



goinGDutch

Sector initiative

on behalf of ICT Group

CO2_goinGDutch_initiative
Sustainability report
Version: 2.0

Table of contents

Table of contents	2
Document information	3
History	4
1. Mission and vision	5
2. Project	6
2.1. Aim	6
2.2. Targets	6
2.3. Involved participants	7
2.4. Planning	7
2.5. Budget	7
2.6. Communication	8
3. Progress / developments	9
Appendix Reduction target	11

Document information

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History

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1. Mission and vision

WE ARE GOINGDUTCH

We are passionate cyclists who started out in 2019 in response to a specific request from Schiphol: was there a way to get 10,000 of the airport's 70,000 employees coming to work by bike?

goingDutch emerged from an ideology centred on building on The Future Of Cycling, but which recognised that the challenges presented by urbanisation and mobility are too complex to be solved by one party alone.

Through this initiative, BAM Infra, Schiphol, Microsoft and OrangeNXT (part of ICT Group) have joined forces, working as partners to benefit governments, businesses and end users. In the past, we would all provide our own separate pieces of the puzzle, but now we focus on the end result together, working on new concepts and services that place end users front and centre.

WE SEE

... that there are major issues where mobility, health and fitness, and the climate are concerned. We see increasing urbanisation. People commuting between their home and work, city-centre logistics, schoolchildren and tourists all make a significant contribution to these issues.

We also see health and fitness becoming increasingly important. A healthy diet and sufficient exercise reduce the risk of illness and make you happier and more productive. And we see more people wanting a green environment, along with a conscious change in travel behaviour resulting in lower carbon emissions.

WE BELIEVE

... that the bicycle as a means of transport can be a significant part of the solution to issues surrounding mobility, health and fitness, sustainability and liveability, and that bikes can become at least equally as important for commuting and city-centre travel as cars and public transport. Bicycles take you quickly and predictably from A to B without any delays, and produce no or next to no carbon. Cycling is also beneficial to physical and mental health.

We believe that we can use technology to increase cycling safety, and to make it more attractive and fun. And that together, we can get more people cycling greater distances (makes *you* cycle).

AND THATS WHY WE WANT

To make cycling a *valuable alternative* for commuting and city-centre travel

2. Project

2.1. Aim

The mission and vision will be implemented by focusing on three aspects:

Connecting

We are connecting the Living Lab Schiphol to local authorities and the business community, and responding to local ambitions, issues and situations as we do so. And by conducting research in collaboration with universities, we are connecting services and behaviour to the achievement of common goals for authorities, business and industry, and users.

Cyclist as the focus

In everything we do, the cyclist comes first. We aim to make bicycles a valuable alternative to cars and public transport and do everything we need to in order to facilitate and understand cyclists. We then use that information to build technological solutions.

Technology

By making smart use of technology, we can remove any obstacles that stop people from cycling. To achieve this, the four companies are working together as they learn and then design and build new concepts and services that provide effective solutions.

2.2. Targets

The targets will vary per project / implementation area but will focus on improving:

2.2.1. Mobility

Improved balance in mobility

- Digital infrastructure (for bicycles)
- Car parking spaces x% ↓
- Traffic volumes x% ↓
- Improved accessibility x%
- Charging facilities x%
- Bike Assistant x%

2.2.2. Health and fitness

Improved productivity

- Lower costs x% ↓
- Absenteeism x% ↓
- Making fitness accessible to all x%

- Cycling community x%
- Exercise when working from home too x%

2.2.3. Sustainability

Smaller footprint

- Carbon reduction of x% ↓
- Contributing to the solving of societal challenges

2.3. Involved participants

Through this initiative, under the auspices of the *Ministry of Infrastructure & Water Management*, companies *BAM Infra*, *Schiphol*, *Microsoft* and *OrangeNXT (part of ICT Group)* have joined forces, working as partners to benefit governments, businesses and end users. In the past, we would all provide our own separate pieces of the puzzle, but now we focus on the end result together, working on new concepts and services that place end users front and centre.

2.4. Planning

GoinGDutch comprises of various projects and product developments:

Project	Planning	Status
goinGDutch (general)	2019 – present (no end date)	Ongoing
Green Business Club Zaanstad	2023- present	Ongoing
Eindhoven Northwest	Phase 1: 2022-Q1 – 2022-Q2 Phase 2: 2022-Q3 – 2022-Q4 Phase 3: 2023 - 2024	Completed Completed Planned
Bike Assistant	Phase 1: 2020-04 – 2020-09 Phase 2: 2021-06 – 2022-03 Pilot 2022-2024 Release introduction	Completed Completed Ongoing To be planned
Area 30	2020-09 2022-06 2023-2024	Pilot MVP Pending, due to technical complexity
FietsPadvinder	2021-12	Released, ongoing
Fiets Servicepunt	2024	Planned
Toertje	2024	Ongoing
Deelfietsenprogramma Schiphol	2023-present	Ongoing

2.5. Budget

ICT Group invests both in hours and in euros.

General and Project specific budgets are available and approved by management.

2.6. Communication

Communication about goinGDutch is primarily done on the social channels and the goinGDutch website. The participants also communicate on their own corporate websites.

