

Solutions and toolkits for LEZ managers

LEZ4ALL project – WEBINAR 2
28/04/2025

Webinar guideline



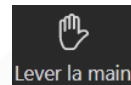
The webinaire is **recorded**.



Please **turn off your microphones** by default (except when speaking).



You will have the opportunity to ask questions in person or in the chat. If you wish to speak, please raise your hand by pressing the following icon



LEZ4all introduction to the project and the pilot tests



General presentation of the project

Turning LEZ into a tool for social and environmental justice

- Raise awareness among mobility and environmental professionals
- Inform social sector professionals, who work directly with these populations
- Create synergy among stakeholders from different cities and countries who are facing the same challenge

4 main project partners :



Associated partners:



4 key actions :



Quantitative and qualitative study

Training modules



Digital tool and pilot programs

Information and communication



Three pilot projects and a professional training implemented

1) Partners learning from each other and creating/adapting concrete measures to support the mobility of “vulnerable populations” in LEZ territories

- Developing a chatbot in Barcelona and Brussels for professionals



- Implementing a mobility coach in Barcelona



- Experiencing car-sharing for vulnerable households in Brussels



2) Professional training modules developed

- 1-day training mixing theoretical and role-playing modules for social and mobility professionals



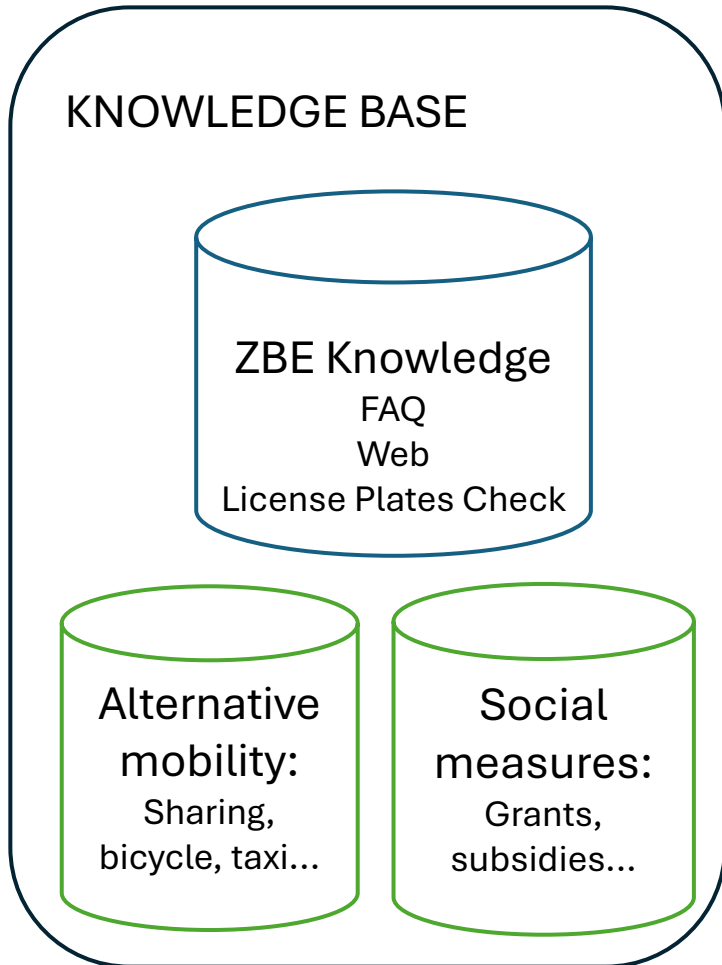
Presentation of the 3 pilot- projects and the training modules



