

ADVIER'S VISION ON HUBS



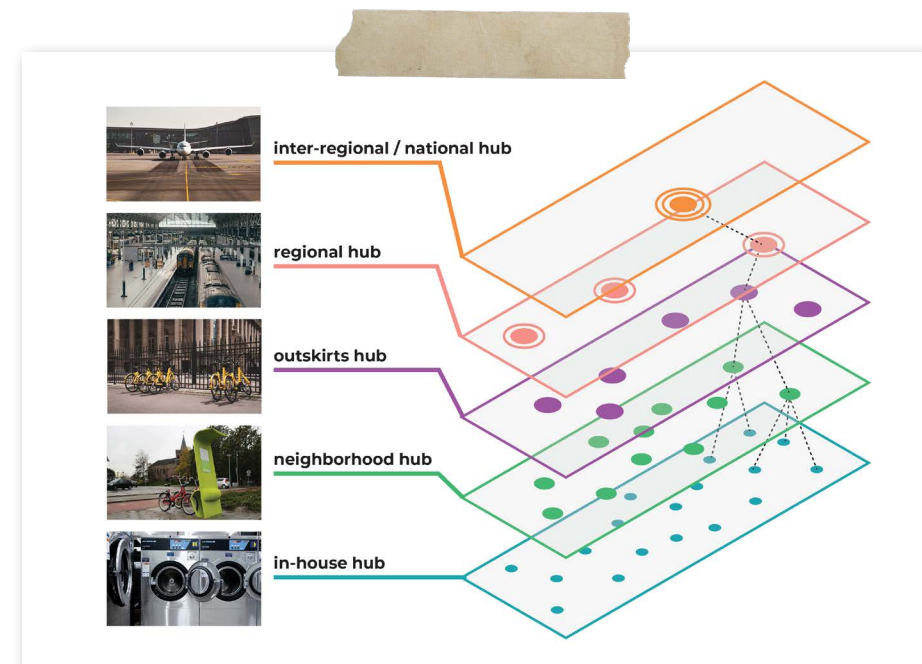
Advier

Advier is a consultancy firm based in the Netherlands operating globally on sustainable and smart breakthroughs in the environment. The strength of Advier consists of an interdisciplinary team working together on a holistic approach to a smarter, greener and more sustainable society. The team's diverse backgrounds range from business and economics to psychology and design. In both the public and the private sector we focus on making tangible, innovative and interconnected contributions towards a better future. One of these contributions is our experience working on hubs the past 25 years. Hubs are generally thought of as nodes connecting different forms of mobility and traffic. To maximize the value of a hub, it should however be approached from a broader perspective, as a place that connects and intertwines mobility, energy and social networks. A hub must connect policy goals on climate, economy, housing, logistics, energy and mobility. However, an one-size-fits-all approach to hub design does not suffice, different area and demographic characteristics require different focus points. Furthermore, a single hub does not produce a significant impact; instead, the real impact comes from the interaction within a network of different types of hubs and scales.

Projects

Advier has been at the forefront of the advancement and evolutions of hubs in Northwestern Europe. This process has not been without challenges. The knowledge gained from these challenges can be utilized to avoid similar obstacles in Australia, and leapfrog Europe. Recently, Advier has advised the municipalities of Utrecht (with a population of 367,000) and Apeldoorn (with a population of 165,000) on their network of hubs. Additionally, Advier has implemented a network of hubs in rural areas in collaboration with European partners. During these EU projects (Share-North & MOVE) Advier has shared and gained knowledge with scientific, public and private EU based institutions. To determine the optimal location for hubs in a given area, Advier has developed a hub algorithm that considers existing amenities, transportation facilities, and neighborhood characteristics. Currently, Advier is exploring innovative governance and financial models for hub networks, and the use and ownership of the data generated by these hubs. This topic is one of our five archetypes for living labs that is part of DMI. A national innovation ecosystem on smart metropolises, funded by public and private stakeholders.

“A hub is a place that connects and intertwines mobility, energy and social networks”



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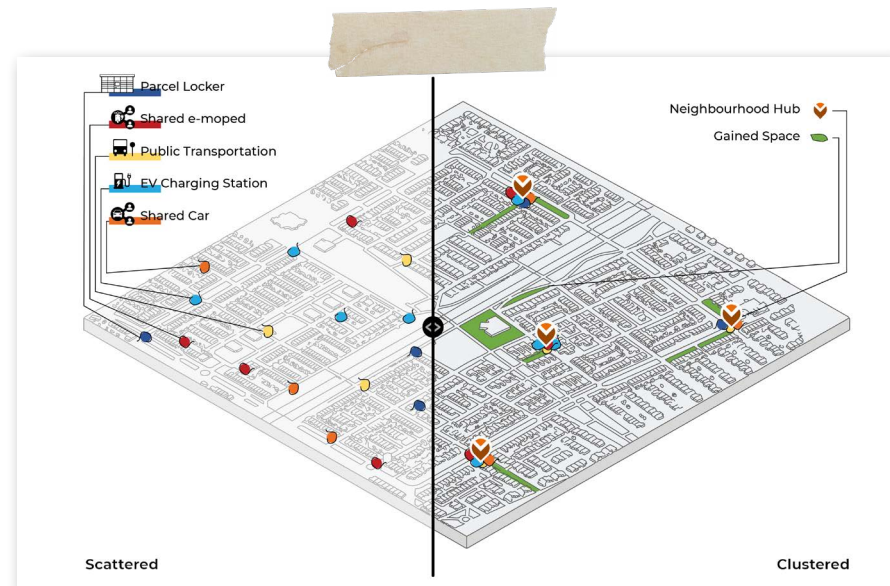


Challenges and possible area's for research

- Identifying user classes for hubs and shared (mobility) services through stated choice experiments
- Effects of multifunctional public spaces on property values
- Data-based monitoring and evaluation of the effects of (pilot) hubs on the local economy, modal split or social cohesion
- Exploring the added value among user profiles from increasing the variety of modes at a hub
- Determining what anchor points are most relevant for hub locations in Australia, based on traffic generation of existing locations
- The value and business case of integration with MaaS, EaaS, WaaS, PaaS etc. (Mobility, Energy, Waste, Private Assets as a Service)
- How do hubs impact the economic development of surrounding regions and communities?
- What are the optimal design and management strategies for hubs to promote sustainable and equitable access to mobility, energy, and social networks?
- How do hubs affect the social and cultural dynamics of surrounding neighborhoods and communities, and what are the implications for urban planning and policy?
- What are the most effective financing models for hubs, and how can public-private partnerships be leveraged to support their development and operation?

Hubs in Australia

The attention and need for hubs in Australia is growing from a sustainability, economic, social and spatial point of view. As stated in the Future Transport Strategy 2056 New South Wales and the Greater Sydney area focus on "long term, agile transport planning that supports a productive economy, liveable communities and more sustainable transport solutions". In New South Wales there is a mixture of urban and rural area's. From our experience starting with hubs in the urban area's (100.000+ population cities) is most successful. Later the network of hubs can be expanded to include the more rural area's of NSW. This would imply starting in Sydney, Newcastle and Wollongong.



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* For more information on Advier and our view on hubs see our [presentation](#) for the University of Sydney Business School.