

# Digital Cycling Promotion

BIKE CITIZENS CYCLING APP - THE DIGITAL HOME FOR CYCLISTS

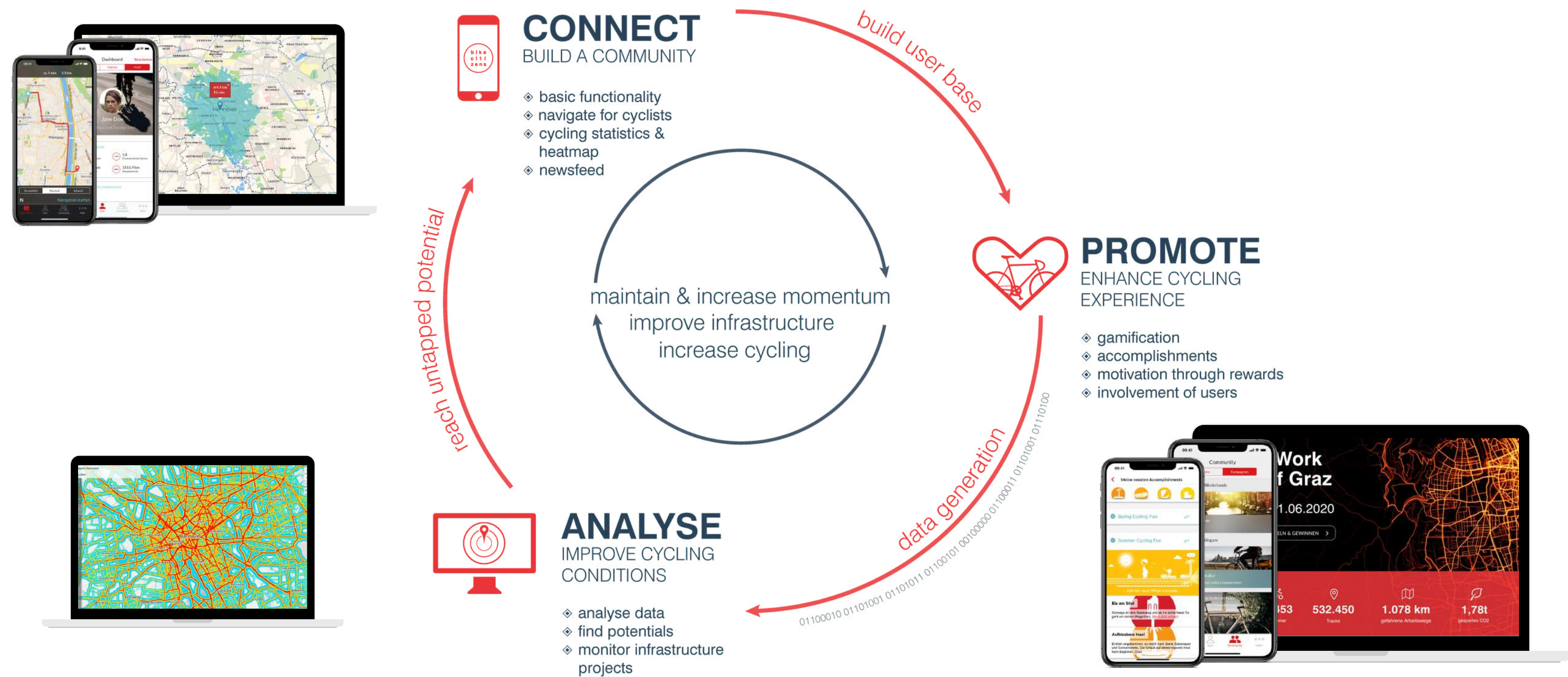


bike  
citi  
zens



# BIKE CITIZENS: APP - WEB - DATA

## The concept to digitalise and stimulate cycling





# The cycling app





## BIKE CITIZENS THE APP

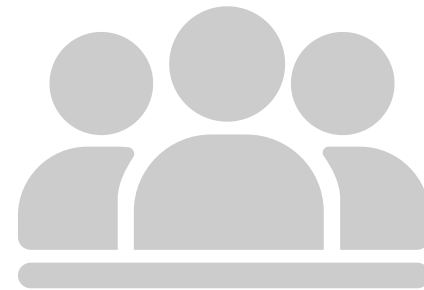
# Bike Citizens app - the digitale home for urban cyclists

