

Turning Your Move into a Success Story

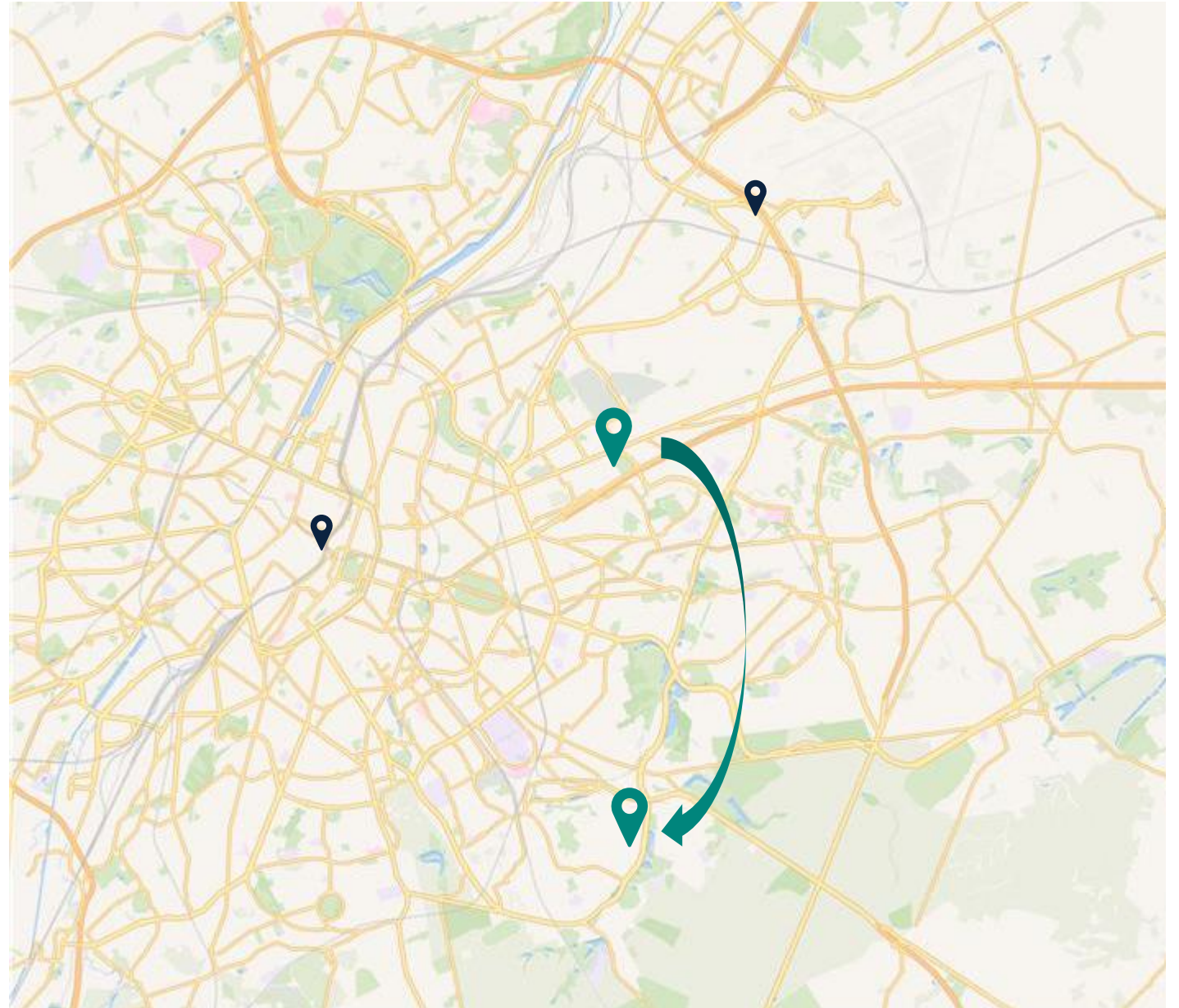
Mobility Salon 2026

31 maart 2026



Context

- 350 medewerkers
- ~6 km afstand
- Begeleid bij het kiezen van de nieuwe locatie via reistijdanalyse



Voorbereiding Communicatie





MOBILITY AT MSD

 Boulevard du Souverain, 25
1170 Watermael Boitsfort

HOW TO REACH THE NEW SITE ?