Description	Reference
goinGDutch website	https://goingdutch.bike/en/
goinGDutch social	LinkedIn: https://www.linkedin.com/company/goingdutch/ Twitter: https://twitter.com/goingdutchbike Instagram: https://www.instagram.com/goingdutch_cycling/ Facebook: https://www.facebook.com/goinGDutchmakesyoucyle/
ICT Group website	https://ictgroup.eu/
ICT Group social	LinkedIn: https://www.linkedin.com/company/ict_group Twitter: https://twitter.com/ICT_Group Instagram: https://www.instagram.com/ictgroupbv/ Facebook: https://www.facebook.com/ICTGroup YouTube: https://www.youtube.com/user/ICTAutomatisering
OrangeNXT website	https://orangenxt.com/
Together we cycle	https://togetherwecycle.eu/
BAM Infra	https://www.baminfra.nl/aan-het-woord/goingdutch https://www.bam.com/nl/duurzaam/innovaties/smart-snel fietsroutes https://greenbusinessclub.nl/zaanstad/2023/07/12/goingdutch-nieuwe-participant-van-green-business-club-zaanstad/ https://www.linkedin.com/posts/baminfra_voreenmooiernederland-activity-7180814654166745088-PC2f?utm_source=share&utm_medium=member_desktop https://www.baminfra.nl/nieuws/2024/4/samen-met-fietsersbond-en-makers-ommetje-lanceren-we-nieuwe-fietsstimuleringsapp
Schiphol	https://nieuws.schiphol.nl/groot-schiphol-ondernemers-en-bestuurders-stappen-samen-op-de-fiets-in-schipholregio/ https://www.spotschiphol.nl/nl/news/goingdutch-fiets-je-vitaal https://www.kiesdefiets.nl/fietsambassadeurs/vliegveld-schiphol https://grootschipholbereikbaar.nl/ https://www.linkedin.com/posts/amsterdam-bike-city_can-cycling-be-an-attractive-option-for-employees-activity-7100793938466222080-0Jx1?utm_source=share&utm_medium=member_desktop https://www.linkedin.com/posts/baminfra_voreenmooiernederland-activity-7180814654166745088-PC2f?utm_source=share&utm_medium=member_desktop https://www.linkedin.com/posts/camielbos_schiphol-en-hely-starten-nieuw-deelfietsprogramma-activity-7084510800496717824-wXLB?utm_source=share&utm_medium=member_desktop

Other:	https://graphicinvention.nl/project/goingdutch/ https://www.linkedin.com/posts/mike-van-vliet-35273810_prachtige-week-gehad-afgelopen-dagen-activity-7102529928989962240-VmgR?utm_source=share&utm_medium=member_desktop https://www.linkedin.com/posts/europa-in-vlaams-brabant_stargategreendeal-stargate-fietsen-activity-7080105745744060416-pUmc?utm_source=share&utm_medium=member_desktop https://www.linkedin.com/posts/activity-7084105316891549696-Eg8a?utm_source=share&utm_medium=member_desktop https://www.linkedin.com/posts/amsterdam-bike-city_can-cycling-be-an-attractive-option-for-employees-activity-710079393846622080-0Jx1?utm_source=share&utm_medium=member_desktop
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3. Progress / developments

Year	Developments
2024	<ul style="list-style-type: none"> • Krant de Woudenberger: https://www.dewoudenberger.nl/lokaal/mensen/1021947/bijeenkomst-over-veilig-fietsen-rechtaardige-straten-in-woud#closemodal • U Today (Universiteit Twente): https://www.utoday.nl/science/74080/we-willen-fietsen-veiliger-en-plezieriger-maken • BAM Infra: https://www.linkedin.com/posts/baminfra_voorenmooiernederland-activity-7180814654166745088-PC2f?utm_source=share&utm_medium=member_desktop
2023	<ul style="list-style-type: none"> • Schiphol: https://goingdutch.bike/schiphol-en-hely-starten-nieuw-deelfietsprogramma-met-150-deelfietsen-op-schiphol-oost/ • Schiphol, Amsterdam area: https://goingdutch.bike/meer-mensen-op-de-fiets-in-de-regio-amsterdam/ • Europa in Vlaams Brabant: https://www.linkedin.com/posts/europa-in-vlaams-brabant_stargategreendeal-stargate-fietsen-activity-7080105745744060416-pUmc?utm_source=share&utm_medium=member_desktop • E Bike Store: https://www.linkedin.com/posts/mike-van-vliet-35273810_prachtige-week-gehad-afgelopen-dagen-activity-7102529928989962240-VmgR?utm_source=share&utm_medium=member_desktop

	<ul style="list-style-type: none"> Green Business Club Zaanstad: https://www.linkedin.com/posts/green-business-club-zaanstad_goingdutch-nieuwe-participant-van-green-activity-7087734224337674240-pE7-?utm_source=share&utm_medium=member_desktop
2021	<ul style="list-style-type: none"> Vervoerregio Amsterdam: https://vervoerregio.nl/artikel/20210913-social-ride-op-de-fiets-in-de-schipholregio Area30: https://goingdutch.bike/area30/ Start of pilot inventory of traffic safety cycle paths: https://goingdutch.bike/start-pilot-inventarisatie-verkeersveiligheid-fietspaden/
2020	<ul style="list-style-type: none"> Speed bike safe in crowded areas thanks to speed regulation: https://goingdutch.bike/613-2/ Building the cycling-community of the future: https://goingdutch.bike/goingdutch-vergroot-bereikbaarheid-en-mobiliteit-rondom-steden-en-luchthavens-met-slimme-mobiliteit-en-interactieve-fietsroutes/
2019	<ul style="list-style-type: none"> Start of goinGDutch by secretary of state Stientje van Veldhoven: https://www.youtube.com/watch?v=WHUAzUyWnng

Appendix Reduction target

The reduction targets vary per project.

For Amsterdam Airport Schiphol the target is: From 4.000 employees commuting by bike (year 2019) to 10.000 employees commuting by bike (66.000 total employees).¹

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¹ Source: <https://www.kiesdefiets.nl/fietsambassadeurs/vliegveld-schiphol>



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