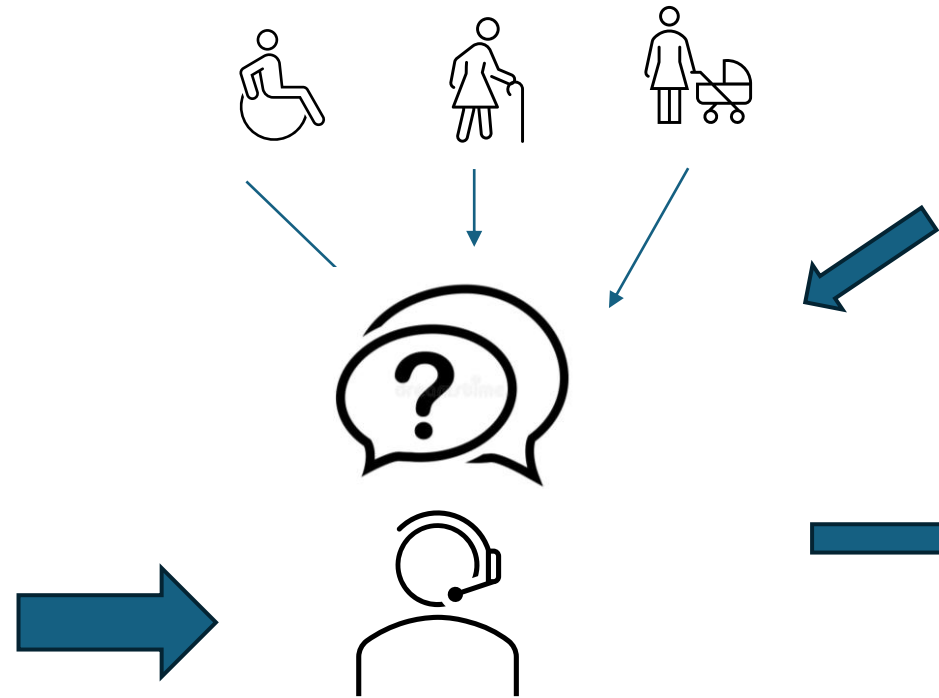
1. Developing a chatbot in Barcelona and Brussels for professionals

Developing a chatbot for professionals

What the need was?



Broad, changing information from different sources.



Different citizen information
no specialised professionals

- 1. Consultation.** User profile:
mobility needs
(time/days/distance)
Reduced mobility? Income?
Registration?
- 2. Response ZBE:**
Restrictions/authorisation form that
applies
- 3. Social measures:** Social
measures (subsidised transport,
support plans, etc.)
- 4. Mobility alternatives:**
overview of options + referral to
mobility planner and coach

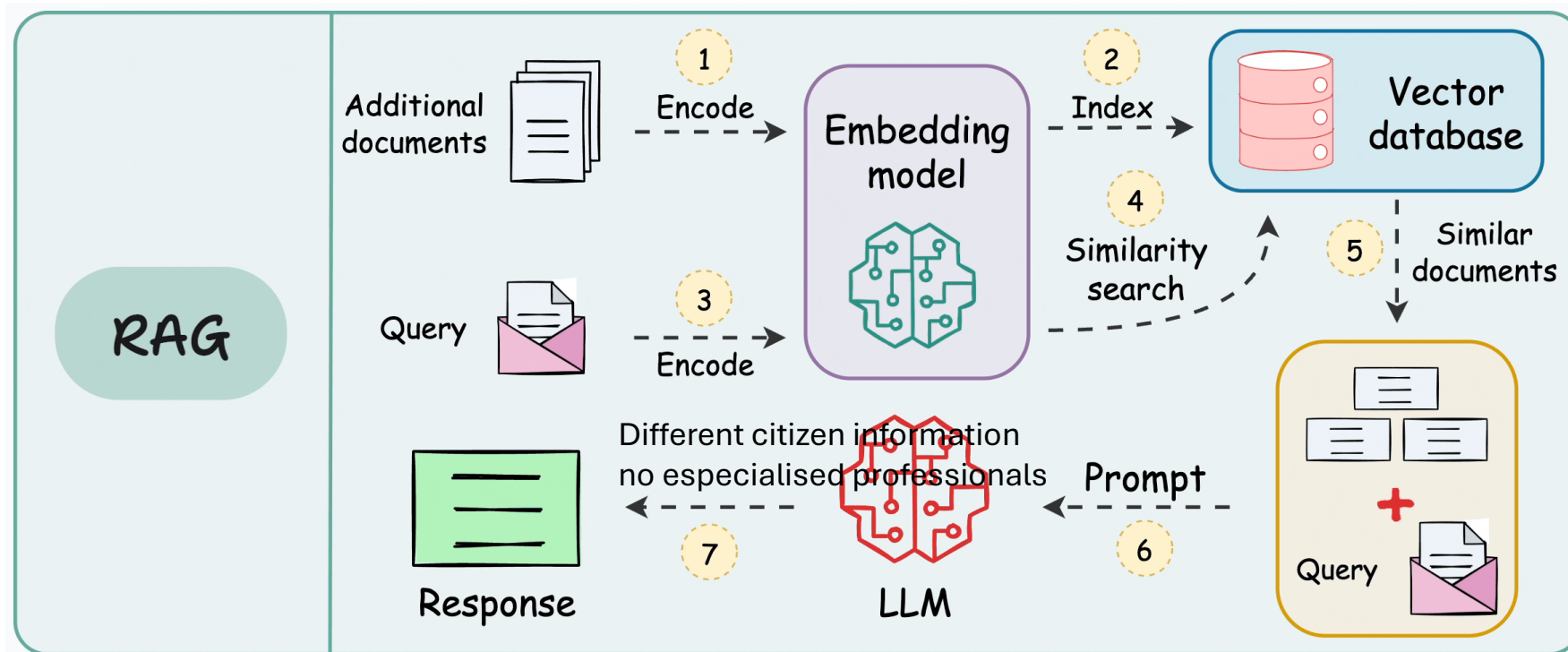
Need of information adapted to their profile. Actual chats can be misleading and you need to make the right question.

