

Jannie Haek was born in Torhout on 10 July 1965. He has lived in Bruges with his wife and two daughters since 1989.

Jannie Haek obtained his degree from UGent in 1988 and started his professional career at the Finance Inspectorate Corps. From within this elite corps, from 1995 through 2005, he was seconded as Principal Secretary to the Vice Prime Minister in the Dehaene II, Verhofstadt I and II governments.

In this position he served as Government Commissioner at various public enterprises, including NV ASTRID, the operator of Brussels National Airport, and the National Lottery (Nationale Loterij). During that time he was closely involved in outlining Belgium's social and economic policy, including the budget policy, the privatisation of Brussels National Airport, the market introduction of Belgacom, the deregulation of the energy sector, interprofessional consultation and the government's position on autonomous public companies.

On 1 February 2005, Jannie Haek was appointed CEO of SNCB Holding. In this position he is responsible for examining and handling all financial and social aspects within the SNCB Group. SNCB Holding is currently evolving into a vehicle for investments in sustainable mobility by adopting a resolutely multimodal approach focusing on station environments, bike sharing, car sharing, an active parking policy and intermodal travellers information.

Stations as drivers of networked mobility

Jannie Haek, CEO SNCB-Holding

Mobility has evolved substantially in the past few decades, due to the growing world population, globalisation, and the exponential growth of energy demand, to name but a few. However, the solution is not in more infrastructure, but in better use of it.

Many different stakeholders agree on the new social trends. Everything used to be about ownership, but today we are evolving into a society that values sharing most of all. Just think of social media like Facebook and Twitter, for instance. But we're also sharing our mobility more and more. The car industry too, is aware of the phenomenon that young people attach less importance to having their own car. Their status is no longer determined by the car they are driving, but by the smartphone or tablet in their bag or pocket.

As a railway company we need to respond to these new social trends:

- The infrastructure needs to be adapted to enhance the role of our stations as intermodal nodes;
- The range of services needs to be extended to reduce the need for mobility and offer additional mobility services;
- We should make use of all the opportunities that are currently offered by the network, which consists of intelligent infrastructure in combination with mobility and other services and, above all, the internet that offers a whole new range of possibilities, going from planning and using to sharing, making bookings etc.

Together these three pillars form the **networked mobility**. The challenge for this new networked mobility is to make the individual parts work as a whole. Because today, mobility is much more than just travelling. It is a new way of thinking and living. Today's traveller is the director who organises his movements according to his needs and timing. In that new concept, stations will be the main centres of networked mobility.

The first pillar of networked mobility: infrastructure

The perfect example for the adaptation of the infrastructure is Gent-Sint-Pieters station. At exactly 100 years of age it no longer corresponded to the current expectations of the customer. A thorough transformation was started with a view to the following decades. Gent-Sint-Pieters has almost 54,000 embarking passengers each day, making it Belgium's second biggest station. Looking at the modal distribution - how do the customers get to the station? - it is striking that the proportion of people using the car is only a mere 7%. Most of the travellers get to the station on foot, by bike, or using public transport.

The renovated station will be a perfectly integrated intermodal node. The train, bus and tram stations blend into one another and form a triangle. Several bicycle parking facilities boast a total of 10,000 parking spaces and are close to the platforms. So is the new car park for 2,800 cars, which also has a new access road. Many other stations are currently being rebuilt using the same principles.

The second pillar: offering new services

However, a well-developed infrastructure is not enough to achieve networked mobility. Offering **new services** is an important second pillar.

First of all, we offer a number of new mobility services:

- 41 stations feature a bicycle point. At these bicycle points you can get small "get home" repairs done; you can also rent a bike and the staff are responsible for supervision and cleanliness of the bicycle parks. At those 41 stations you can also get a bicycle from Blue-Bike, the only national bicycle sharing network in Belgium.

- The car parks at the biggest stations also offer shared cars from Cambio.

- 7 stations have recently acquired charging points for electric cars, bikes and mopeds and by next year more than 30 stations will be equipped with these points.

Other new services ensure that you can save time while you're at the station, including a wide range of shops and services, such as a nursery, a post office, a bank... In addition, new forms of work arrangement will be offered in the future.

It may sound like a contradiction, but new station projects not only enhance mobility, they also lead to less mobility. Our station projects are accompanied by densification of the city. A good example is Leuven, where the station has been an important engine for urban renewal. Today, there are more than 5,000 jobs in the immediate vicinity of the station, both at private companies and public administrations. In addition more hotels and homes were built. In short, a healthy mix of life, work and home.

The third pillar: an efficient network

A third pillar of the networked mobility is, of course, the combined force of **technology, connectivity, the network**, because that is what allows us to intelligently organize our mobility.

Nowadays we can no longer do without our smartphone. We follow our favourite social networks, we closely follow the news and our smartphone also is the turntable for organizing our mobility. Today, with your smartphone you have the train station in your pocket. You can plan your route at any time and any place, even when you're on the move. Your smartphone also shows you which means of transport is the best choice to reach your destination, at the time chosen. But organizing your mobility is much more than that. Through the network you can adjust your journey along the

way, for instance by driving to the nearest station when there's a traffic jam, or booking a mobility service, such as a shared car...

All those online features also contribute to increased capacity of our network, because we can make much better use of it thanks to these new technologies.