The core modules in the app



### MAP

more than navigation



### USER PROFIL

added value for the users



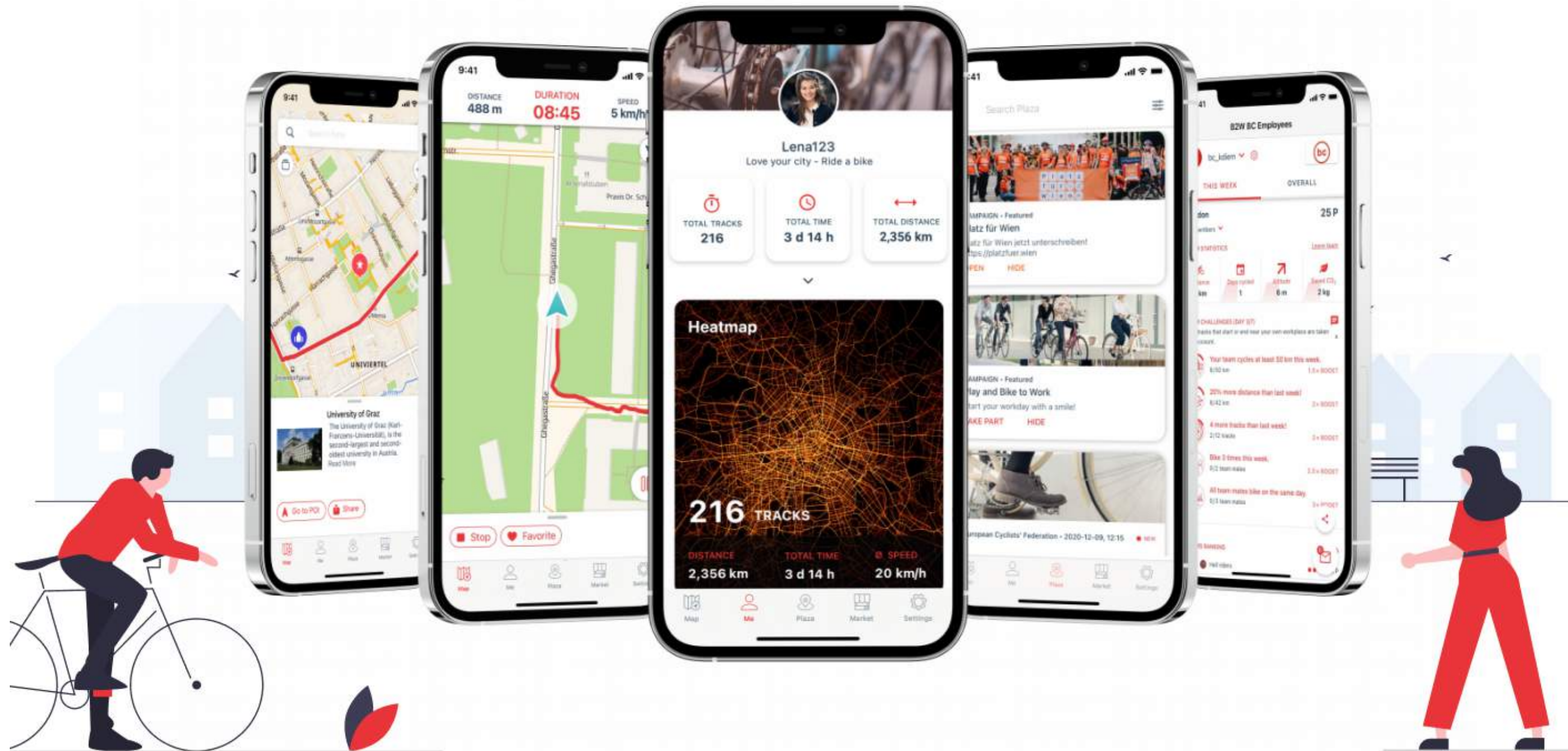
### PLAZA

communication channel

BIKE CITIZENS



# The digital home for cyclists

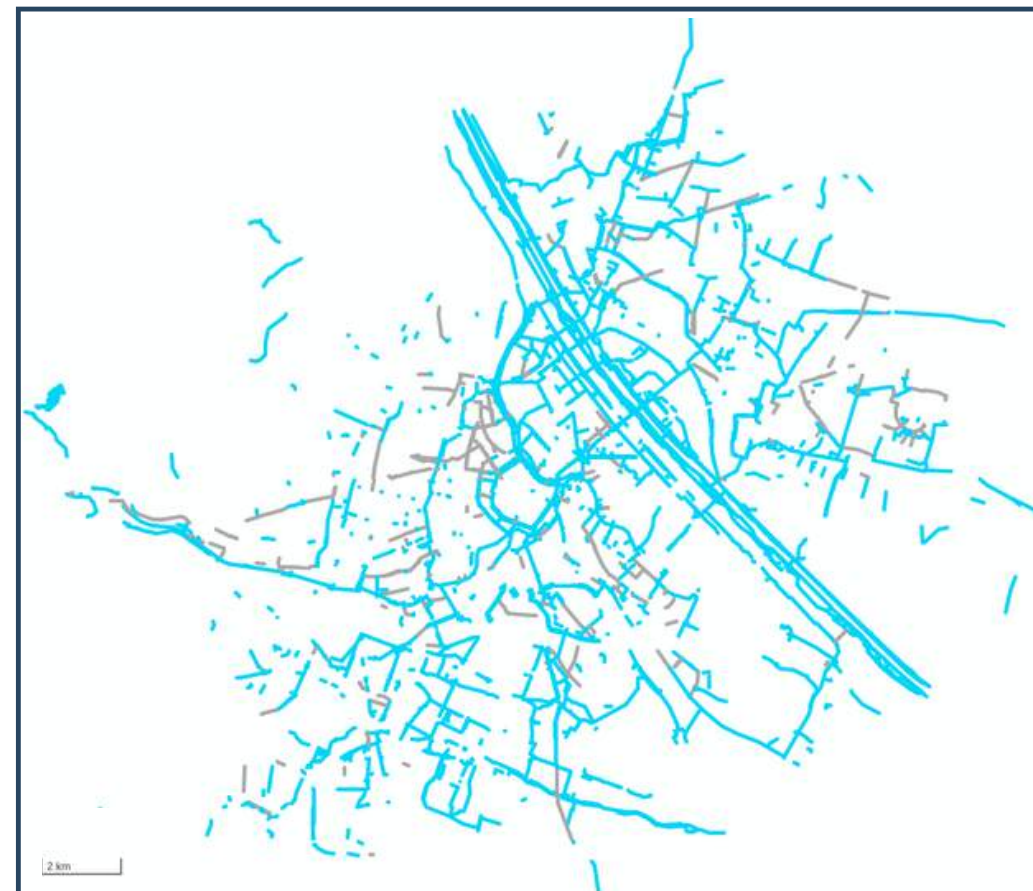




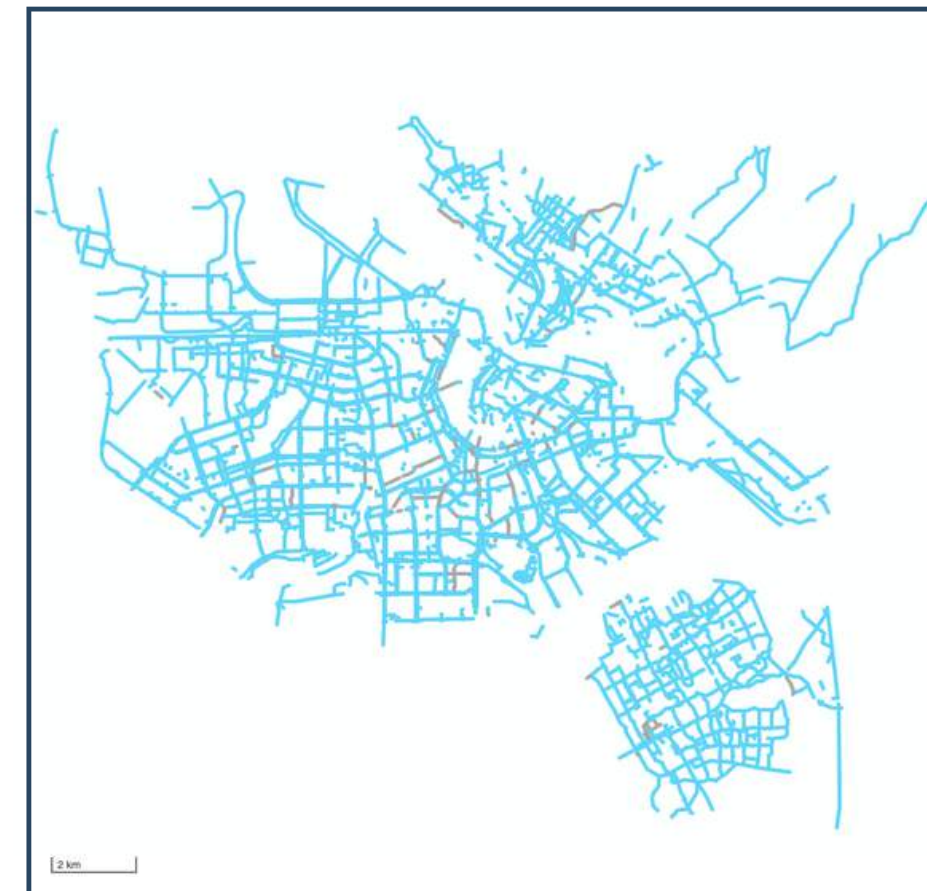
# Bike Routing for more safety and orientation



GRAZ



WIEN



AMSTERDAM



Baulich oder mittels Markierung getrennte  
Radinfrastruktur

c OpenStreetMap





Origin Address

**5** 10 15 30 minutes by bike

Easy **Balanced** Fast

Bike Profile less

MTB **City Bike** Road Bike

Routing mode

point-to-point **5 minutes by bike**

**Route**

**Bike Citizens Map**

**Cycling friendly  
route planner**



PING IF YOU CARE!