Developing a chatbot for professionals

The solution:

A RAG pipeline that enhances an LLM by letting it retrieve relevant external information and combine it with its text generation capabilities.

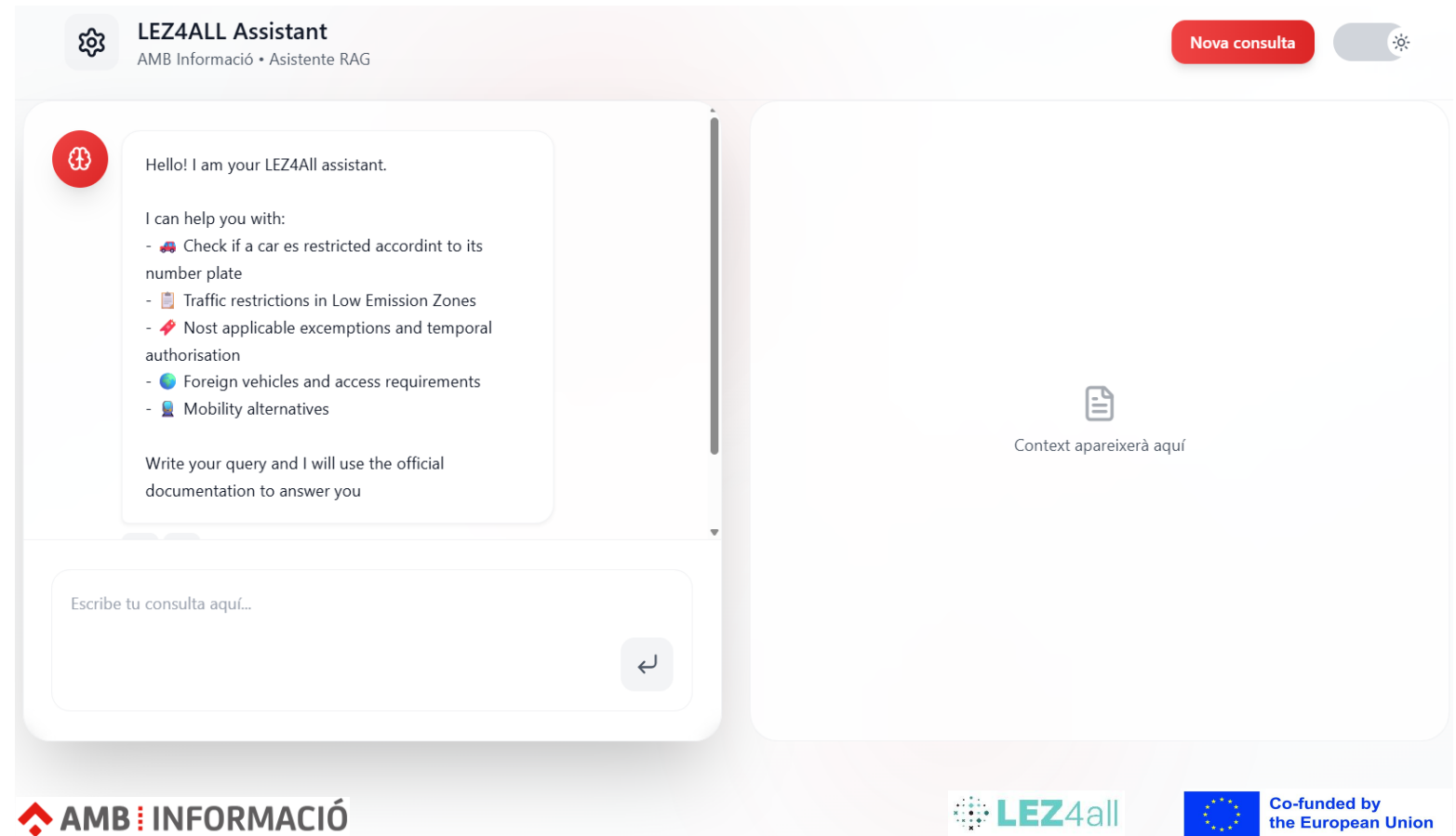
Developed by AMB Informació I Serveis and transferred to Bruxelles to try. Bruxelles has done an exercise to improve architecture and make all technology opensource



