



The Bicycles and ITS Project

Strategic International Impact

Interreg
North Sea Region
BITS
European Regional Development Fund



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Cycling Industries Europe



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THE VOICE OF CYCLING BUSINESS IN EUROPE

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EUROPEAN UNION



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Bicycles and Intelligent
Transport Systems



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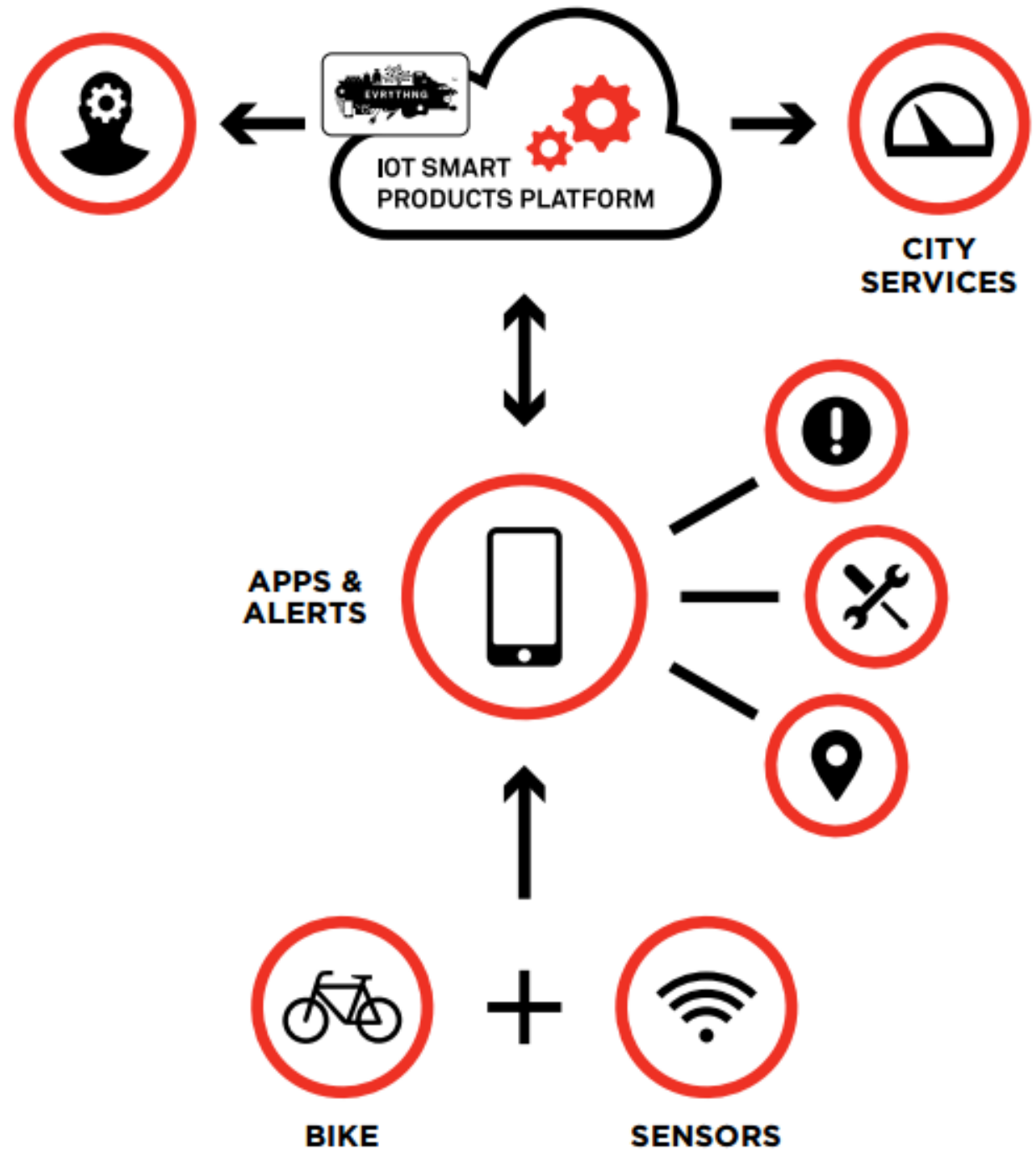
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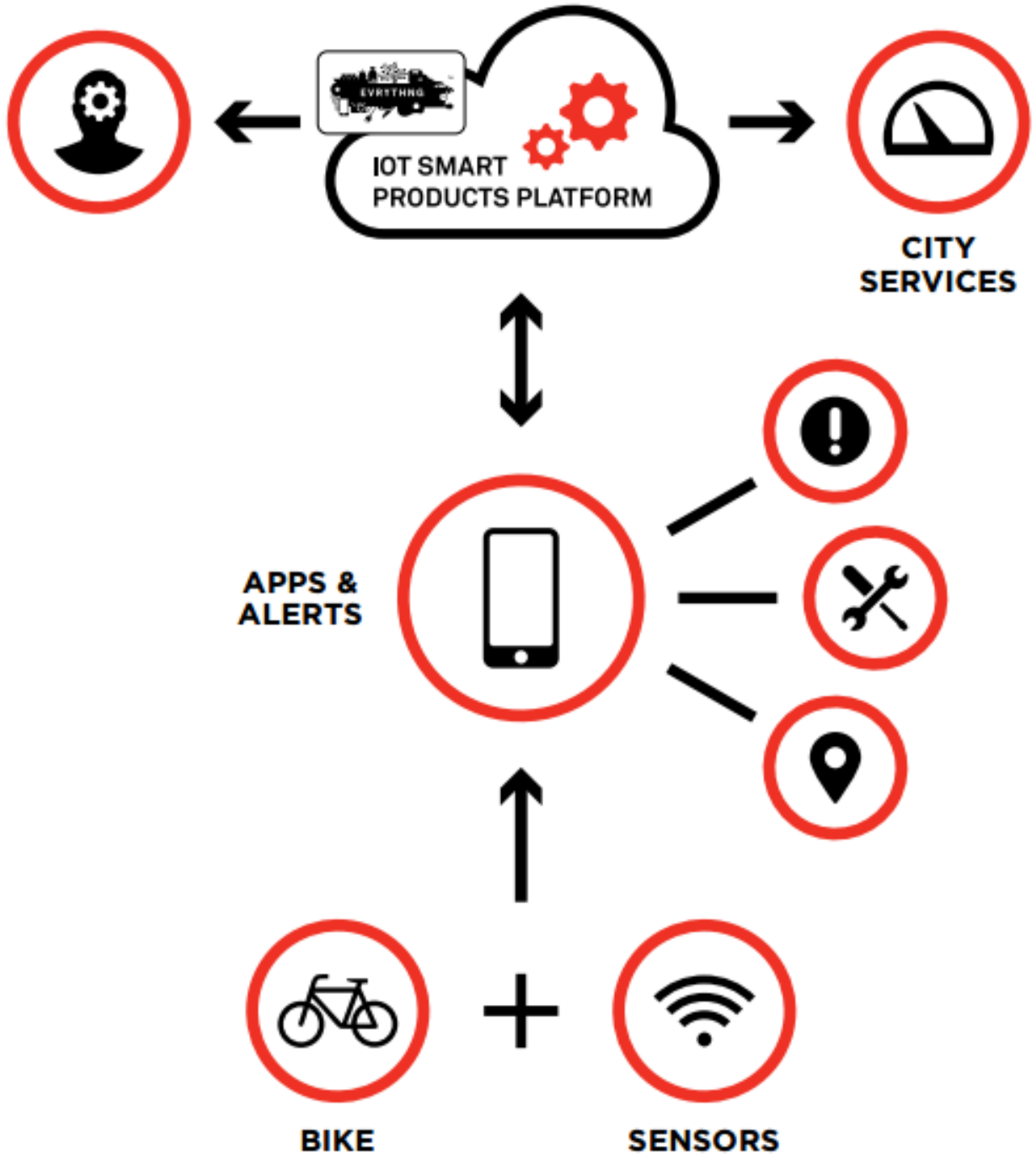
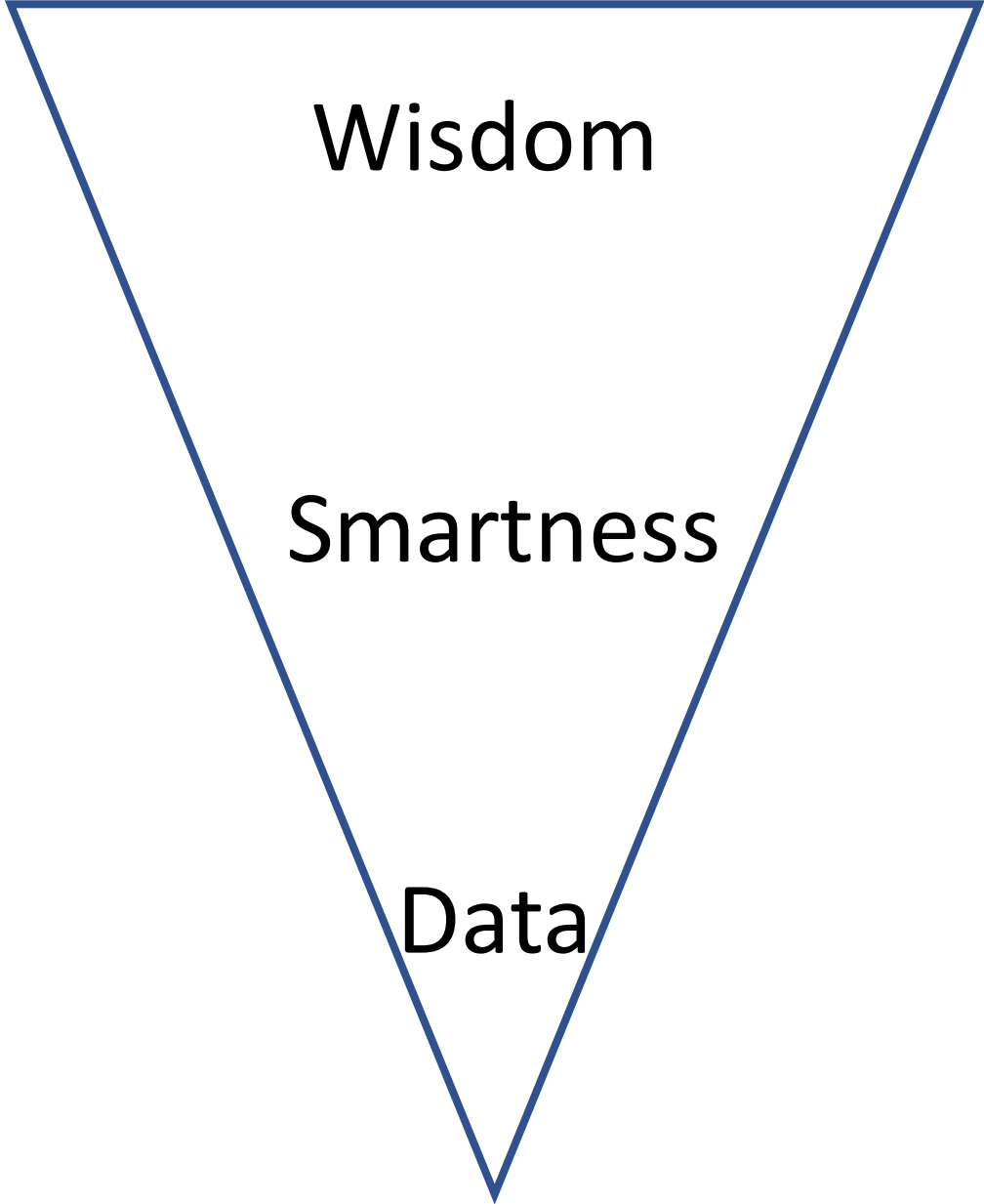