# Gives you feedback from experienced cyclists



1. Track



2. PING



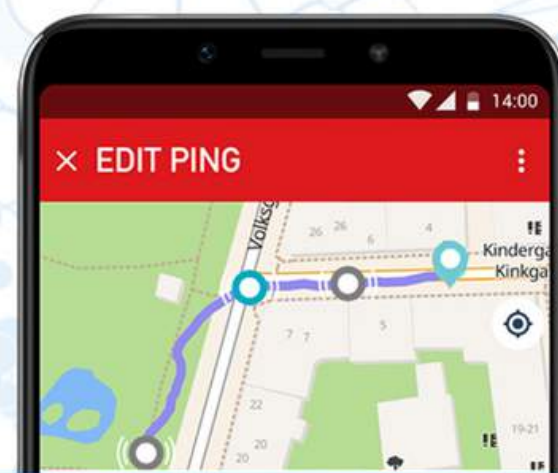
3. Comment



The Button



The App



The Crowd



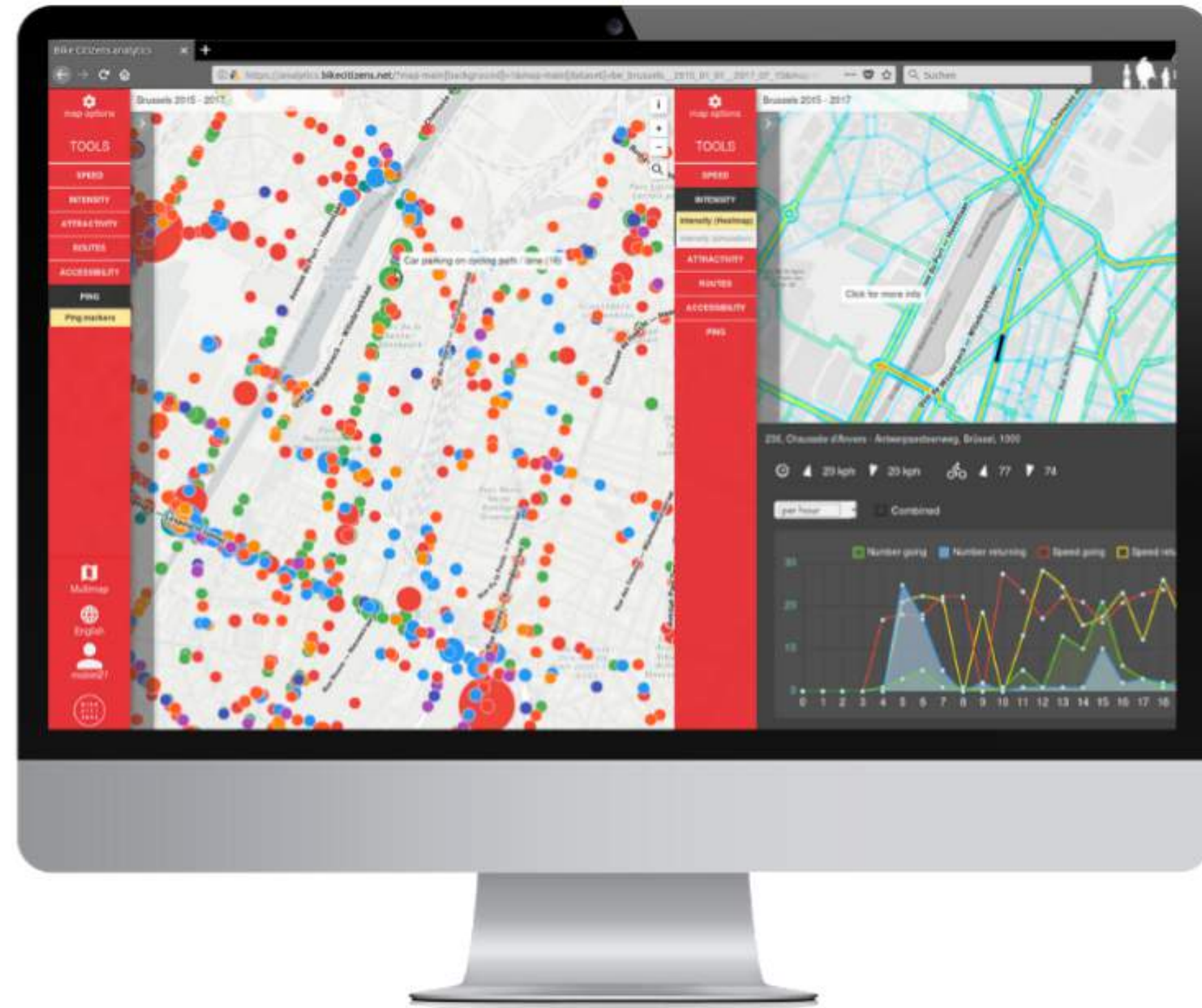
in cooperation with

**MOBIEL21**  
ZET MENSEN IN BEWEGING



PING IF YOU CARE!

**Gives you feedback from experienced cyclists**



in cooperation with

**MOBIEL21**  
ZET MENSEN IN BEWEGING



PING IF YOU CARE!

# Join the community



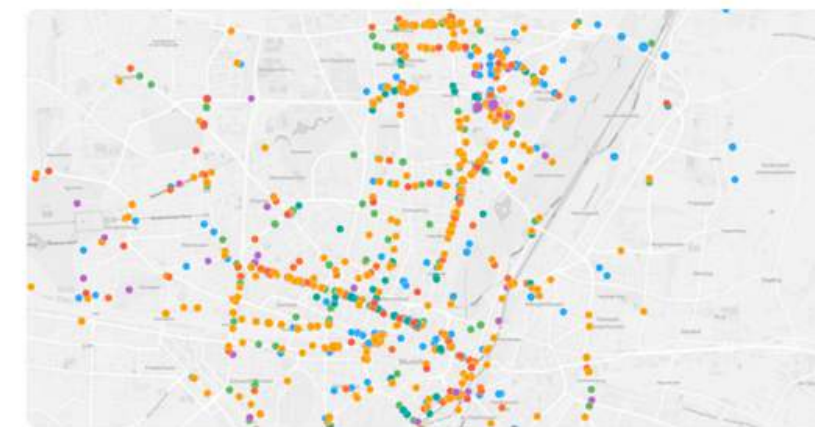
  
BRUXELLES MOBILITÉ  
BRUSSEL MOBILITEIT  
SERVICE PUBLIC RÉGIONAL DE BRUXELLES  
GEWESTELIJKE OVERHEIDSDIENST BRUSSEL



  
Gemeente  
Amsterdam



 Landeshauptstadt  
München



in cooperation with

  
ZET MENSEN IN BEWEGING



A person wearing a dark, textured jacket is holding a smartphone over the handlebars of a red road bicycle. The background is a blurred, hazy landscape, possibly a body of water or a distant shore. The overall tone is professional and modern.