Developing a chatbot for professionals

Main features:

- **Usability:** a simple and quick tool to offer best options for affected citizens
- **Reliability:** shown next to the fragments and exact sources of official information.
- **Confidentiality:** Caches conversation data for consistency but is then deleted.
- **Flexibility:** information updated from URLs, API or documents.



Developing a chatbot for professionals

Some examples

Can vehicle 6557LMJ access Hospitalet?

The vehicle 6557LMJ has environmental badge 0 and is category M1 (passenger car). According to the ZBE regulations, vehicles with badge 0, ECO, C, or B can circulate without restrictions in the ZBE Rondes de Barcelona area, which includes L'Hospitalet de Llobregat. Therefore, this vehicle can access L'Hospitalet without any circulation restrictions.

Can vehicle 0613BXW access Barcelona?

The vehicle 0613BXW has no environmental badge (badge: null) and is category M1 (passenger car). According to ZBE regulations, vehicles without an environmental badge from the DGT cannot circulate in the ZBE Rondes de Barcelona on weekdays (Monday to Friday) from 7:00 to 20:00. Outside those hours and on weekends, the restriction does not apply. To determine whether this vehicle can access Barcelona, you need to know when the citizen plans to travel — if it's outside the restricted schedule (weekdays 7–20h), access is permitted; if within that schedule, it is not.

The context shows several authorization types available (emergency services, reduced mobility, medical treatments, foreign vehicles, low-income temporary authorization, etc.), but I would need to know more details about the vehicle owner to determine eligibility — for example:

- Is the vehicle foreign-registered?
- Does the owner have reduced mobility or a recognized disability?
- Does the owner receive periodic medical treatment at centers within the ZBE?
- Does the owner have low income?
- Is the vehicle used for a specific professional or commercial purpose?

Can you provide any of these details so I can check which authorizations might apply?

Escribe tu consulta aquí...

Developing a chatbot for professionals

Project status:

- Development of in-house technology + use of commercial IA tools vs opensource
- AMB is doing in house trials and fine-tuning of the tool and in the near future will make it available to city workers
- Brussels implemented the project on premises and has been tried in-house

Main learnings:

- The idea is powerful and considered useful by final users, especially if your answer can't be found online because it's private or brand new
- Certain level of technical knowledge required to implement de project
- If it is only for internal use other ready-made tools can be useful

2. Implementing a mobility coach in Barcelona

AMB Mobility Guidance Office

What is the mobility guidance office?

It is an AMB service in which a mobility advisor offers free and personalized sessions to citizens.

The arrival of restrictions on the use of private vehicles is accompanied by an increase in mobility alternatives. The mobility advisor helps to make the change safely: public transport options, electric bicycles, combinations of modes, or even keeping the car as a complement.





**Quines
alternatives
al cotxe tinc?**



**Quin títol
de transport
em convé?**

Estat del suport: activada
Estat del títol: activa
Títol: Targeta rosa gratuïta
Zones de validesa: 1
Vàlid fins: 2025-09-30
Darrer dia
Operador: FMB
Estació: Jaume I
Data: 08-02-2024 10:21:28

Metropolitana
Targeta rosa gratuïta
AMP

AMB Mobility Guidance Office

How does it work?

Telephone appointment



Citizens can request a telephone appointment and the counsellor will call them.

Now available on the web:

<https://zberegistre.ambmobilitat.cat/ca/Oficinaorientaciomobilitat>

In person



The counsellor can travel to the municipality so that the interviews are in person.

Support



The advisor can advise and support the municipal citizen service teams.



