

Bike sharing and car sharing schemes

Summer 2019



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- Setting up a bike sharing system
- Reducing car ownership
- Enabling car sharing schemes

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.

Location: Turku, Finland

Organisations involved:

[City of Turku](#)

[Regional Council of Southwest Finland](#)

[Turku University of Applied Sciences](#)



THE CIVITAS INITIATIVE
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What is the solution?

The main idea behind this measure is for the new services to complement Turku's public transport services. This measure will provide the first bike sharing system (BSS) in Turku. A pilot BSS, with 300 bicycles and 37 stations, will be designed, procured and implemented.

Furthermore, the objective is to encourage and enable car sharing systems to also be offered in Turku. The first demos have been planned with car sharing providers or with existing car fleet owners like the city, universities and other big car fleet owners.

How does it work?

Research and planning for this measure began in Turku in September 2016 and was finished in February 2017. Relevant milestones accomplished so far are: dialogues with internal and external stakeholders, benchmarking of the BSS, marketing analysis of the car-sharing companies in the Turku area, and baseline data collection. Furthermore, the Turku city execution board accepted the proposal for the bike sharing procurement in April 2017. The brand Föli-fillarit was created for the BSS. Tendering of the BSSs, marketing and digital services have been carried out.

The procurement consisted of 300 bikes and 37 stations. This is higher than originally planned in CIVITAS ECCENTRIC as it became evident that the original number planned was too low. The procurement and implementation phase have both been finalised with the launch of the BSS taking place on 1 May 2018.

Expected results

The expected impact of the measure is to increase the usage of public transportation, specifically the bike sharing part of it. As cycling becomes more attractive, it becomes a competitive alternative to the private car. It is expected that leasing or sharing a car will be perceived as a more attractive alternative than owning a car.

Business model

The BSS system is financed through the ECCENTRIC project, city allocation, income from the sales, income through marketing and sponsorship. The budget for the all-year-round BSS is three million euro for three years.

The number of actors involved is quite significant, as the system has many unique aspects to it. Turku's BSS was created very fast. The minimum time required for implementing such a system is 1.5 years.

Find out more

For further information: www.foli.fi/en/citybikes

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