

Promoting electric bikes and scooters for delivery of goods and passenger transport in urban areas

The PRO-E-BIKE project is a part of the Intelligent Energy Europe Programme of the European Commission, which aims for a 20 percent cut in greenhouse gas emissions and 20 percent improvement in both energy efficiency and consumption of renewable energy within the EU by 2020. The main objective of Pro-e-bike is to build knowledge and increase the trust on the E-bike technology between different actors, allowing test and analysis. Another aim is to show measurable effects in terms of reducing CO₂ emissions and energy savings in urban transport.

In April 2014, the project has entered in its second year which is dedicated to pilot projects (companies and cities), development of PRO-E-BIKE tool and business plans. In several countries pilot projects already started while in others they are about to start. The first info days were held and PRO-E-BIKE was presented at various events. To find out more about PRO-E-BIKE activities and experiences, please continue reading our newsletter.

PROJECT PILOT COMPANIES AND CITIES

Interview with Steven Koster, owner of the first PRO-E-BIKE pilot company

Steven Koster is owner of PUURLand, an on-line shopping service for regional and biological products in the Arnhem region in the eastern part of The Netherlands.

Steven: "In order to make it as easy as possible for my customers I develop four new meals per week with regional seasonal products. It is not a vegetable service or online supermarket but a delivery service for complete meals to be prepared at home".

PUURLand was the first company to buy an electric cargobike through the PRO-E-BIKE project. Steven collects the various products from his suppliers with an electric Urban Arrow cargo bike, and the same cargo bike is also used to deliver the ingredients to the customers at home. Steven: "First I used my Volvo V70 to collect and deliver the goods, but in July 2013 I bought the e-cargobike, because it is more efficient in the city, more environment friendly and cheaper. Although the investment is substantial (€4100), the operational costs are nearly zero. I don't pay gasoline, no road tax and hardly any insurance premium."

PUURLand currently has approximately 40 clients and on average delivers 10-15 customers per week in three runs. This means an average 50 kilometres per week, which makes a good physical exercise for the 43-year old Steven. In addition he uses the e-cargobike to move around for his other societal and environmental engagements, for which the e-cargobike is a very good 'advertisement'. The electric support is needed, not so much for the weight of the 'cargo' (on average 20 kg), but mainly for the relatively hilly area of the Arnhem region, in the overall flat Netherlands. So far Steven is very positive about the e-cargobike. There have been some technical problems, which however were quickly and appropriately solved by the manufacturer.

Steven is pleasantly surprised by the positive reaction on the use of the e-cargobike: "In addition to the ease of use of the e-cargobike in the city of Arnhem and the sustainability of the e-cargobike I'm positively surprised with the attention it creates. Regularly people tell me they know me because of my e-cargobike. This is of course very positive for the image of my company!" The e-cargobike has not only changed the way he does business, it actually has led to a mental shift in which Steven now also uses the e-cargobike for private trips, such as shopping and going to the market!

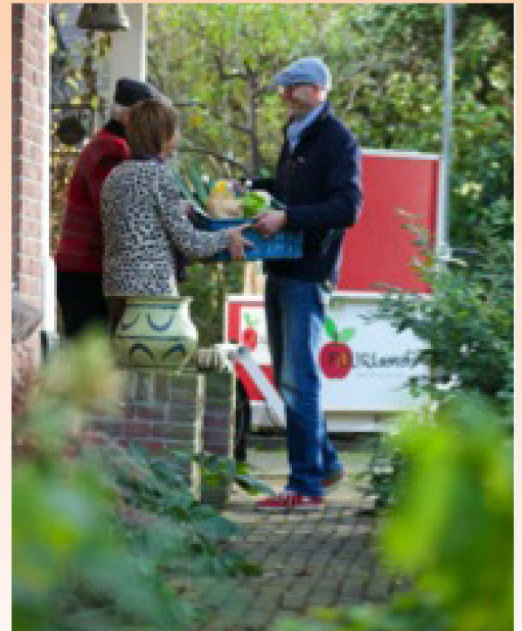


Photo credit: Alain Baars



Photo credit: Steven Koster

www.pro-e-bike.org



Co-funded by the Intelligent Energy Europe Programme of the European Union

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Lessons learned from Dutch pilots

Last Autumn, the first e-bikes, e-cargobikes and e-scooters were bought in the Netherlands with support of PRO-E-BIKE. During the winter, the baseline questionnaire was held. Also in the months thereafter Mobycon (project partner in the Netherlands) heard experiences from the Dutch pilot companies with their electric vehicles. These talks and questionnaires gave Mobycon interesting insights in the use of the e-bike in practice. They show that the e-bike contributes to the image of the company for customers as well as the CSR targets of the company. In addition, some participants receive a lot of free publicity with their e-bike. The e-bike also increases the company's efficiency; more deliveries can be done in a shorter period of time. Besides, the e-bike is cheaper in usage than the car or scooter but more expensive than the normal bike. This counts not only for the energy use but also maintenance costs. Hills are the most important limitation in the range of the e-bike. Nevertheless, the results show that in general, the project participants are very satisfied with their e-bike. In June, the first scenario questionnaire will be sent to the pilot companies. Mobycon is curious to see how the pilot companies evaluate their e-bike after half a year working with them.

