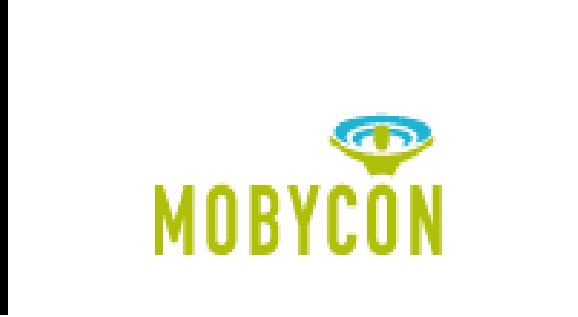




PRO-E-BIKE

promoting-electric-bike-delivery



Mark Mallens

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About Mobycon

- Founded in 1995
- Consultancy company for Traffic, Transportation and Mobility issues
- Clients on all government levels

PRO E-BIKE

- Promotion of clean and energy efficient vehicles
- Focussed on e-(cargo)bikes and e-scooters
- Delivery of goods, passengers and services
- Background is also the European CO₂ reduction program

PRO E-BIKE goals

- To build understanding
- To raise confidence
- Result: Behavioural change
- Market uptake and promotion of policies are important follow-ups



Creating favorable conditions

- Collaboration between partners
- Setting up a platform for manufacturers, distributors and potential E-bike users
- Pilot projects in various cities / companies

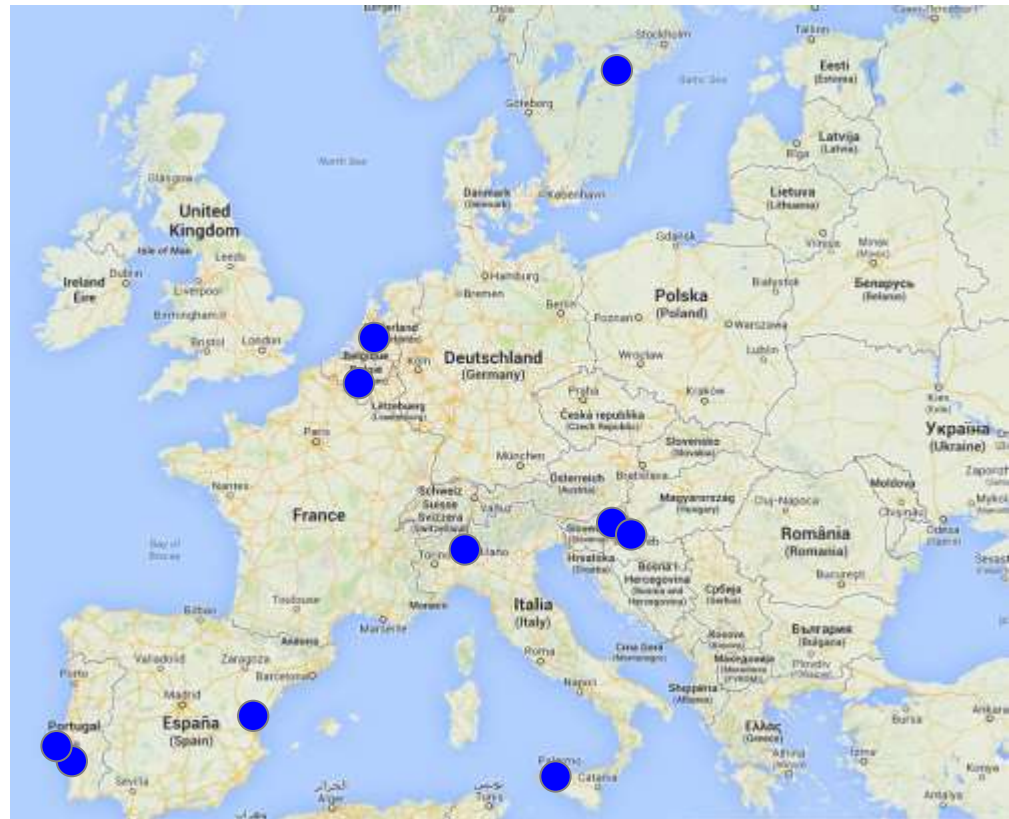
Target groups

- Delivery companies
- Public administration/ local authorities
- Citizens



Partners

- Energikontoret Ost (Sweden)
- Mobycon (The Netherlands)
- ECF (Belgium)
- Singergija (Slovenia)
- POLIEDRA (Italy)
- ITENE (Spain)
- Occam (Portugal)
- Lombardo (Italy)
- IST (Portugal)
- EIHP (Croatia, project management)



Our job

- Project comprises 7 stages
- Our focus is current situation analysis
- Best practices, policies and trends

Our job

- Method of research
- Input from all partners

Compelling examples

Posta Slovenia

- Deliveries in the city center of Ljubljana, Koper and Celje
- Case study in the ELTIS project
- 41 e-cargobikes, 20 e-scooters, 3 e-vans
- More older employees can do deliveries
- Contribution to internal goals for reduction of pollution

- Maintenance is a problem due to lack of suppliers of parts in Slovenia

- Similar example: Belgian Postal services

Compelling examples

BASF (e-bike)

- Ludwigshafen site
- Replacing scooters with e-bikes
- Supporting innovative mobility
- Employees are content
- Lower costs, less pollution



Compelling examples

DHL

- Introducing 'parcycles'
- Meeting internal goals on pollution and noise reduction
- Client perception!
- Logistical process must be suitable
- FedEx (Paris) and TNT (Brussels) are comparable examples



Compelling examples

Childcare centre 'Struin' (e-cargobike)

- Transporting children from school to 'after-school care'
- Suits the companies vision
- Safe, easy and fast
- More difficult to implement in car-minded areas without proper infrastructure



Compelling examples

City Bird (Paris/Marseille, e-scooter / motor)

- Transporting passengers to and from airports
- Booking in advance
- Suit, helmet is all taken care off



- Fairly expensive, non-typical form of transport in western countries

Results

Pro's

- Low costs (purchase, insurance, maintenance)
- Efficiency (break even point)
- Sustainable character (congestion, emissions, noise)
- Client perception / image
- Simpler infrastructure needed

Results

Con's

- Loading capacity
- Range
- Weather influences (over-rated)
- Dependent on physical fitness (but energy efficiency $>^2$ than cars)

What do we report?

- Technology
- Economic sustainability
- Service management
- Favorable conditions

Eyecandy

Questions / discussion

E-(cargo)bikes are the best option to improve city environments (pollution, client perception, etc.)