-  **BY TRAIN** 
Boitsfort / Watermael / Arcades / Boondael / Gare Centrale
-  **BY BUS/ TRAM/ METRO**  
Tenreiken/ Hermann-Debroux / Transvaal / Archiduc / Wiener / Parc Seny
-  **BY BIKE**
Cycle paths along the Boulevard du Souverain and its surroundings

Looking for some personalized guidance ?
Fill in the [form](#) to receive your personalized route advice

DID YOU KNOW ?

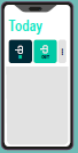
-  Your commute with public transport is fully reimbursed
Only for employees without a company car
-  You can ask for a bike allowance (0,24€/km)
-  MSD has developed a bike lease system

HOW TO PARK YOUR CAR OR YOUR BIKE ?

CAR PARK AVAILABLE MANAGED VIA 

 Charging stations are available to charge your car...
... but remember to release the spot when it's fully charged !

 **BIKE PARKING**
accessible via your badge.



WHY CHOOSING A LEASED BIKE ?

-  **NO MAINTENANCE**
-  **NO THEFT**
-  **NO DAMAGE**
-  **NO REGISTRATION**
-  **NO TAXES**
-  **NO INSURANCE**
-  **NO VEHICLE LICENSE**
-  **NO VEHICLE REGISTRATION**
-  **NO VEHICLE TAXES**
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-  **NO VEHICLE INSURANCE**
-  **NO VEHICLE REGISTRATION**
- **NO VEHICLE TAXES**