ITENE presents the PRO-E-BIKE pilot project in Ibiza (Spain)



The Packaging, Transport & Logistics Research Center (ITENE) has presented in Ibiza the new e-bike to be used in urban freight deliveries of Eroski. It is a Spanish supermarket chain with nearly 1,000 outlets spread across Spain. This is a demonstration pilot project in which also participates the companies SD Logística and Txita.

This activity is part of the European project PRO-E-BIKE, cofunded by the European Commission under the Intelligent Energy Europe Programme. The aim is to promote the use of electric bicycles and scooters for freight and passengers transport in urban areas.

port in urban areas.

The new ecologic delivery system was presented at the Vilapark center of Eroski. It was presented by the delegate of this company in Ibiza, Antonio Moya; the deputy mayor of Ibiza, Joan Mayans; the project manager of the transport and mobility area at ITENE, Patricia Bellver; and the regional director of SD Logística, Javier Lopez. The new ecologic delivery system through an electric assisted bike is non-polluting transport system of small freights.

Antonio Moya said: "It's a pioneer project in Balearic Islands. It confirms the commitment of Eroski to promote actions to reduce emissions of greenhouse gases in the freight transport. This vehicle isn't just 100% ecological, it will be flexible in Vila and will achieve between 10 to 20 deliveries per day". After presenting the e-bike, Patricia Bellver explained: "In ITENE we coordinate the demonstration tests in Spain of the PRO-E-BIKE project: This one in Ibiza and two more in Valencia, to measure the performance of the logistic activity compared with conventional vehicles".

Javier López, from SD Logística, said: "This project confirms we are pioneer using vehicles for last mile transport. Our e-bikes add agility in the delivery because they can arrive to some places that conventional vehicles aren't able to do. Furthermore, it gives visibility to our customers involved with environmental care. We feel proud of it."



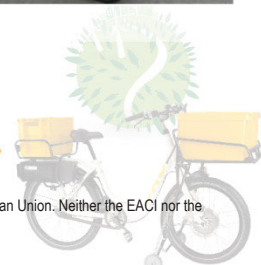
Handover of electric bicycles to pilot companies

Sinergija Development Agency attracted 5 companies which will test electric bicycles.

The activities in the last six months were primarily directed towards preceding administration work and delivering of electric bicycles. We signed a contract with pilot companies by which they are bound to perform test drives and submit monthly reports.

Company Pošta Slovenije is one of the biggest pilot companies, which will deliver various small postal consignments in the city of Murska Sobota in its surrounding area.

The second pilot company is BiroProdaja, which delivers office supplies, office equipment and technologies and will deliver their articles with the electric bicycle and bicycle trailer in the area of Murska Sobota.



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INFO DAY in Zadar, Croatia

PRO-E-BIKE project info day was organized in collaboration with the City of Zadar, on 23 and 24 May 2014, during the Energy efficiency week in Zadar. The info day was covered by two events, the project presentation and presentation of Action plan in city library on 23rd, and info stand at Energy efficiency fair the next day. Ms. Bajlo from the City of Zadar presented Action plan developed for the project, including several measures identified in the plan such as fostering the procurement of electric bicycles, development of infrastructure for bicycles in general and charging infrastructure for e-bikes, usage of e-bikes in work activities of city employees (home for elderly people, communal service).

The info stand was set in order to present to the citizens the possibility of delivery by e-bike and



to present the action plan for their city. Together with PRO-E-BIKE, there were other interesting projects presented at the fair such as public bike sharing scheme and electric cars developed by vocational school in Zadar. Especially interesting to visitors were e-bicycles that could be tested. PRO-E-BIKE presented a model adjusted for delivery in postal services, while a distributor of e-bikes Basta d.o.o presented variety or regular electric bicycles that could be tested. The info day was well covered by Croatian national television, Croatian radio and newspapers.

Sustainable Mobility Conference in Torres Vedras - PRO-E-BIKE presentation

Under the Lectures on Environment and Quality of Life that the Municipality of Torres Vedras annually organizes, Occam was invited to make a presentation on the 22nd of May, the day focused on the sustainable mobility theme, about the PRO-E-BIKE project.

The project general presentation was made to an audience of around 35 participants, as well as the pilots to be developed within the municipality and 2 other companies in the country.