EUROPEAN UNION

- Importance of ITS
- Opportunities provided by BITS

A Vision for cycling ITS







IARKETS
RESEARCH STORE

The value of shared mobility (“MaaS”) will reach ~US\$1,500 billion in the U.S./E.U./China in 2030, growing at combined 24% p.a. from 2017 to 2030

Estimated MaaS market size development, U.S.
(in US\$ billions)



Estimated MaaS market size development, E.U.
(in US\$ billions)



Estimated MaaS market size development, China
(in US\$ billions)



Source: Expert interviews; PwC Autofacts; Strategy& analysis
The 2017 PwC's Strategy& Digital Auto Report

Comments

- Global vehicle-based passenger travel as key underlying driver
- Total (shared/traditional) price per distance traveled derivation based on historical household spending
- Price for shared mobility significantly decreasing due to
 - reduced vehicle-related costs (efficiency, maintenance)
 - autonomous driving
 - intensification of sharing/pooling



1.

Source:
Piia Karjalainen
Senior Manager
ERTICO – ITS
Europe & MaaS
Alliance

Market potential of MaaS

B2V Alerts

CV2X / Bluetooth- Audi/Tome Demo



REGULATIONS

COMMISSION DELEGATED REGULATION (EU) 2017/1926
of 31 May 2017

supplementing Directive 2010/40/EU of the European Parliament and of the Council with regard
to the provision of EU-wide multimodal travel information services

(Text with EEA relevance)



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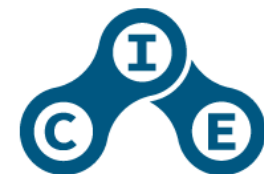


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- €5million project with collaboration across 5 countries
- Pilot implementation of at least 25 connected cycling solutions
- 100+ data sets evaluated and standardised in an international cycling data hub
- Open call for best practices and new innovations in cycling ITS
- Collaboration and co-creation opportunities

CIE ambitions

- Business opportunities in new services
 - Innovation, SMEs, Start-ups, co-creation, shared learning
 - International standards
 - Expert groups framing industry and EU policy
 - Advocacy, networks, projects and partnerships
-
- “A Roadmap for Cycling ITS in Europe”?



Cycling
Industries
Europe

SMART CYCLE TECH CHALLENGE



SEEKING IDEAS FOR:

- a. BETTER DATA
- b. SAFER CYCLING
- c. CYCLE SECURITY
- d. INTELLIGENT TRANSPORT SYSTEMS



9 BEST IDEAS
WILL PRESENT



3 WINNING
ENTRIES



1 CONFERENCE
WINNER



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



SMART
DOCKLANDS
A Smart Dublin District



ECF
EUROPEAN CYCLISTS' FEDERATION



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Contact us

- If you have an ITS solution for cycling, smart cycling data sets, innovations, applications and software to share with the BITS Project
- To join Europe's network for Cycling and ITS businesses

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