AMB Mobility Guidance Office

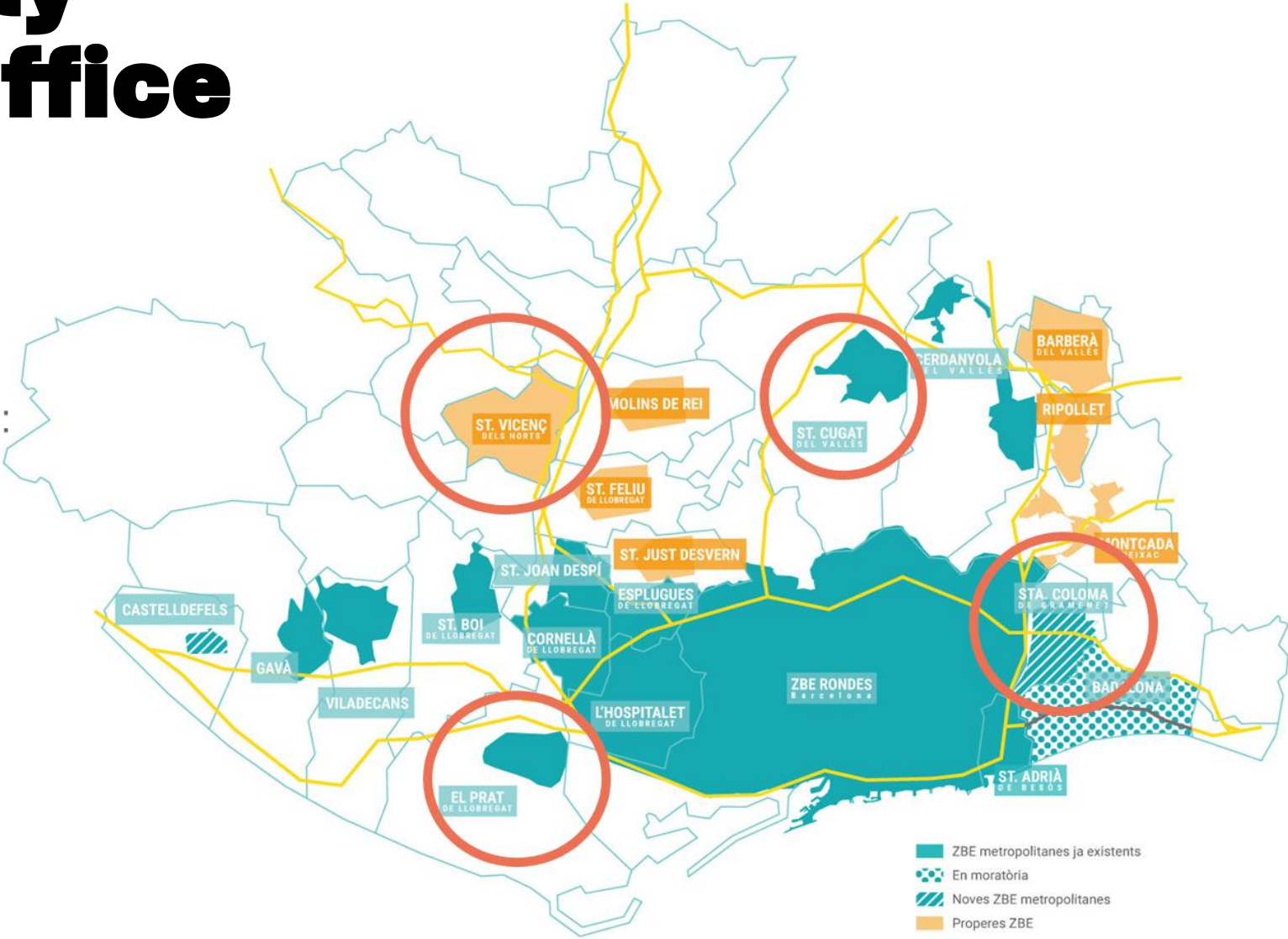
Next steps

Local implementation on going:

St. Vicenç dels Horts
Sta. Coloma de Gramanet

Local implementation interest:

St. Cugat del Vallès
El Prat de Llobregat



3. Experiencing car-sharing for vulnerable households in Brussels

Low emission zone in Brussels

In place since 2018

Exemptions

Possibility to buy 24 “day pass” per year. 35€/day

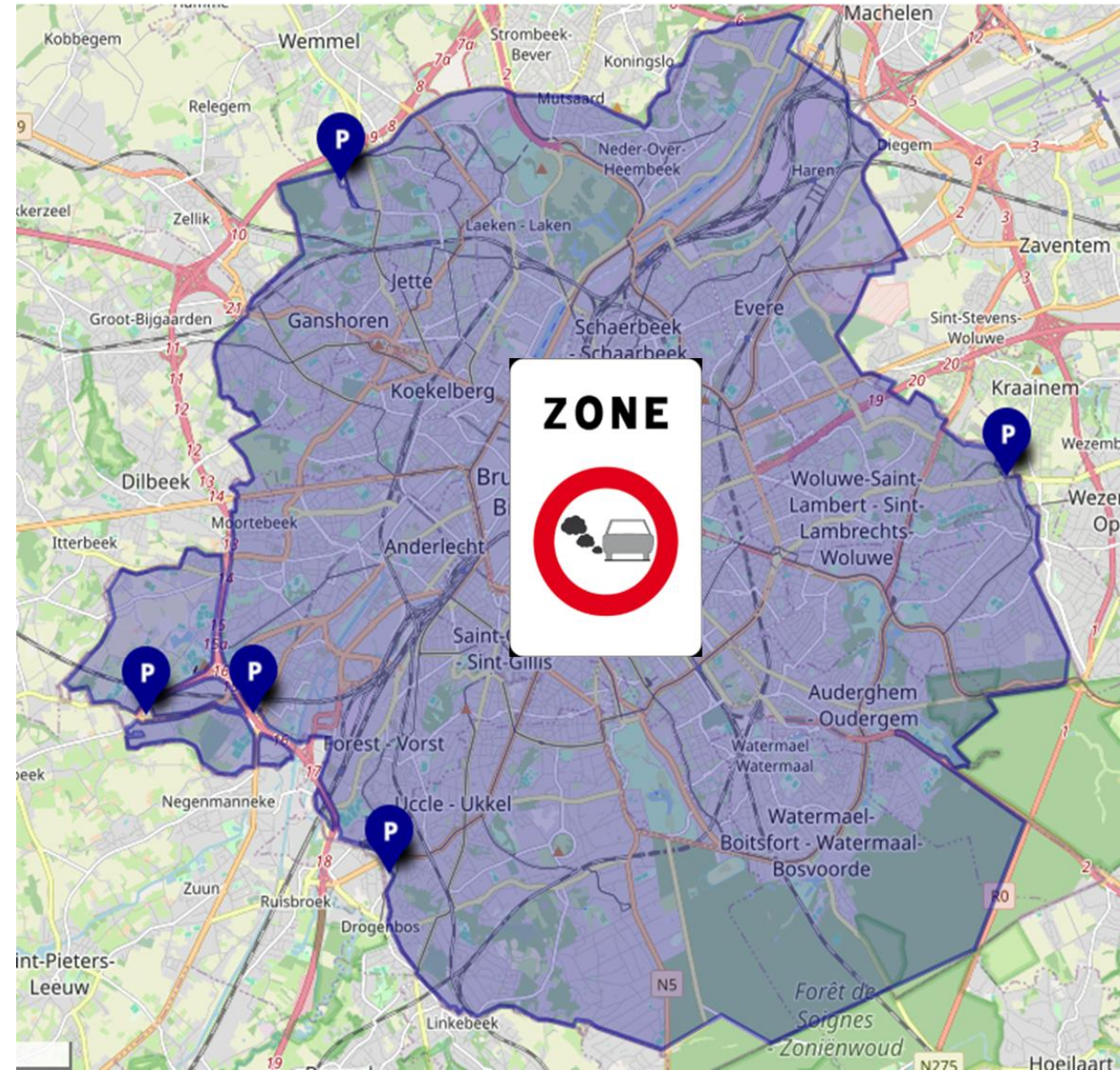
Multiples exemptions:

- Person with a disability (of parents)
- Family caregivers...

Support to adaptation

- A financial grant : Bruxell’Air : budget of €500 to €1,100. Exclusively to finance a mobility alternative.
- Mobility Coach: personalized and free one-on-one mobility coaching. On demand.