**Bike Citizens**

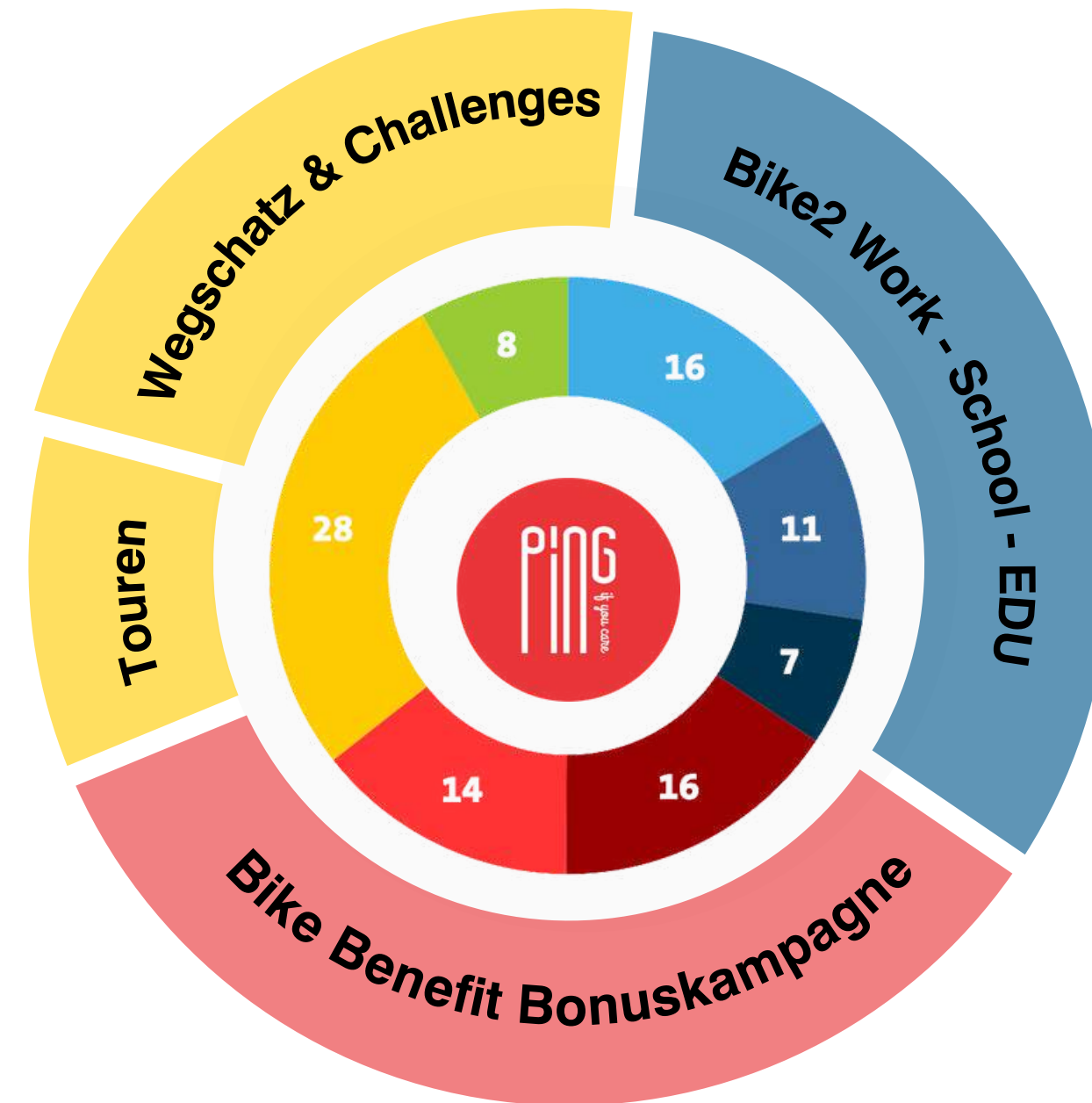
# Digital Cycling Promotion

Gamification - Challenges - Benefits



BIKE CITIZENS

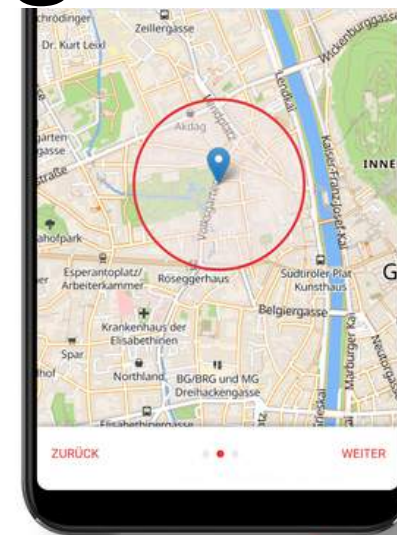
# Digital Campaigns



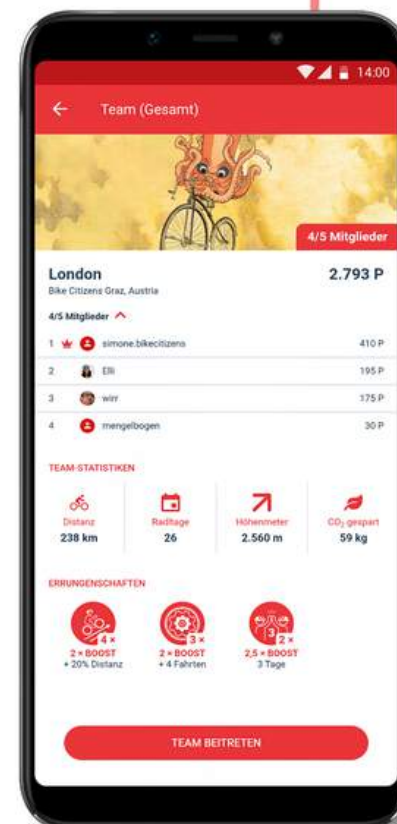


BIKE 2 WORK // BIKE 2SCHOOL

# Digital challenge for Cycling commutes

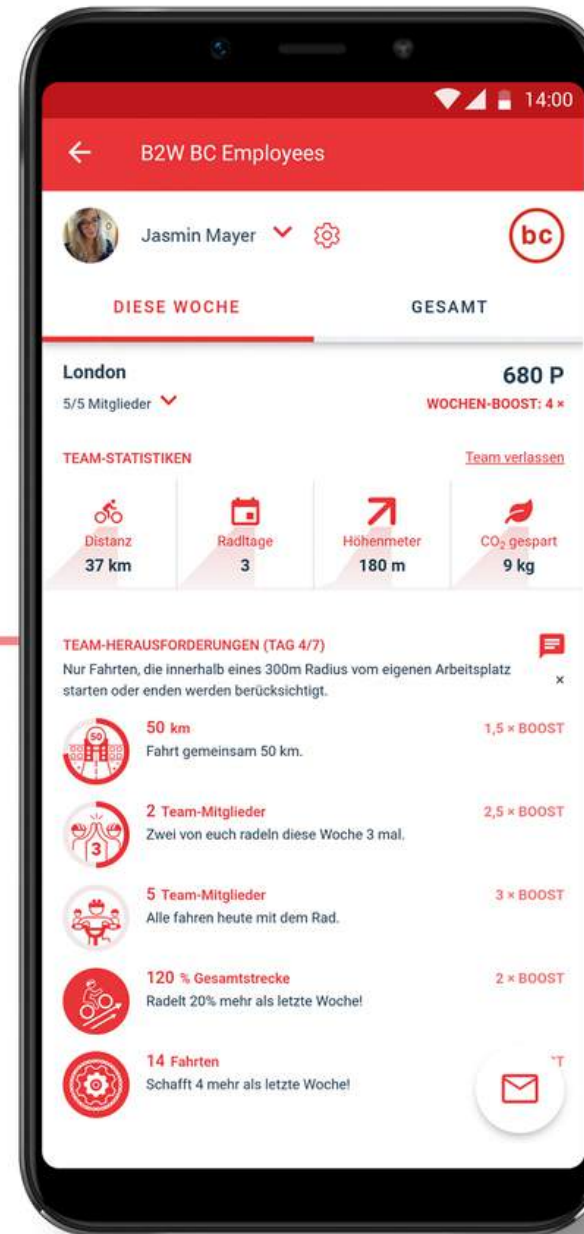