LUNCH AND LEARN :
YOUR MOBILITY AFTER THE MOVE

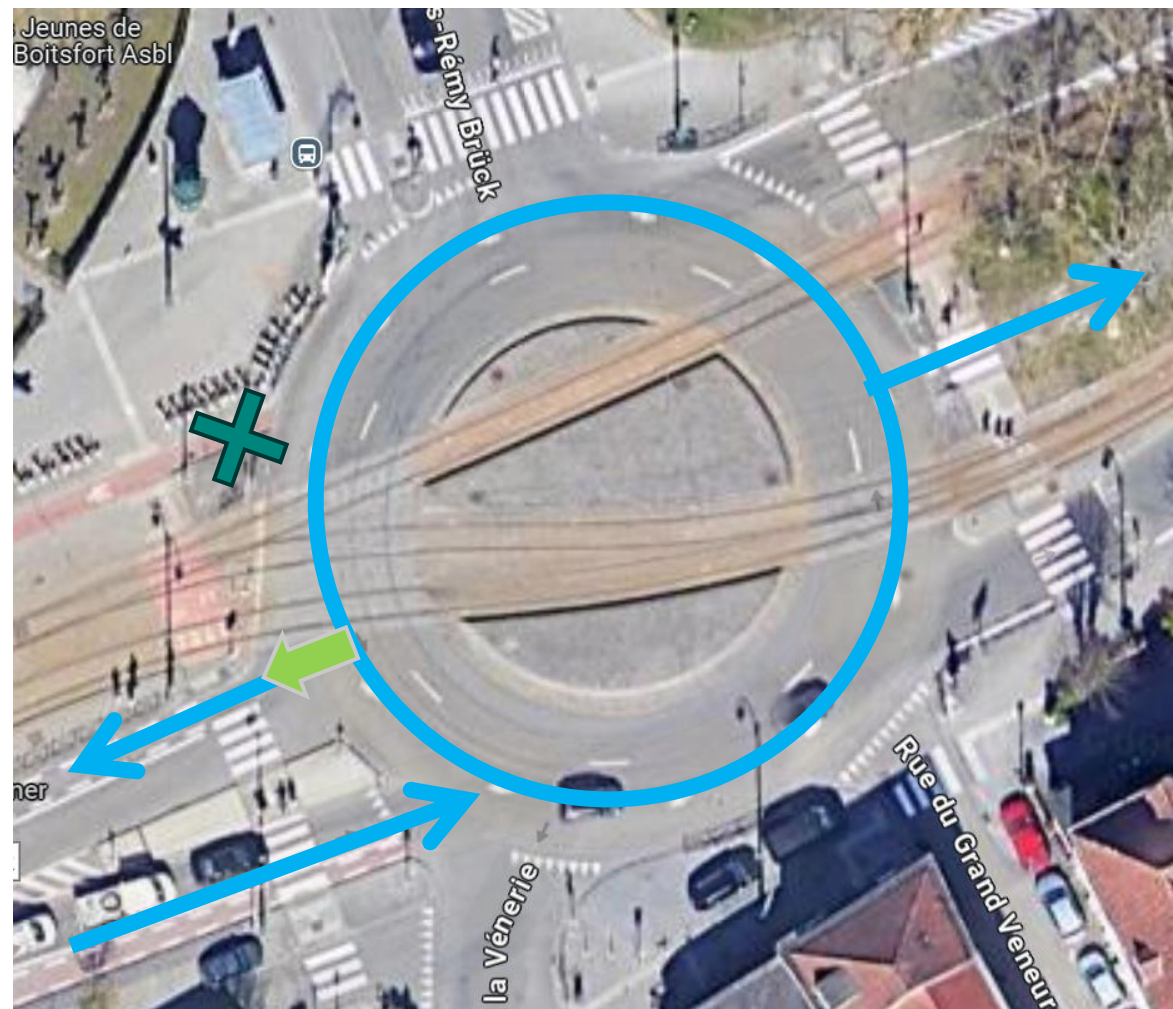
7th of March 2023

Begeleiding

Workshop verkeersveiligheid



Bereikbaarheid rond MSD-locatie **Wiener**



Begeleiding

Persoonlijk reisadvies

ONVERWACHTE
HOGE
AANVRAGEN

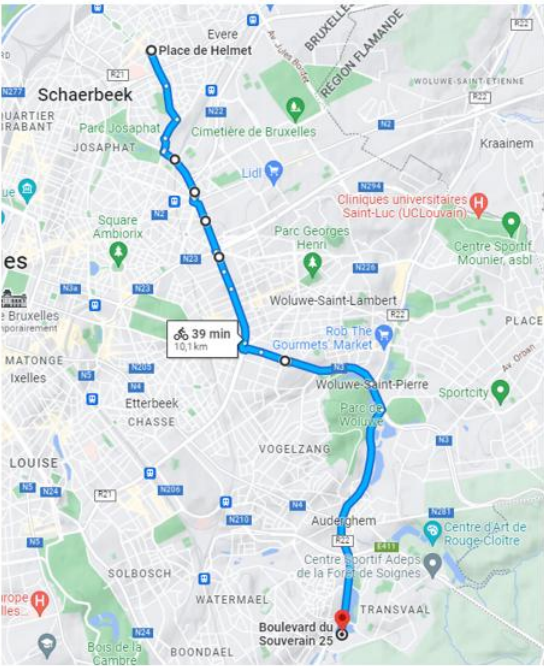
Advice 1: Cargo bike

Travel time: 30 - 35 minutes (average speed 19 km/h)

Distance: 10 km of which **6,7 km is on cycle path**

Route drawn via Komoot and Google Maps.

[Route via Google Maps](#)



Map 1: Bike itinerary

- **Tervurenlaan - Léopold tram stop:** At the Léopold tram stop, we advise you to cross the avenue to join the two-way cycle track, which runs along the rest of the avenue on the left side.



Figure 8 : Tervurenlaan – Léopold tram stop



Figure 9 : Two-way cycle track on the left side of the Tervurenlaan

Advice 2: Combination folding bike + train

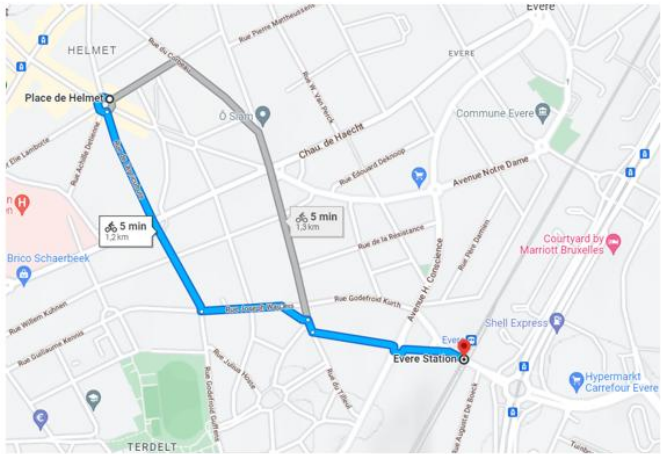
Introduction

In case of bad weather, you can easily combine folding bike and train.