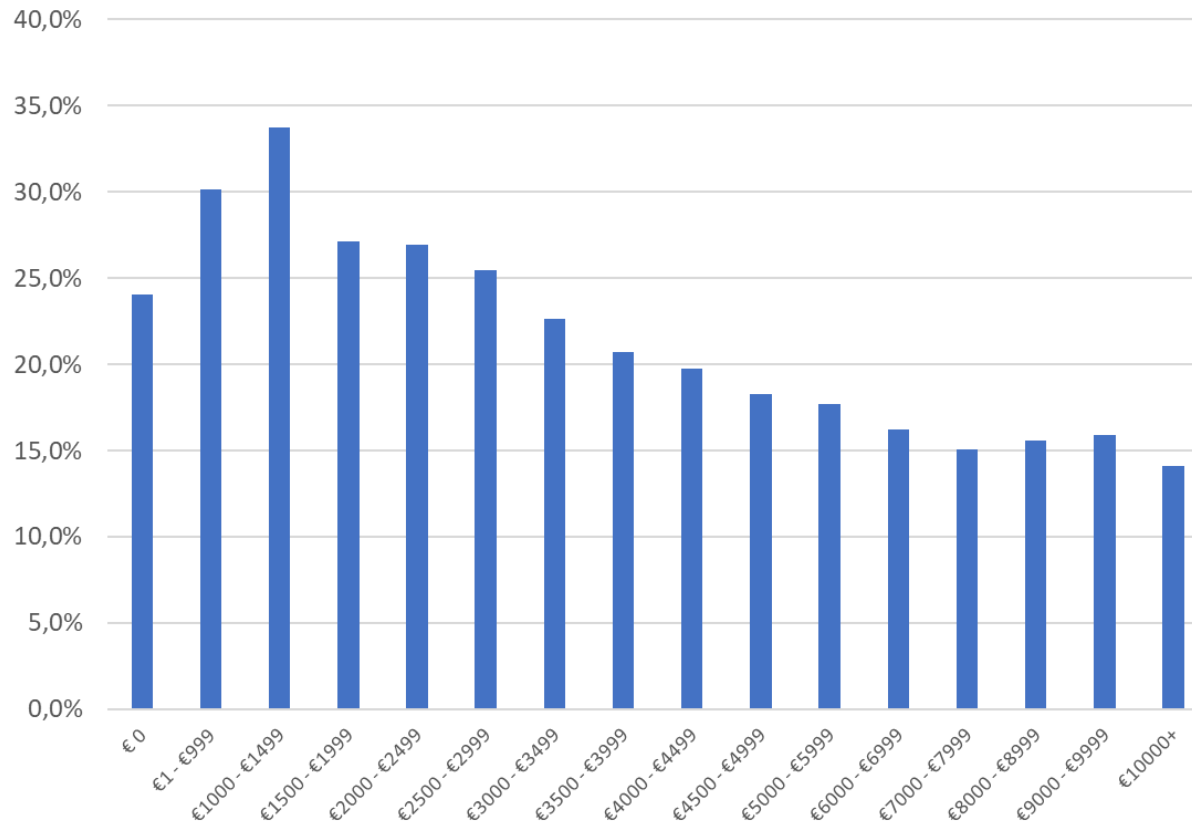
... All part of larger plan mobility plan, Good Move, to facilitate the transition



Targeting vulnerable households

Share of privately owned vehicles that do not comply with the 2025 LEZ standards by household income (Statbel: DIV, BELCOTAX, 2022)

Population: motorized households in Brussels



- When looking only at the number of motorized households, lower-income households are being disproportionately affected by the LEZ.
- Target population: poor car owners (about 5,7% of Brussels' population).

Format of the tests

Workings in partnership with **6 organisations** : community centers, social housing company, cycling school, employment support organization, home care providers company .

- Training session 1: for the social workers (2 to 6 people)
- 2-weeks to 1-month carsharing trial for the social workers (flexible format) with a 200€ budget
- Training session 2: for the participants (5 to 17 people)
- 1-month to 2-months carsharing trial for participants with a 200€ budget.
- Remote support, challenges and encouragements from the Mobility Coach through a Whatsapp group
- Debriefing meeting with all parties



**Mobility
Coach**

Explains the solutions and
answers all your questions
via WhatsApp



Organize, gathers your feedback,
also in the whatsapp groups



cltb

Partner organisation :
Recruits participants,
Facilitates connections

Lessons Learned

Partnerships with social organisations:

- Be flexible: involve social workers to varying degrees depending on their mobility knowledge, motivation, and available funding.
- Participants are hard to reach: provide communication tools
- Set the budget allocated with the partner organization.
- Trained mobility experts should lead the coaching

Working with vulnerable households:

- To generate a modal shift, maximize the range of mobility options available rather than limiting them to car-sharing only.
- Anticipate and prevent negative experiences as much as possible (e.g. fines) for participants.