Arbeitsplatz  
festlegen



Team  
beitreten

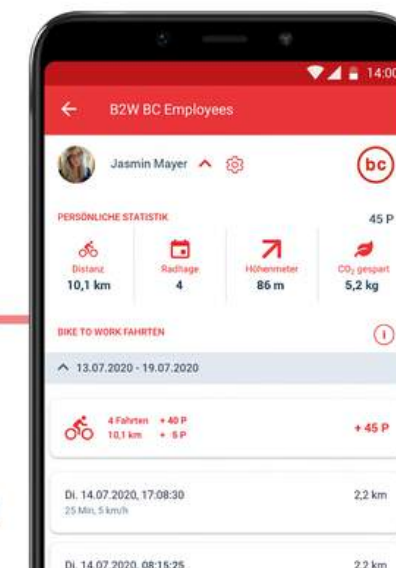
Boosts & Punkte sammeln



Persönlichen  
Beitrag leisten



Im **Ranking** aufsteigen





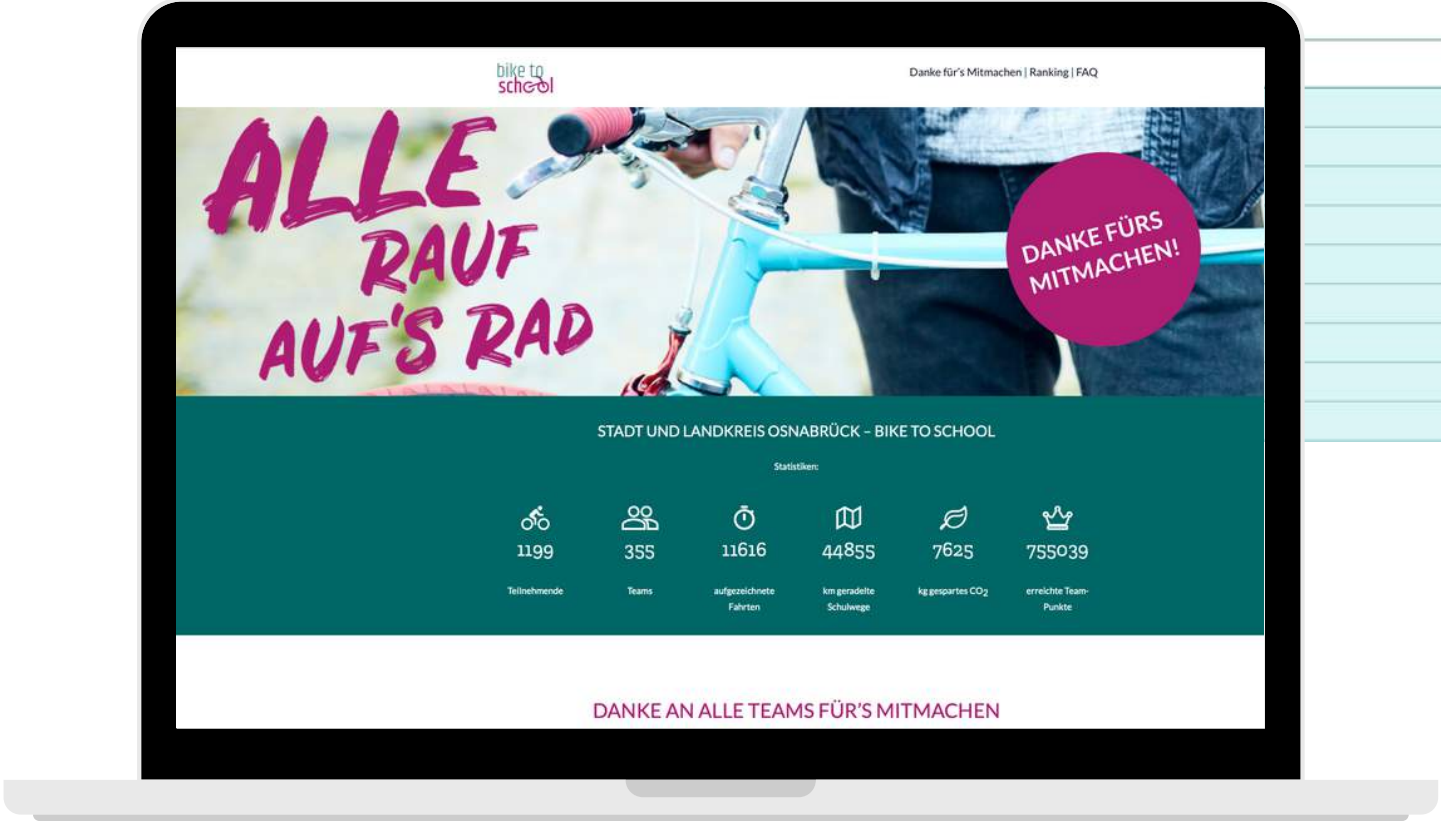
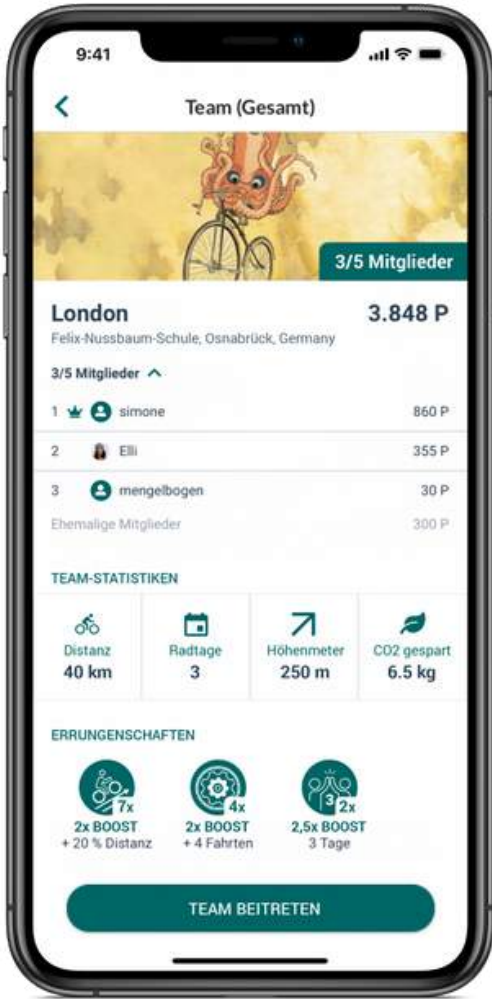
BIKE 2 WORK // BIKE 2SCHOOL