Travel time : 50' including waiting time

From your home to Evere station

[Route via Google Maps](#)



Map 2: Helmet - Evere

Ride 1.2 km to Evere station (about 7 minutes). If you leave your home at **07:30**, you will reach the station at 07:37 to catch your train S7 on track 2 at 07:47 towards Hal.

Please note that access to tracks 1 and 2 of Evere station are on either side of the bridge. To access your track, you will have to cross the bridge and take the stairs on your right. Depending on the route you choose next (see next point), get on the back or on front of the train.

Begeleiding

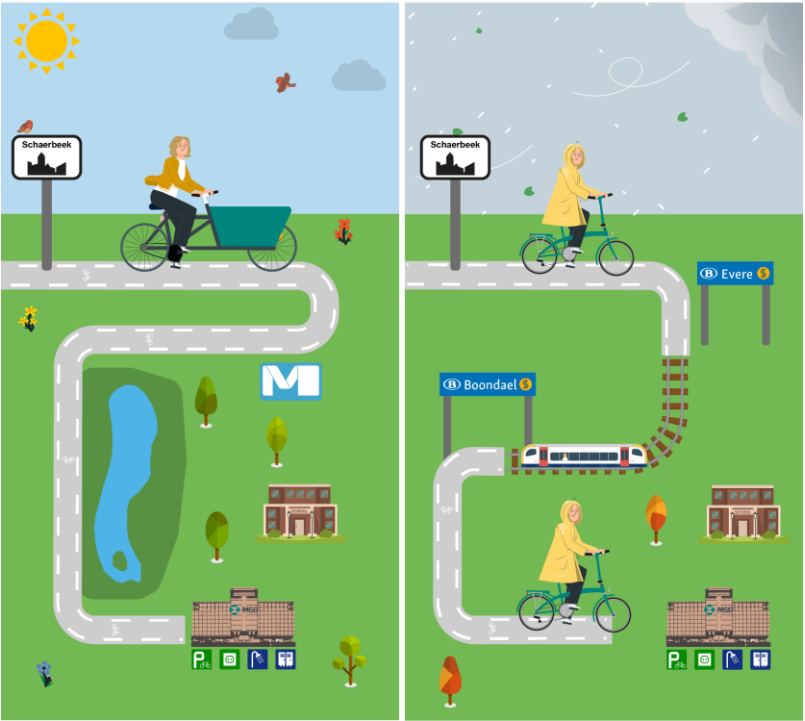
Personas



Barbara

In order to be prepared for the move, she is rethinking her mobility.

She lives in the Helmet neighbourhood in Schaerbeek and travels with her cargo bike or combines folding bike and train. She is delighted that all necessary bike facilities are present in the new building.



The illustration shows two routes for Barbara. The left route, 'By cargo bike', shows her riding a green cargo bike on a path that winds through a park-like area with a lake and a building, ending at a destination marked with a 'P' and a bus icon. The right route, 'Folding bike + train', shows her riding a blue folding bike on a path that leads to a train station (Boondael), where she boards a train, and then continues on a path to a destination marked with a 'P' and a bus icon.

By cargo bike:

- 10,5 km including 5 km on cycle path
- About 35 minutes



Scan the QR-code for more information about Barbara's routes

Folding bike + train:

- Helmet - Evere
- Evere - Boondael
- Boondael - MSD

About 40 minutes



Sandrine

She relies on the developed public transport network in Brussels to adapt her route.

Sandrine lives in Eppegem. She walks to the station to catch her train and then combines with the bus to reach Souverain.



The illustration shows Sandrine's route. She starts at Eppegem, walks to the Eppegem station, catches a train to Etterbeek, then a bus to Souverain, and finally walks to the MSD building.