4. Developing a 1-day training for professionals

Training modules : what and what for ?

WHAT? A one-day training course in person designed to provide a better understanding of the social issues surrounding mobility, particularly in the context of Low Emission Zones - UVARs, and to improve the ability to address these issues in public policy and the services developed.

WHO? A broad audience composed of professionals from the environmental, transport and social sectors. It is designed for both front-line staff and back-office staff.

WHY? Bridge the gap between professionals involved in LEZs/UVARs by bringing them together and establishing a common understanding of the challenges facing LEZs/UVARs.



The training course is currently being tested by the project partners.

It will then be improved and made freely available on the project website.

Content

RECOMMENDED CORE PROGRAM

Module 0: Icebreaker – 30min

Module 1: Mobility poverty and social impact of mobility – 45 min

Module 2: UVARs : why is it so complex? – 60 min

Module 3: Local focus on UVARs – 60 min

Module 4: Serious game LEZPlay – 120min



ADDITIONAL CONTENT

Module 5: Social and public innovation: how to design more inclusive UVARs – 30min

Module 6: Communication and empathy towards those affected by UVAR – 90 min

Each one is free to adapt this framework and the duration of the training to suit their specific context.

Content

These training modules are designed to be a mix of theory and interactive activities.

Alice, 42 ans, travaille dans un service d'aide à domicile. Seule avec 2 enfants, elle habite à [] en périphérie (deuxième couronne) et effectue des tournées principalement dans la ville-centre.

Fabrice, artisan plombier à son compte, réside en proche banlieue à []. La grande majorité de ses clients se trouve dans la ville-centre.

Alice's story:

- Une fois qu'elle a déposé ses enfants à l'école, elle rend visite à différents bénéficiaires qu'elle accompagne dans leur quotidien.
- À la fin de sa journée de travail, elle passe récupérer ses enfants après leurs activités périscolaires.

Fabrice's story:

- Il s'y rend quotidiennement avec sa camionnette, qui est vieille. Il n'a pas assez d'argent pour la remplacer par un véhicule plus récent et moins polluant.
- Fabrice est souvent coincé dans les bouchons et le stationnement en ville est de plus en plus difficile. Cela l'empêche d'être toujours à l'heure lors de ses interventions et d'en réaliser autant qu'il le souhaiterait.
- Il sait qu'il pourrait bénéficier d'aides financières pour changer de véhicule, mais le bureau administratif le freine.
- Fabrice a peur qu'avec la mise en place de la ZFE, sa camionnette ne puisse plus circuler en centre ville, impactant significativement son travail.



Tableau de bord de bord de votre politique UVAR

Lancement : 5 mai 2020 - 1 an - 2020 - 2020

Budget commun : []

Caractéristiques de l'UVAR : []

Principaux indicateurs de suivi :

- Qualité de l'air 2020 : []
- Baromètre social : []

Indicateurs de suivi :

- Qualité de l'air 2020 : []
- Baromètre social : []

Tableau de bord de bord de votre politique UVAR :

- 0 1 2 3 4 5 6 7 8 9 10 11

Questions?

Chatbot

Mobility coach

Experiencing car-sharing for vulnerable households

Training modules



Conclusion



Stay connected



[LEZ4All Exploration](#)



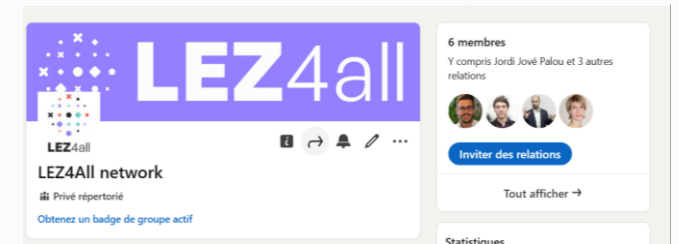
[LEZ4All / Erasmus + | LinkedIn](#)



clara.coornaert@auxilia-conseil.com

Creation of a professional network interested by the project

Join us :



Next steps

- **Test of trainings modules** in Barcelona, Brussels, Lyon, Paris, Bordeaux... in 2026. Reach out if you would like to host a training (for free!)
- **You are invited to the final event** in Brussels on **22nd September 2026** (save the date to come very soon)

Was this webinar useful for you?

Let us know using this QR code!



https://uantwerpen.eu.qualtrics.com/jfe/form/SV_bC6PA7IWdKYUmA6

**Thank you for
your
attention !**