The municipality of Torres Vedras again demonstrated its commitment towards electric mobility, having the deputy Mayor announced that a pool of electric bikes would be created for the employees to use for small distances in the city centre, when at the service of the municipality. Thus, it is expected to reduce the use of conventional vehicles in some activities and minimizing the environmental impact in the city. The PRO-E-BIKE project may contribute to this if the rented bikes under the project come to be used for this objective.



PRESENTATION OF THE PROJECT



PRO-E-BIKE has been presented at TRA (Transport Research Arena) in Paris, on 14th April 2014.

TRA is the major conference on transport in Europe, supported by the European Commission, the Conference of European Road Director and three European Technology Platforms: the European Road Transport Research Advisory Council (ERTRAC), the European Rail Research Advisory Council (ERRAC), and the WATERBORNE TP.

The conference topics address the main challenges in transport and mobility of people and goods, with respect to energy, environment, safety and security and economy issues. TRA aims to explore the most advanced research works and innovations, the latest technological and industrial developments and implementations, and innovative policies, in Europe and worldwide.

City logistics has been one of the major topics within TRA: dedicated sessions saw the presence of a very broad audience, gathering academics, industries, institutions and organizations. Poliedra presented PRO-E-BIKE project, the general aim and goals, the activities planned and the preliminary results for the Italian pilot, currently running in Genova and Milano.

European Cyclists' Federation had an exhibition space where it also presented PRO-E-Bike project. Full story from the event can be found at: http://www.ecf.com/press_release/eu-powers-the-cargo-bike-revolution/

www.pro-e-bike.org



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PRO-E-BIKE project in Spanish national TV

The national Spanish television TVE reported about PRO-E-BIKE pilot. It is about the pilot phase which is taking place in the Central Market of Valencia (Spain), where deliveries to home are done with an electric bicycle. ITENE is monitoring the performance of logistics activity of this distribution system, compared to conventional vehicles.

Watch it on: <http://www.itene.com/en/press/multimedia-resources/videos/i/2759/88/pro-e-bike-by-cycle-in-the-central-market-of-valencia>



PROMOTING PRO-E-BIKE PROJECT by IST



PRO-E-BIKE project was presented at two conferences last month. The first one - XI CONGRESSO IBÉRICO "A BICICLETA E A CIDADE" - was held in Lisbon, Portugal under the theme "The bicycle and the city". During 3 days, from 2nd May to 4th May, pro-bike people discussed the current and future activities of some Portuguese and Spanish cities regarding the use of bicycles in the cities. The conference was organised by FPCUB, which is the Portuguese federation of bicycle users (Federação Portuguesa de Cicloturismo e Utilizadores da Bicicleta) and the Spanish bicycle federation ConBici (Coordinadora en Defensa de La Bici). Besides those two federations, the European Cyclists' Federation was also present in the event. Moreover, local authorities from Lisbon publicly declared that they expect to have the city's bike lane network completely developed and a bike sharing system operating by 2016. Furthermore, they showed interest to organise the Velo-city Conference, which is the world's premier international cycling planning conference.

The second conference was the 18th European Conference on Mobility Management (ECOMM 2014), which was held in Florence from 7th to 9th May. The ECOMM is an annual meeting for mobility management practitioners and this year was the first time that Logistic panels were held in the conference. The PRO-E-BIKE project was presented in the CYCLE LOGISTICS panel along with two other similar projects, "CO₂ neutral delivery" by the Austrian Post, and "Cyclelogistics".

<http://www.fpcub.pt/xicongressoibericoabicicletaecidade>
<http://www.ecomm2014.eu/>

OTHER EVENTS

PRO-E-BIKE was presented by ECF at following events:

- EU Parliament Debate on CycleLogistics
Read more at: http://www.ecf.com/press_release/cargo-bikes-roll-into-eu-parliament/
- European CycleLogistics Federation conference in Nijmegen (ECF & Mobycon)
Read more at: <http://www.pro-e-bike.org/2014/04/15/pro-e-bike-at-cycle-logistics-conference-in-nijmegen/>

UPCOMING EVENTS:

- WHO Meeting on HEPA (Health Enhancing Physical Activity) - Zurich, August 2014
- Velo-city 2015 - Nantes, France
- Transports Publics, the European mobility exhibition- Paris, 10th - 12th June 2014
www.transportspublics-expo.com

ARE YOU A PRODUCER, DISTRIBUTER OR USER OF E-BIKES (ELECTRIC BICYCLES, E-SCOOTERS, E-CARGO BIKES...)???

...if you are, we invite you to join our PRO-E-BIKE platform. The goal of the stakeholder platform which will be set on PRO-E-BIKE web is to enable connections between producers, distributors and users. If you are thinking about introducing an E- bike into your business, just visit the platform and check out the producers and distributors and models they offer. If you are interested in the platform, please contact Matko Perović at: mperovic@eihp.hr

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