



ECF gratefully acknowledges financial support from the European Commission.

PEBSS - Platform for European Bicycle Sharing & Systems



WELCOME to PEBSS' Launch @ VC'17

Platform for European Bicycle Sharing & Systems



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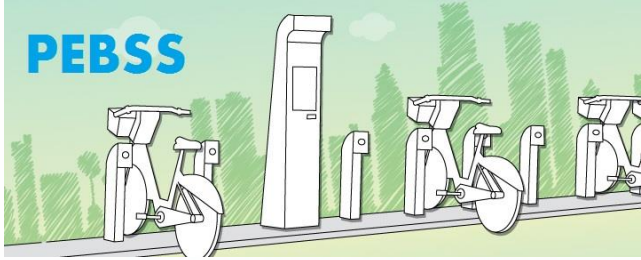
PEBSS - Platform for European Bicycle Sharing & Systems



PEBSS

Planet Earth Bicycle Sharing & Systems

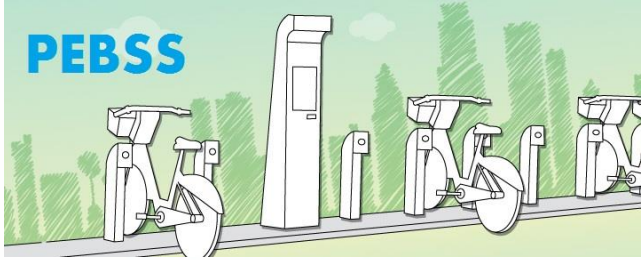




PEBSS – the what, and why

- An intra-industry forum + stakeholder platform. The sweet spot between industry collaboration with cities, and level-playing ground competition between providers / suppliers / operators.
- Stimulate an exchange of "best practices". Provide cities / local government / National Governments with good guidance.
- Make bicycle sharing systems a catalyst of Smart City innovation, and fundamental to Smart(er) Mobility. (e.g. MaaS)
- Place shared bicycle mobility at the centre of EU-wide policy and funding discussions on urban mobility and transport strategy, accelerating cycling usage in Europe. (1+1=3)

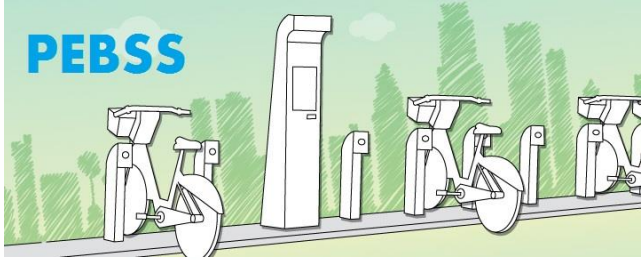











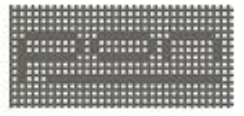
















PEBSS – the who, and when :-)

- So much more than "simple" bike sharing schemes.
- We also embrace peer-to-peer systems, corporate leasing, cargo and rickshaw services, and related suppliers, data providers, tech companies, and all stakeholders.
- Essentially, any form of smart, shared access to a bicycle. Whether public or private, or hybrid.
- Welcoming any constructive contributor to collaboration.





PEBSS – founding members

 ACCELL GROUP	 Bikeplus	 Bosch	 CoModule	 Cycle Valley	 NEXTBIKE GMBH	 PBSC	 PON
 CYCLEUROPE AB	 Donkey Republic	 EasyBike	 ElectricFeel	 eMobike	 Smooove	 Social Bicycles	 Stage Intellige...
 Gates Carbon Dr...	 Giant Bicycles	 GREEN REVOLUTIO...	 JobRad (LeaseRa...	 Motivate	 SHIMANO	 See.Sense	 Zehus



PEBSS supported / facilitated by



- THE cycling advocacy organisation in Europe dedicated to promoting cycling as a sustainable and healthy means of transportation.
 - “We believe the bicycle is a solution to many of the worlds' woes.”
- Increased EU funds dedicated to cycling from € 600M -> € 1.5B
- Specifically engaged in € 28M worth of projects in last 5 years.
- We're also working with high-tech + Big Data companies and policy makers to accelerate cycling connectivity.





ECF's networks ->

- Cities for Cyclists
- Scientists for Cycling
- Cycling Industry Club
- EuroVelo
- Cycling Forum Europe
- World Cycling Alliance
- Project Partners
- Moving Cycling innovation into the policy mainstream, attracting political support and new Central investments.
- ECF's report to the EU on the Economic Benefits of Cycling documented some € 513B / year in real economy activity.



Deliverables / Follow-ups



Lots of areas to collaborate, and to collectively steer public policy

- Projects teams formed, and delivering content
 - Policy Framework for Smart Public-Use Bicycle Share
 - Handbook for Smart Cycling Cities to create better bike share
 - Upcoming Conferences & Workshops for Cities / PTAs / PTOs
- Unlocking EU resources for cycling + public-use bike share



Embracing a Diverse World

- Riding the wave of bike share growth (without falling off)
- Integrating bike share into all urban mobility, public + private.
- Ensuring “Smarter” public bike share remains a public good, + “happiness”.
- Leveraging global best-practices.



Sign-up, Progress Together

- pebss@ecf.com





Our Speakers Today

- BiciMad (Spain)
- Donkey Republic (Denmark)
- NABSA (USA+Canada)
- nextbike (Germany)
- Smoove (France)



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Keep Sharing & Keep Riding

Thank you