# Gamification and Teamwork



Danke für's Mitmachen | Ranking | FAQ

## DAS FINALE SCHUL-RANKING

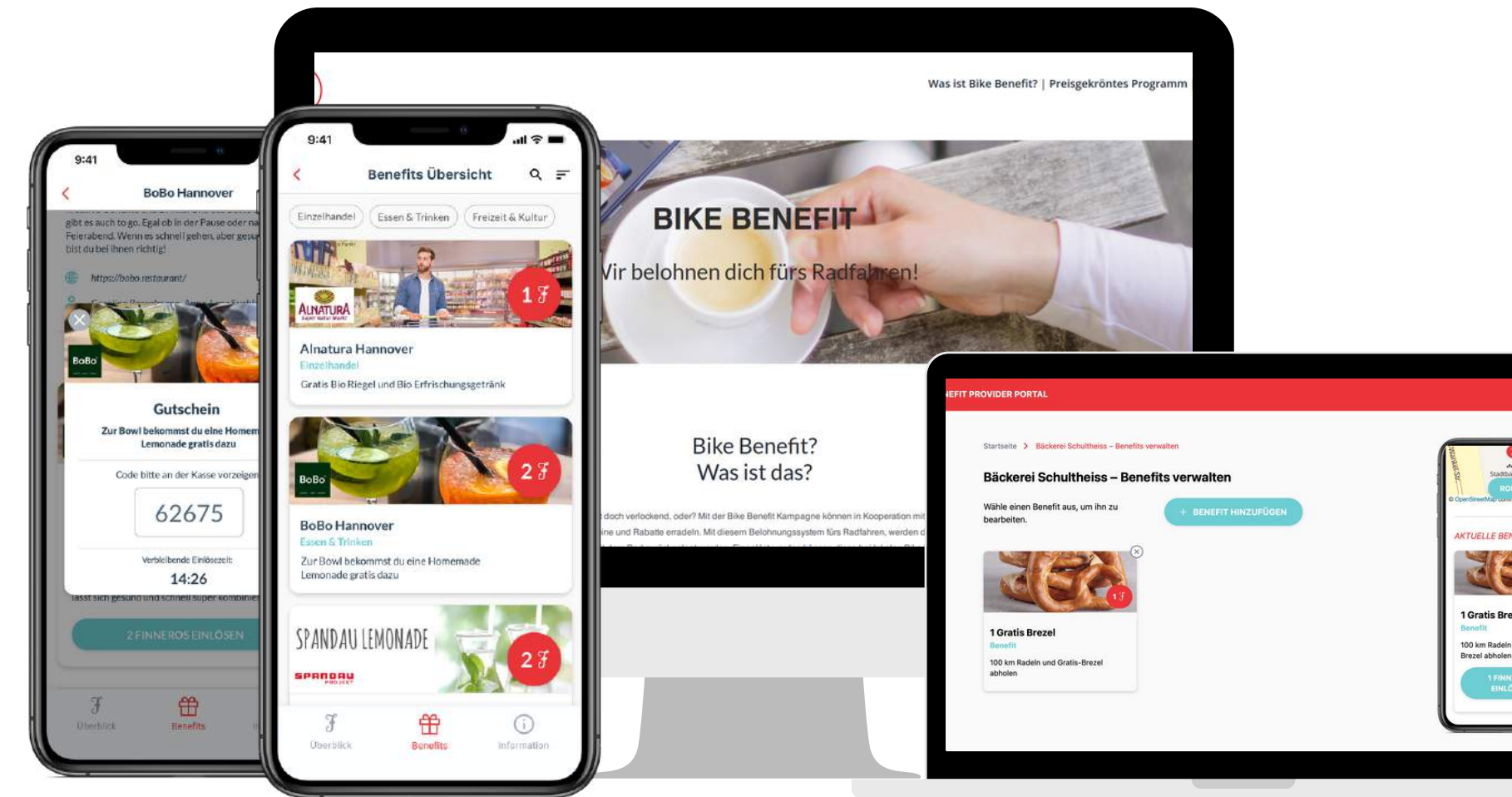
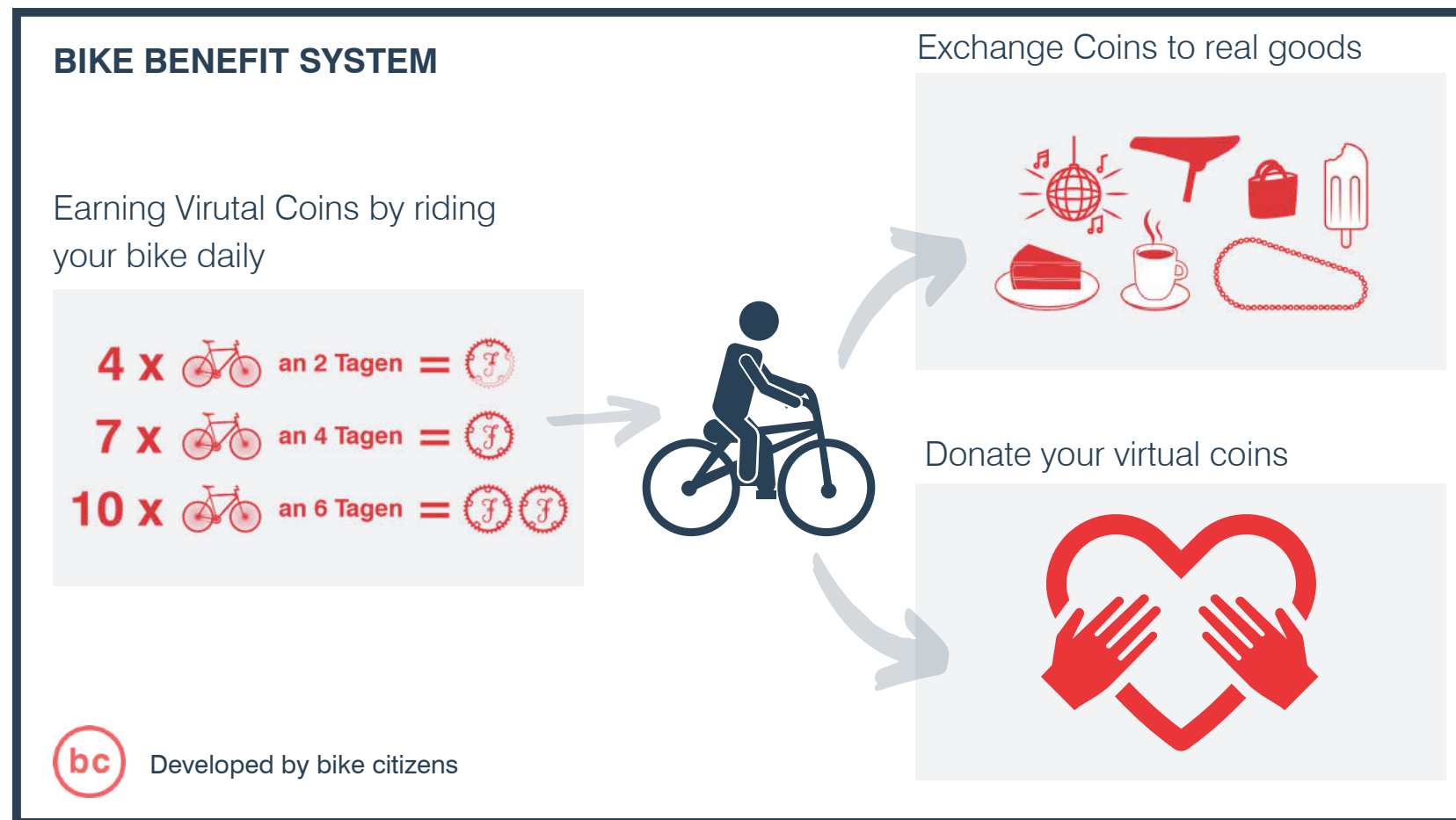