Scan the QR-code for more information about Sandrine's route

Sandrine's route :

- Eppegem - Etterbeek Station
- Etterbeek Station - Fauconnerie
- Fauconnerie - MSD

About 1h10

Begeleiding

Fietsroute vanuit de belangrijkste steden

Met welke onderdelen van je route moet je rekening houden bij het plannen van je reis?



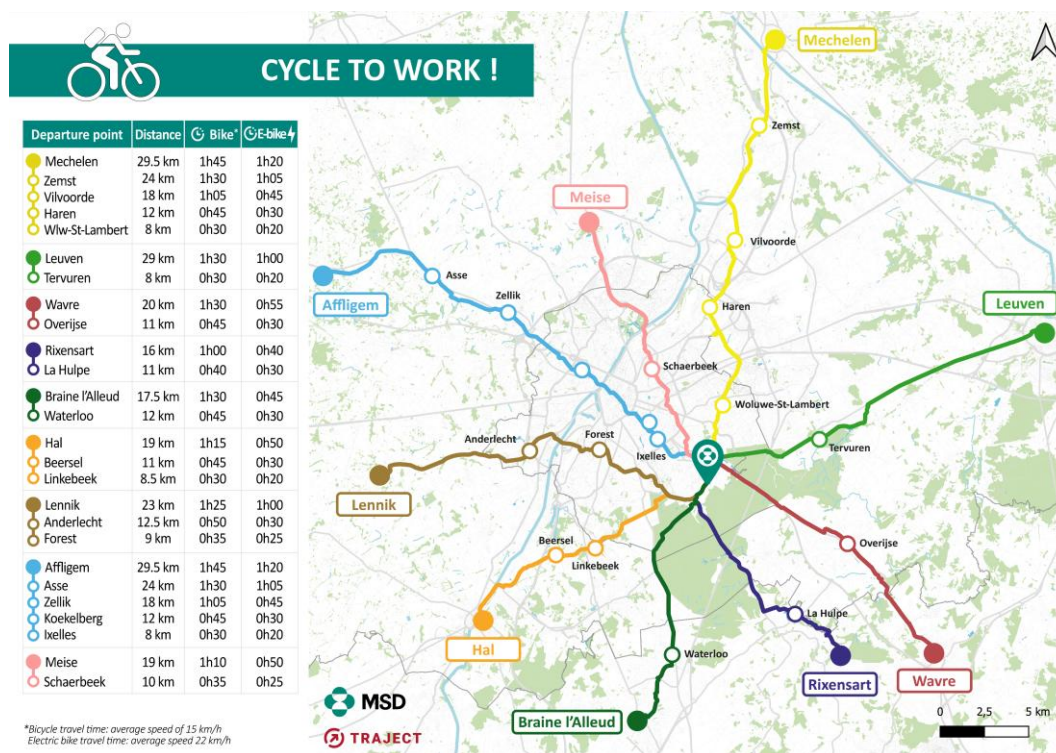
Reliëf

Fietsinfrastructuur

Wegdek

Snelheidslimiet

...



Optimaliseer jouw reis in 3 stappen:

- 1 Bekijk de route die Google Maps voorstelt.
- 2 Traceer de route in Komoot voor meer nauwkeurigheid. (<https://www.komoot.com/>)
- 3 Plan je route vooraf met behulp van Google Maps – Street View

Begeleiding

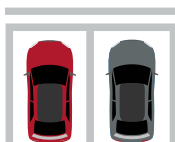
Overzicht van de faciliteiten



- 200 beveiligde fietsparkeerplaatsen
- Toegankelijk via badge
- 80 plaatsen voor bezoekers



- 2x4 douches
- Lockers
- Kledkamers



- Parking A : 39 parkeerplaatsen
- Parking B : 60 parkeerplaatsen
- Momenteel 40 laadpalen, 60 tegen juni

