

Journey Planner

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement GA101037053



01 BASIC PROJECT INFORMATION

Project name Journey Planner

Partners involved Sopra Steria, Brussels Airport Company

Implementing airport / site Brussels Airport

Period tested 2025 - ...

Project lead / contact Sopra Steria

02 OBJECTIVE

What are we trying to solve or tackle with this project?

Help passengers, staff and other airport users choose more sustainable routes to and from Brussels Airport by comparing multimodal options based on travel time, cost and CO₂ impact.

The tool reduces the information barrier that can cause users to default to private cars when public transport, shared mobility or other alternatives are unclear.

Success criteria:

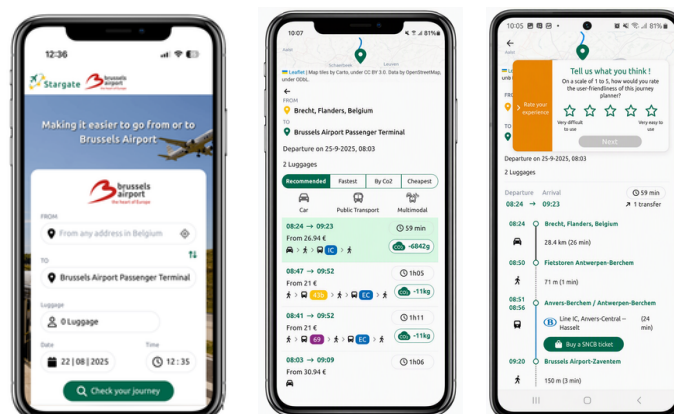
- Provide clear multimodal route comparisons
- Make CO₂ impact visible
- Improve confidence in sustainable alternatives
- Attract users and assess usability, likelihood of future use, added value and influence on transport choice

03 APPROACH (HOW WE TESTED)

Test set-up & method

Sopra Steria developed a web-based, airport-specific Journey Planner for Brussels Airport. Users can compare multimodal routes without selecting a transport mode upfront and filter options, including by CO₂ impact. The tool was promoted through the Mobility Kiosk, QR codes and digital channels.

User feedback and web analytics assessed usability, future use, added value and influence on transport choice



Data & measurement

The evaluation combined user surveys and usage analytics. Key indicators assessed included ease of use, future-use intention, perceived added value, influence on transport choice and user engagement with the Journey Planner

Risks & mitigations

Risks include incomplete or inconsistent mobility data, changing traffic and public transport conditions, and limited user trust in route recommendations.

Mitigation requires reliable data feeds, transparent route and CO₂ assumptions, practical routes that consider luggage and accessibility, and continuous user feedback.

Limitations

Direct modal-shift and CO₂ impacts were not quantified. Behavioural change requires longer-term monitoring, while results depend on data quality, tool visibility, user trust and continued integration into airport communication and mobility channels.

04 RESULTS & IMPACT

Key results

The Journey Planner provides airport users with practical multimodal route comparisons and clear visibility of travel-related CO₂ emissions. Adoption has been encouraging, with thousands of users engaging with the tool since launch, indicating strong demand for accessible mobility information.

User feedback confirms its value: 73% found it easy to use, 75% would use it again, 69% reported an influence on their transport choice and 76% perceived high added value. These results demonstrate the tool's potential to encourage more sustainable mobility choices at Brussels Airport.

1. User friendliness?

73% score the journey planner as (very) ease to use (score 4 and 5)

2. Usage in the future?

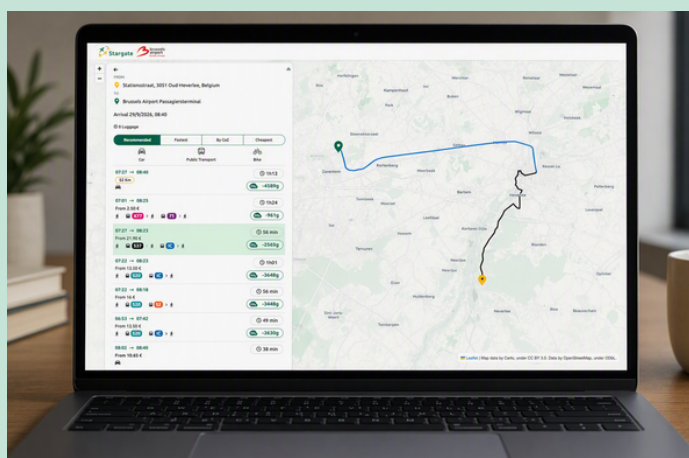
75% find it (very) likely they will use the journey planner in the future

3. Impact on choice of mode?

69% says it has a (very) high impact on their choice of transport

4. Added value

76% says it has a (very) high added value



05 RATINGS (QUICK ASSESSMENT)

Deployment Approach

How standardised is the solution: can it be deployed off the shelf, or does it require extensive customization?

Off The Shelf  Custom-Built

Investment Magnitude

From low-cost deployment to major investment.

Low Investment (less than €10k)  High Investment (more than €15mio)
OPEX  CAPEX 

Sector Readiness

From non-existing or emerging standards, regulations, and certification pathways to fully established industry practices.

Emerging Framework  Established Framework

Innovation Maturity

How does the solution score in terms of maturity, from low TRL experimental/pilot-stage to high TRL market-ready.

Experimental  Market-Ready

Operational Impact

Does the innovation deliver targeted improvements or rather drastically transform processes and/or operations.

Incremental Improvement  Transformational Change

Notes

For airports, the main value lies in translating complex mobility information into clear and comparable choices for passengers, employees and visitors.

Replication requires reliable local transport data, transparent CO₂ assumptions, airport-specific destinations, visible user touchpoints and continuous monitoring of user feedback and behavioural impact.

06 NEXT STEPS / RECOMMENDATION

Recommendation:

Continue and improve the Journey Planner: maintain visibility at airport touchpoints, strengthen data quality and transparency, and monitor whether usage leads to measurable modal shift and CO₂ reductions.

Next steps:

- Keep the Journey Planner visible through the Mobility Kiosk, website, QR codes and mobility campaigns.
- Improve data feeds and explain route ranking and CO₂ assumptions.
- Track visits, completed searches, repeat use and user feedback over time.
- Explore additional destinations and target groups.
- Link results to SAMP monitoring and mobility campaigns.

Links:

<https://eco-calculator-live.public.sg1.colibry.io/en/brussels>