PUNKTE
28565
13835
13485
11655
9250
7305
5805
5775
3885



## BENEFIT CAMPAIGN

# Bike Benefit Campaign to reward cyclists



in Kooperation mit 



## CYCLING PERFORMANCE INDIKATOREN

# Monitoring Dashboard

- User
- Tracks
- Kilometer
- Time
- Behaviour

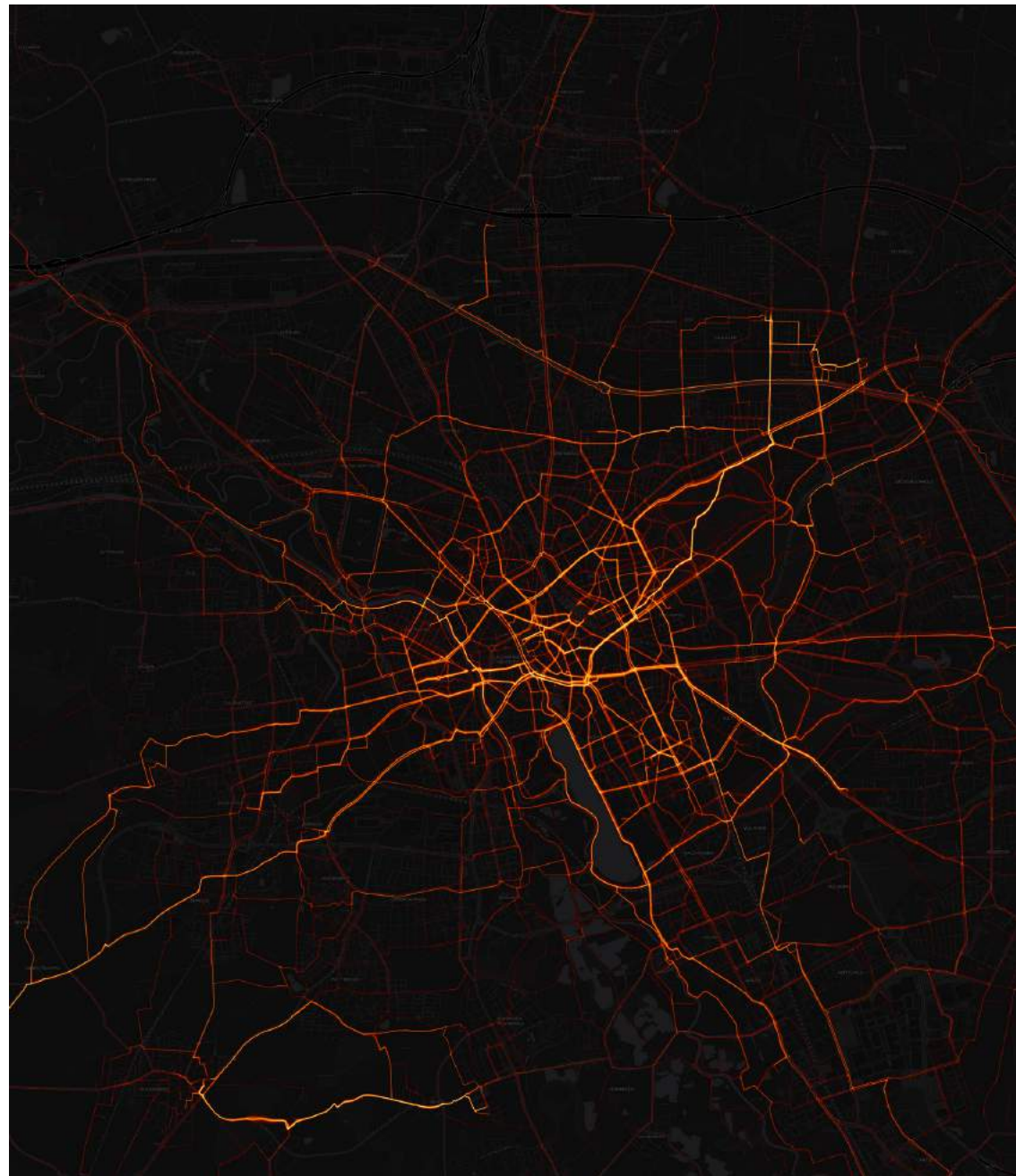




DATA

# Heatmap of the Region of Hannover

2018



2019



2020







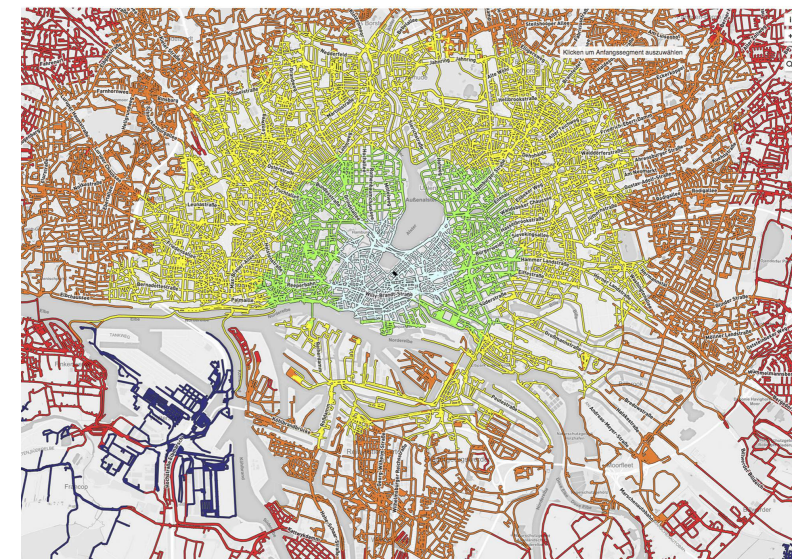
