ECF gratefully acknowledges financial support from the European Commission.

Cycling's challenge - is our data big enough?

Kevin Mayne
Development Director
Setting the scene
5 challenges for cycling as big data
In theory....
Data

Smartness

Wisdom

IOT SMART PRODUCTS PLATFORM

CITY SERVICES

APPS & ALERTS

BIKE

SENSORS
5 challenges for cycling as big data

• Emotional
• Technological
• Industrial
• Economic
• Political
<table>
<thead>
<tr>
<th>Economic benefits of cycling in EU-27</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td></td>
</tr>
<tr>
<td>Congestion-easing</td>
<td>€ 24 bn</td>
</tr>
<tr>
<td>Fuel savings</td>
<td>€ 6 bn</td>
</tr>
<tr>
<td>Reduced CO2 emission</td>
<td>€ 3 bn</td>
</tr>
<tr>
<td>Reduced air pollution</td>
<td>€ 1 bn</td>
</tr>
<tr>
<td>Reduced noise pollution</td>
<td>€ 0.3 bn</td>
</tr>
<tr>
<td>Tourism industry</td>
<td>€ 44 bn</td>
</tr>
<tr>
<td>Bicycle manufacture</td>
<td>€ 18 bn</td>
</tr>
<tr>
<td>Combined total</td>
<td>€ 217 bn</td>
</tr>
</tbody>
</table>
EU TRANSPORT in figures
5 challenges for cycling as big data

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Thank you

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