

# Offering a test fleet of e-bikes and e-freight bikes

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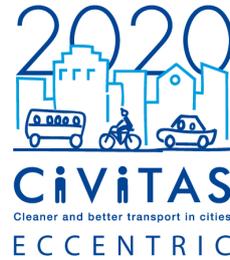
- Car independent lifestyles
- Emission reduction
- New mobility opportunities

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**Location:** Stockholm, Sweden

**Organisations involved:** [Cykelkonsulterna](#)

[City of Stockholm](#)



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## What is the solution?

E-bikes and e-cargo bikes offer great opportunities to move away from car travel. They can support longer trips and allow users to transport heavy goods, such as groceries. To promote this attractive alternative to car travel, the city of Stockholm plans to encourage its citizens to start using e-bikes, with the goal of getting 300 new e-bikes in use. In the long term, this measure will increase the usage of e-bikes and e-cargo bikes, decreasing emissions associated with car traffic and freeing up space in the city (due to less parked cars).

## How does it work?

E-bikes and e-cargo bikes are a good mobility alternative for work-related trips, for light freight trips and for residents' leisure and shopping trips. To ease the transition to e-bikes or e-cargo bikes, the Cykelkonsulterna (a private consulting firm specialised in offering and promoting cycling) is offering companies and households in Årsta (the CIVITAS ECCENTRIC 'living lab') the possibility to test the electric (cargo) bikes for a trial period of a month in order to find out whether, and to what extent, they could be a viable mobility alternative for them. After the trial period, the companies and households are offered the possibility to purchase the e-bikes they have tested. The idea is that the trial will nudge them into buying a bike. Test persons for the trial have been recruited via targeted campaigns and direct marketing together with companies, housing associations and other organisations in the living lab area.

The first test e-bikes were in circulation by May 2017 and the test fleet has gradually grown since then. As of May 2018, it consists of 23 e-bikes and a couple of e-cargo bikes. During the first year, 200 persons used the option of borrowing an e-bike or an e-cargo bike. Following the trial period, test users provided feedback about their experience using an online form. Results indicate a generally positive reaction to the e-bikes. However, so far the trial did not lead to as many direct purchases of an e-bike as the project had hoped for.

A real challenge for the measure has been to reach and recruit the most prioritised target group - car users - and to have them shift from car to e-bike.

## Expected results

The main impact of this measure is to increase the use of e-bikes, with the ultimate goal to replace private car trips for work, leisure and shopping. Furthermore, the measure will reduce car trips for business and freight trips. This will reduce emissions (CO<sub>2</sub> and other air pollutants), free up space and may even reduce mobility costs for households.

The test fleet is limited to 25 bikes. If 80% of companies/households buy a bike after the trial, 20 new bikes would be sold. However, the awareness impact of the measure will be larger.

## Business model

This measure is supported with funding of €53,000 from CIVITAS ECCENTRIC.

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Living lab area in Stockholm: <https://civitas.eu/eccentric/stockholm>