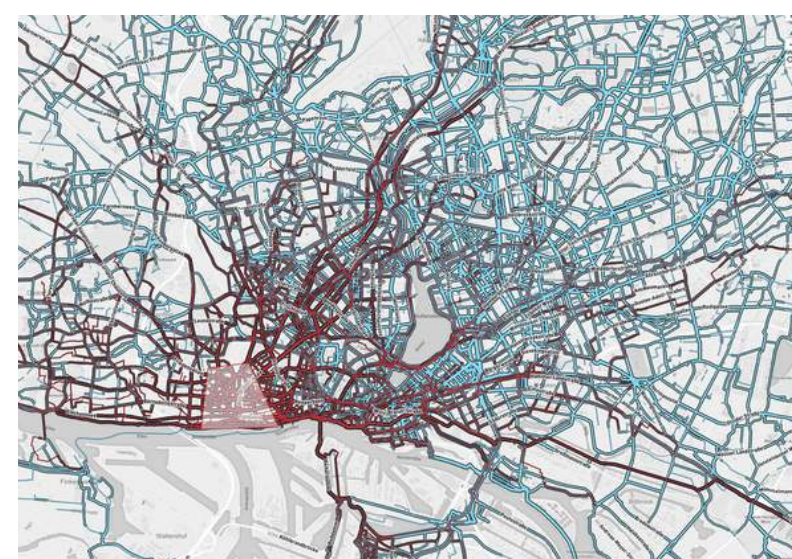
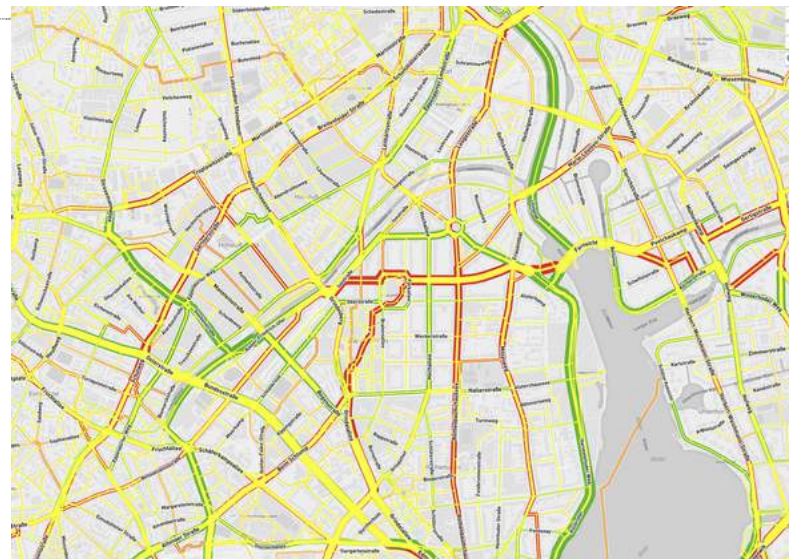
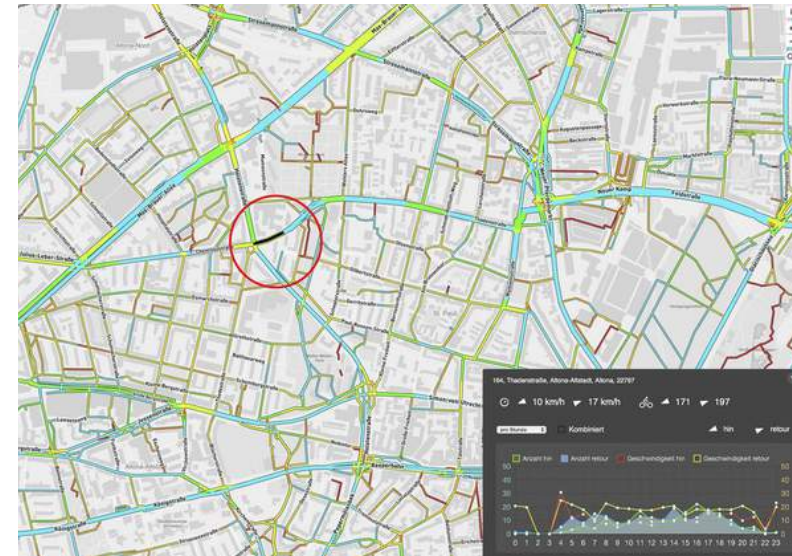
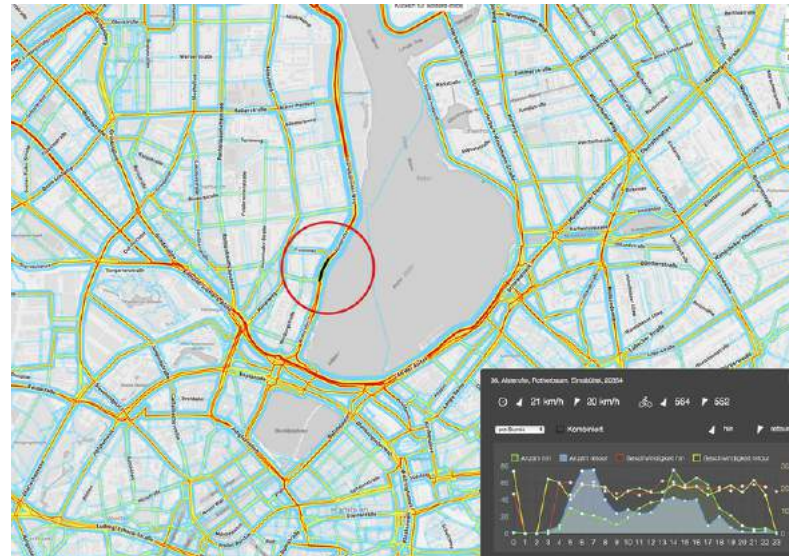
Bike Citizens

# GPS- Datenanalyse



## BIKE CITIZENS ANALYTICS

# from the feeling to the data





BIKE CITIZENS

# Cooperations and Partners



## Projekte vor 2020



Auszeichnungen







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