City Changer Cargo Bike

SUMP CONFERENCE Groningen

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Using SUVs in cities is like cutting butter with a chain saw

Urs Munwyler,
Swiss Energy Agency
We have accepted that...

- Children disappeared from streets
- > 90% of the space for stationary traffic is reserved for parked cars
- 24/7 allowance for car traffic even in front of schools
- Traffic rules for the requirements of car traffic
Cargo bikes are a climate-friendly, space-saving and health increasing mobility and transport option for private and commercial users!
Goods & Postal Delivery

Intermodal Solutions

Food Logistics

Private Logistics
Business and Municipal services - Leading by example
Large potential for service and logistic trips

- **32%** of deliveries (goods transport, Postal Services, etc.)
- **50%** of service trips (street cleaning, plumber, carpenter, etc.)
- **77%** of all shopping trips (supermarkets, etc.)
From Exotic to New Normal

<table>
<thead>
<tr>
<th>Logistis and Service</th>
<th>Family / Persons</th>
<th>(Semi- ) Stationary</th>
</tr>
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<tbody>
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This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 769686.

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| Cargo Bike Courier | Private Transport | Meals on Wheels | Street Cleaning Bike | Tourist Info Bike | Sound Bike | Projection Trike | Parcel Delivery Bike | People Transport | Advertising Bike | Generations Bike | Rolling Vendor | Street Transformer |

- **500 trained multipliers**
  - To raise awareness among users

- **10,000 cargo bike test trials**
  - Leading to 1,500 new cargo bikes in partner countries

- **2,000 new cargo bikes**
  - Purchased through funding schemes
On-street Car Parking: 92%

Bus-, Tram-, and train stops: 3%

Benches and street cafes: 3%

Bicycle Parking: 2%

BIG potential for change

Graz: 2016, Daten Holding Graz, Parkraumreferat Graz

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Cargo bikes have the power to transform cities and increase the quality of life!

We can start to experiment with car free neighborhoods!
Thank You!

Karl Reiter

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CITYCHANGERCARGOBIKE

Objective:
Improving the quality of city life by fully exploiting the huge potential of cargo bikes as a sustainable means of transport for private and commercial logistics purposes and semi-stationary

Focus/topics:
• Cargo bikes as city changer to trigger new transport culture in urban areas
• Cargo bikes as self-multiplying tools
• Reinforcement of Unique Selling Points of cargo bikes
• Cargo bikes to be used for commercial and private transport purposes and as street furniture or moving vendor.

Expected results/impact:
• Workshops and trainings for a broad variety of target groups including city administrations, the commercial sector, the private sector and also educational institutions
• Achieving a wide roll-out and transferability by disseminating the CCCB approach
• Reducing congestion and emissions; increasing safety and public space through increased cargo bike ownership
• Creation of new jobs and business opportunities
• Development of new funding schemes for cargo bike ownership particularly in the NMS
• Establishment of Micro-Hubs for the use of cargo bikes in city logistics
• Establishment of favourable framework conditions for cargo bike use

Coordinator: Susanne Wrighton
Total costs: 3,97 M€
EC contribution: 3,8 M€
Start date: 01/09/2018
Duration: 36 months

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# 20 Partners – 15 Cities

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<td>ECF</td>
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<td>ECLF</td>
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<td>RO</td>
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<td>HR</td>
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<td>IT</td>
<td>Rimini</td>
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<td>Mechelen</td>
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<td>CZ</td>
<td>Messenger (Prague - LOS)</td>
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### Advisory board

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<tr>
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<th>Name of Advisory board member</th>
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<tbody>
<tr>
<td>1</td>
<td>Marie Kastrup (City of Copenhagen)</td>
<td>4</td>
<td>Kris Neyens (VIL – Empowering Logistics)</td>
</tr>
<tr>
<td>2</td>
<td>Angelika Foth-Mögele (Council of EU Municipalities &amp; Regions)</td>
<td>5</td>
<td>Francisco Luciano (Town Planner, Paris)</td>
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<tr>
<td>3</td>
<td>Arne Behrens (cargo bike jetzt)</td>
<td>6</td>
<td>Ernst Muls (Fratz Graz, children network)</td>
</tr>
</tbody>
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Use USP of Cargo bikes to reach Objectives

- Raise awareness among relevant stakeholders
- Utilise innovative tools to insure transferability
- Establish favourable framework conditions
- Achieve wide roll-out and transferability
- Reduce congestion & emissions; increase safety; increase public space and improve public space use

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FORERUNNER CITIES
Cambridge
Utrecht
San Sebastian
Copenhagen

FOLLOWER CITIES
Vienna
Mechelen
Prague
Oslo
Gdynia
Vitoria-Gasteiz
Lisboa
Varna
Rimini
Alba Iulia
Budapest

EXTERNAL FOLLOWERS
Cities for Cyclist network (ECF)
BYPAD Network (FGM)
100 Local Hero Cities
TWINNING Cities Network (Follower cities)
50 Peer-to-Peer Cities
ECLF Network Cities (ECLF)
10 biggest EU Cities
National city network (ECF national association)

- Improve regarding transferability
- Upscale and professionalise
- Transfer know-how to follower cities in CCCB
- Build visions for European roll-out

- Take-up innovative measures
- Integrate pilots into permanent activities
- Motivate and transfer know-how to cities outside for consortium

- Analyse local conditions
- Take up innovative measures
- Take up information
- Gain new insights into practical transferability
- Motivate and transfer know-how to cities outside for consortium

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Sustainable Financing & Standardisation Schemes

**Expert Working Group to establish financing models**

E.g. Micro credits, fast track innovation funds, leasing models, payback by usage, etc.

**Standardisation of cargo bikes**

Cooperation with European Standardization Committee for bicycles
Dissemination to/through different sectors

Politics and Administration
Training on the move; Peer-to-Peer exchange; Media bikes; Funding Schemes; Empowerment Workshops; Webinars;

Logistics and Services
Start-up trainings; Build-your own workshops; Micro consolidation centres; Contracts with large carriers; Webinars;

Media
Press Releases; Interviews; High-quality Articles; Emotional Visual Material; Facts and Figures; Success Stories;

Bicycle Industry and Retailers
Rental Cargo Bikes; Expert Working Groups; Product and Process innovations; Standardization; Sharing Schemes; Retailer Workshops

Science and Research
Desk & Field Research; Process & Impact Evaluation; Pilots;

Educational & Family organisations
Workshops for teachers; Rental bikes; Toys and Stories; Integration in Curricula; Motivational Schemes;

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