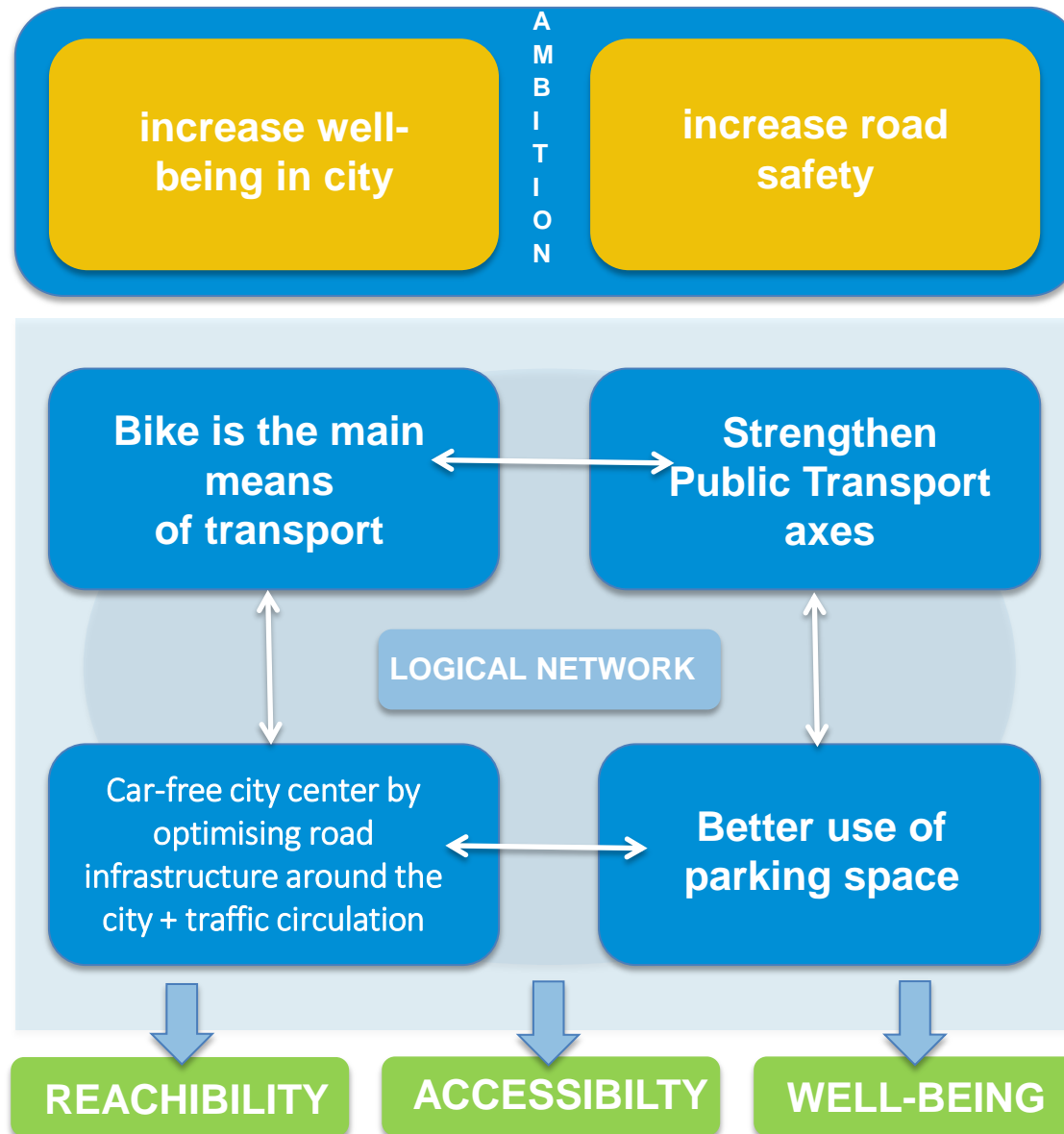
SUCCESSFUL STAKEHOLDER MANAGEMENT



Increasing level of complexity

- ▶ Create **trust**
- ▶ **Involve** stakeholders by
 - Informing them
 - Talking to them
 - Letting them have a say in design
 - Having them participate in the process
 - Co-creating

Strategy with a new balance for existing networks



Exercises

- ▶ Political and internal buy-in
- ▶ “convince leading politicians of a sustainable mobility solution on a specific project”
- ▶ Problem: (s)he only has 5 minutes
 - Describe the problem
 - Vision
 - Strategy (road to ...)
 - What is in it for the stakeholders?
 - And what is in it for the politician ?