

# SUSTAINABLE MOBILITY FOR EVENTS

## INFORMATION STAND ON THE EVENT GROUND

### *What & Why to do it*

An information stand is a desk on the event location, where people can ask all types of information including information on the accessibility and on the environmental measures.

Many visitors need last minute information, once they're on the festival ground, on how to get back home by public transport or by carpool. Especially on types of events where the time of return is not always known before the visitors come to the festival, an information stand on the festival ground proves to be very useful.

### *How to do it*

- As people are on the event location already once they discover the information stand, the stand should focus on information on the return trip by sustainable transport mode. In case of an event for several days, the info stand could provide information on the next days as well.
- The information stand could provide the following types of information:
  - o Public transport schedules for the return trip;
  - o Directions / walking routes to the bus or train stops nearby;
  - o Carpool matching services: find a carpool partner for the return trip;
  - o Information on cycle routes;
  - o Information on waste prevention measures;
  - o Information on energy and water saving measures.
- For small events, one single information stand for all types of information should be sufficient. For large events catering for ten thousands of visitors, a separate information stand on accessibility is recommended. This allows to employ specialised staff, trained in providing accessibility information.
- The information used could be the same as the one established for the information campaign on the website (see elsewhere in this manual).

### *Costs and benefits*

#### Costs

- The construction of the information stand itself is the only material cost of the measure.
- For major events, count 1 or 2 employees or volunteers permanently to staff the information stand.

#### Benefits

- The number of parking places needed to accommodate all visitors can be considerably lower if good public transport services are provided.
- There are substantial gains on for the environment: if only 100 visitors, travelling an average distance of 20 km one way, are diverted from the car to a bus, CO<sup>2</sup> emissions are reduced with 156 kg

### ***Information stand at the Sfinks festival***

The Smash-Events team has been running an information stand for the Sfinks festival, edition 2002 (world music festival, 50.000 visitors in 4 days)

Information on the environment and mobility measures was spread through a dedicated information stand. The initial proposal provided one single information stand for all types of information, including information on the festival programme, catering possibilities, lost children, etc. After the first day however, it was decided to split the information stand and to have the mobility and environment information provided at a dedicated counter.

Mobility related information was then supplied by specialists. The stand provided:

- public transport information, including general timetables, last departures, fares and directions towards nearby bus stops and the Boechout railway station;
- carpool matching services;
- information on cycle routes around the festival ground;
- information on the reusable cups, energy and water saving measures.
- The stand was an additional selling point for the reusable cups.



### ***The results***

About 450 questions on mobility were answered at the Sfinks information desk.

**Contact:** Jan Vanseveren, Traject, [jvs@traject.be](mailto:jvs@traject.be), phone +32 9 242 32 80