The Bicycles and ITS Project

Strategic International Impact

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Cycling Industries Europe
THE VOICE OF CYCLING BUSINESS IN EUROPE
• Importance of ITS
• Opportunities provided by BITS
A Vision for cycling ITS
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.

Source: Piia Karjalainen  
Senior Manager  
ERTICO – ITS  
Europe & MaaS  
Alliance
B2V Alerts
CV2X / Bluetooth– Audi/Tome Demo
REGULATIONS

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

to the provision of EU-wide multimodal travel information services

(Text with EEA relevance)
• Importance of ITS
• Opportunities provided by BITS
• €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”? 
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

APPLY NOW: www.velo-city2019.com
Deadline: 25th May 2019
• Importance of ITS
• Opportunities provided by BITS
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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