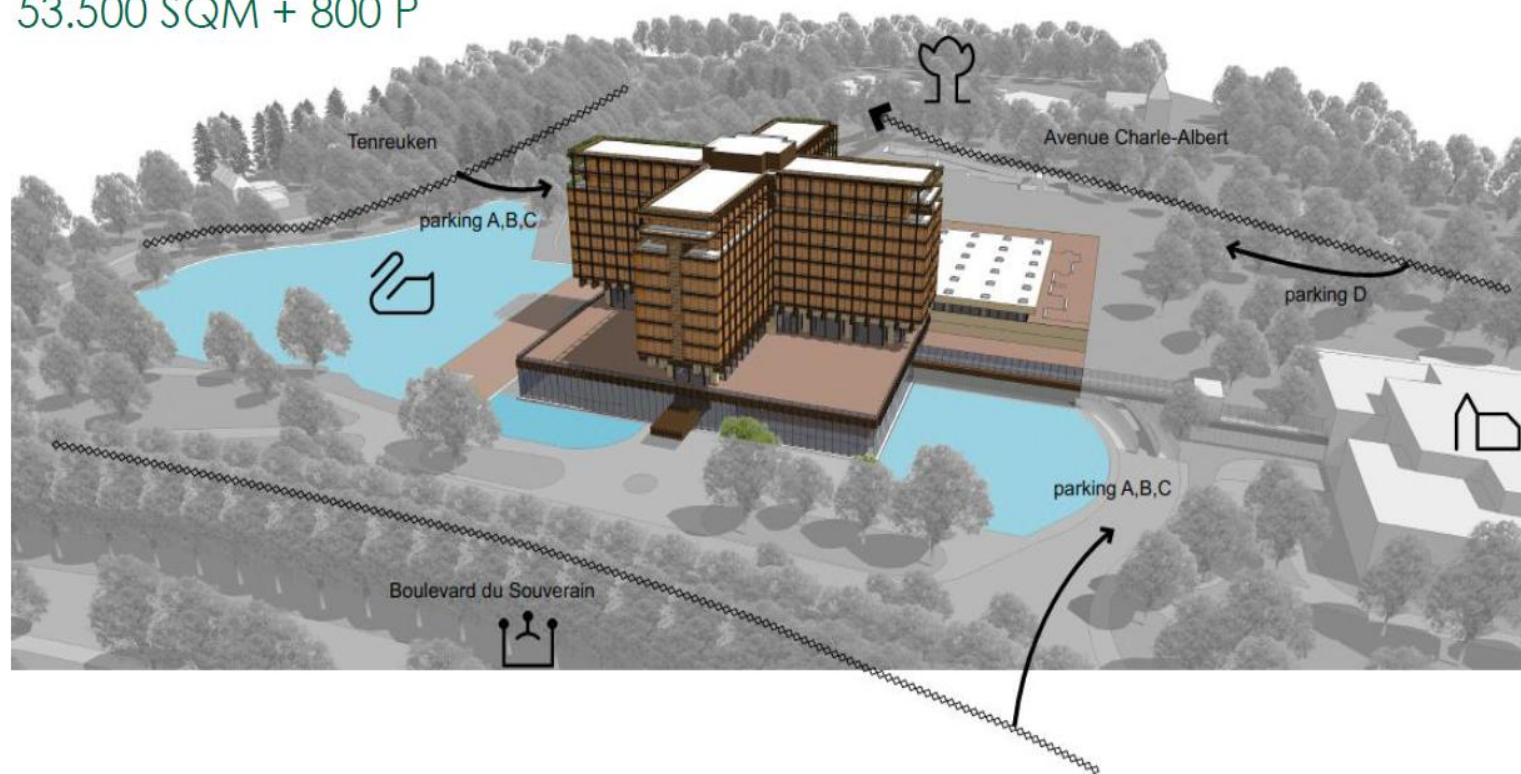


- Reservatie 5 dagen op voorhand
- Toegang via de app of nummerplaat
- Fee in geval van no show



SITUATION OF THE BUILDING

53.500 SQM + 800 P



Conclusie

- **BELANGRIJK OM VOORAF VOORBEREIDINGEN TE TREFFEN**
- **UITSTEKEND MOMENT OM ZIJN MOBILITEITSBELEID IN HERINNERING TE BRENGEN**
- **STRESS VEROOORZAAKT: HET BELANG VAN BEGELEIDING**
 - **Positieve toespraak: vaak is de nieuwe locatie beter geschikt**

Bedankt