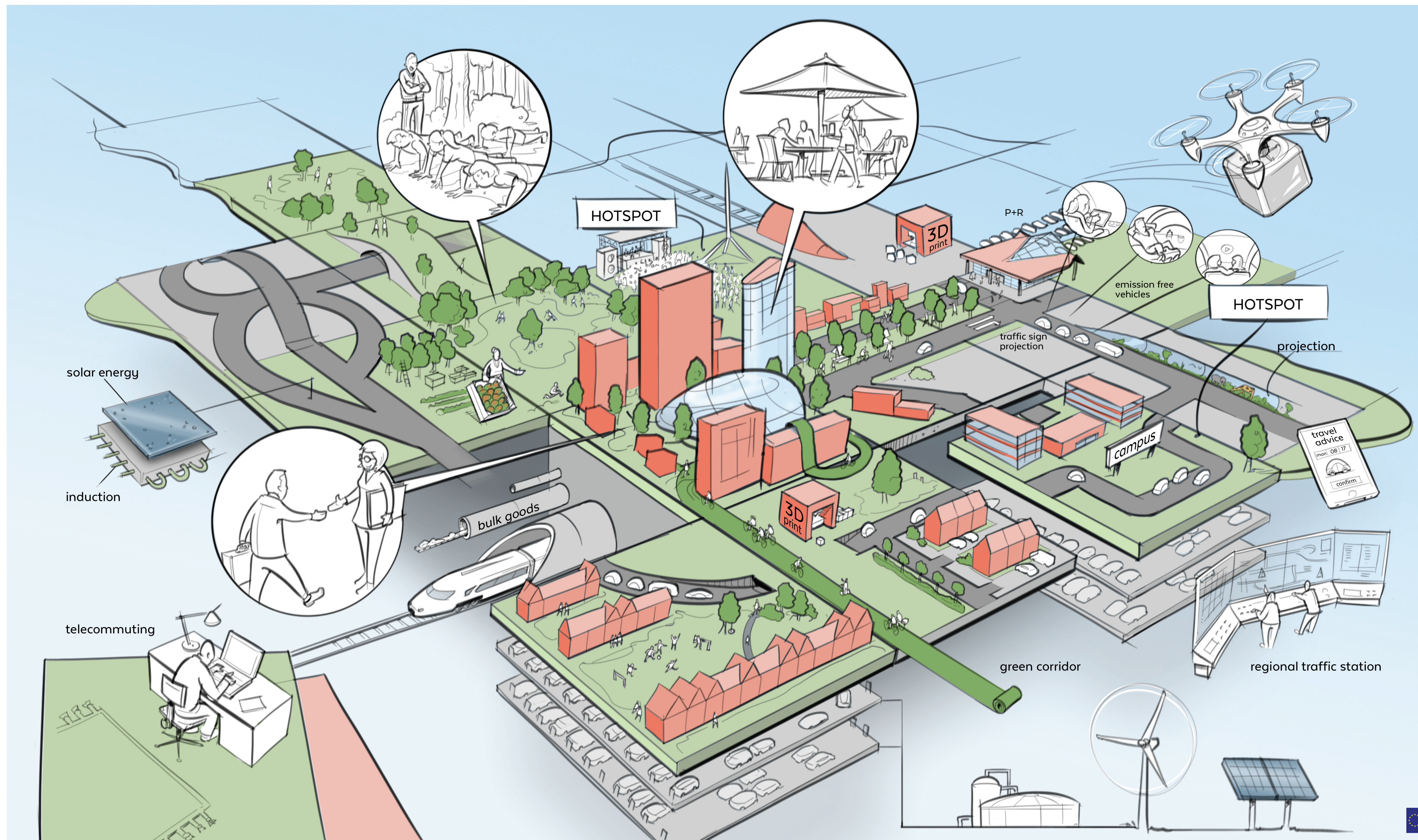


SMART, SUSTAINABLE MOBILITY IN EINDHOVEN 2050

In 2050, people in the Eindhoven region enjoy a clean and safe city with energy-neutral mobility solutions. Their personal mobility needs are met by seamless services provided as and when they are needed, at that specific moment and in line with their personal lifestyles. A wide range of sustainable options 'nudge' them towards more sustainable lifestyles, but always with full freedom of choices.

The spatial planning of the city and the region cherishes history and at the same time facilitates new dynamics. Solutions are chosen because of their flexibility to adapt to changing conditions and users' needs.

The region offers an attractive climate for business. It functions as a 'living lab' in which innovative solutions are developed and proven in practice. People can experience these innovations in their own living environment, and can adopt them if and when they wish to do so. The region is an economic hotspot for smart and sustainable mobility.



Elements of the desired future scenario are:

Attractive and clean city

The city of Eindhoven and its surroundings are clean and attractive. Widespread greenery in public spaces creates a healthy living environment and encourages people to choose healthy transport options such as walking and biking. Extensive and attractive walking and cycling routes throughout the region connect areas for living, working and leisure. Quality of the living environment is high, with air quality, low emissions and road safety are better than average.

Sustainable transportation

Mobility in the region is energy-neutral, using of entirely renewable resources and sustainable materials. The city centre is free of private cars. The region is well connected with sustainable mobility solutions that enable convenient access to all destinations in different ways. Smart traffic management provides efficient guidance based on real-time analysis and predictions of traffic flows, demand and transport availability.

A range of options

People can choose from a range of mobility options. Individual choices are facilitated by (f)actual information and seamless mobility products and services that meet their personal needs at that moment. People experience autonomy and freedom in their choices, although they understand that service availability and prices can be influenced by scarcity of resources at specific times. Smart apps help them to choose the best solution at that moment.

Local facilities

Facilities for people's daily living are within walking/cycling distance in all neighbourhoods. Shops and other facilities provide social meeting opportunities for citizens in their direct living environment. Local produce (food, but also innovative solutions like 3D printing) is available in the local convenience stores. Green squares, school yards, recreational grounds and public spaces facilitate healthy lifestyles and social activities.

Diversity in experience

People enjoy a variety of environments in the region. They can choose from different areas in the city or surrounding villages that provide different experiences, and offer a range of options for different needs and lifestyles. People are free to explore new things and try them for themselves (for example faster or more attractive routes, or innovative sustainable vehicles). This makes it easier for them to choose and adopt sustainable solutions.