

Making it Permanent

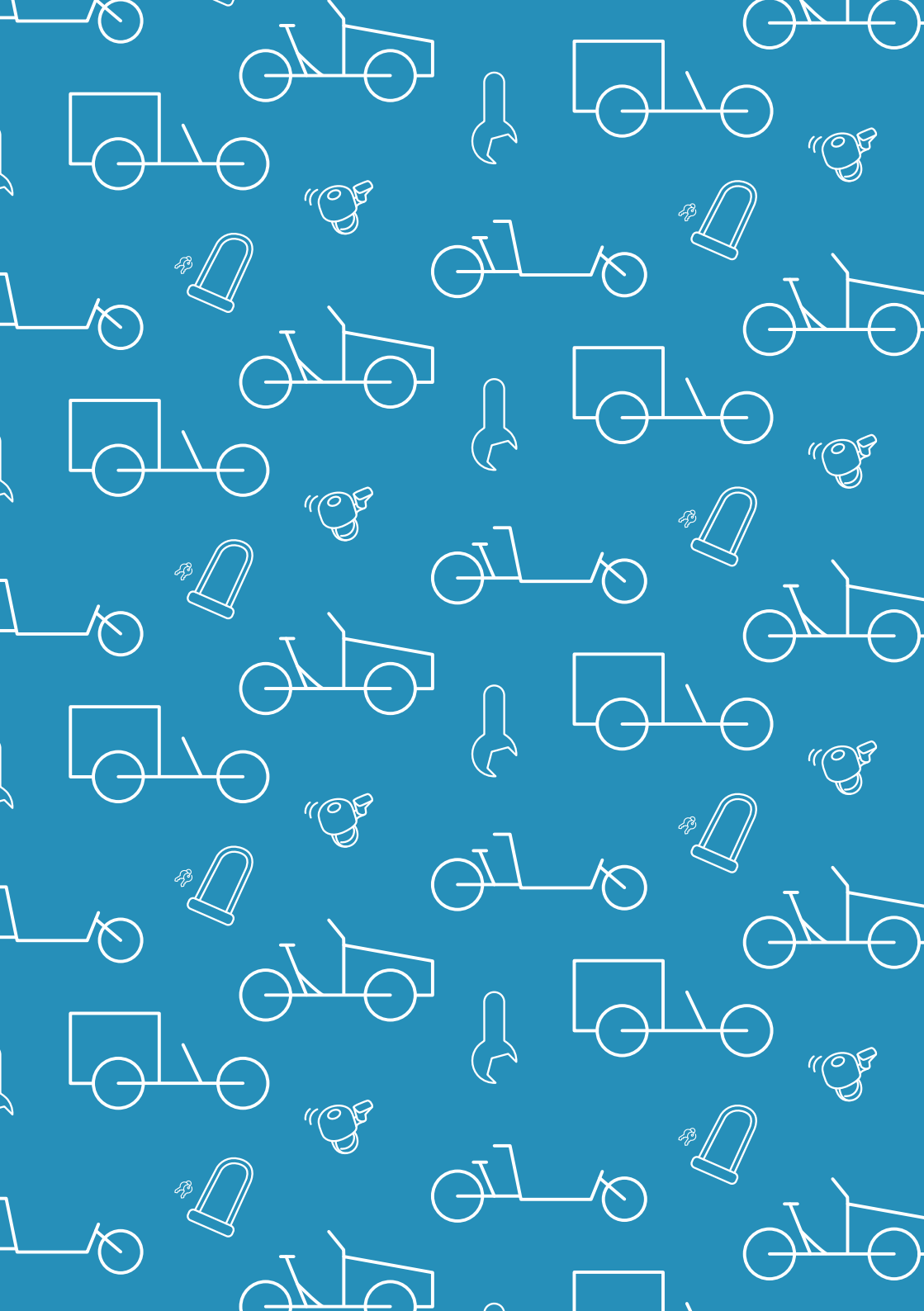
Case studies in
Cargo Policy



City
Changer
Cargo
Bike



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Making it Permanent

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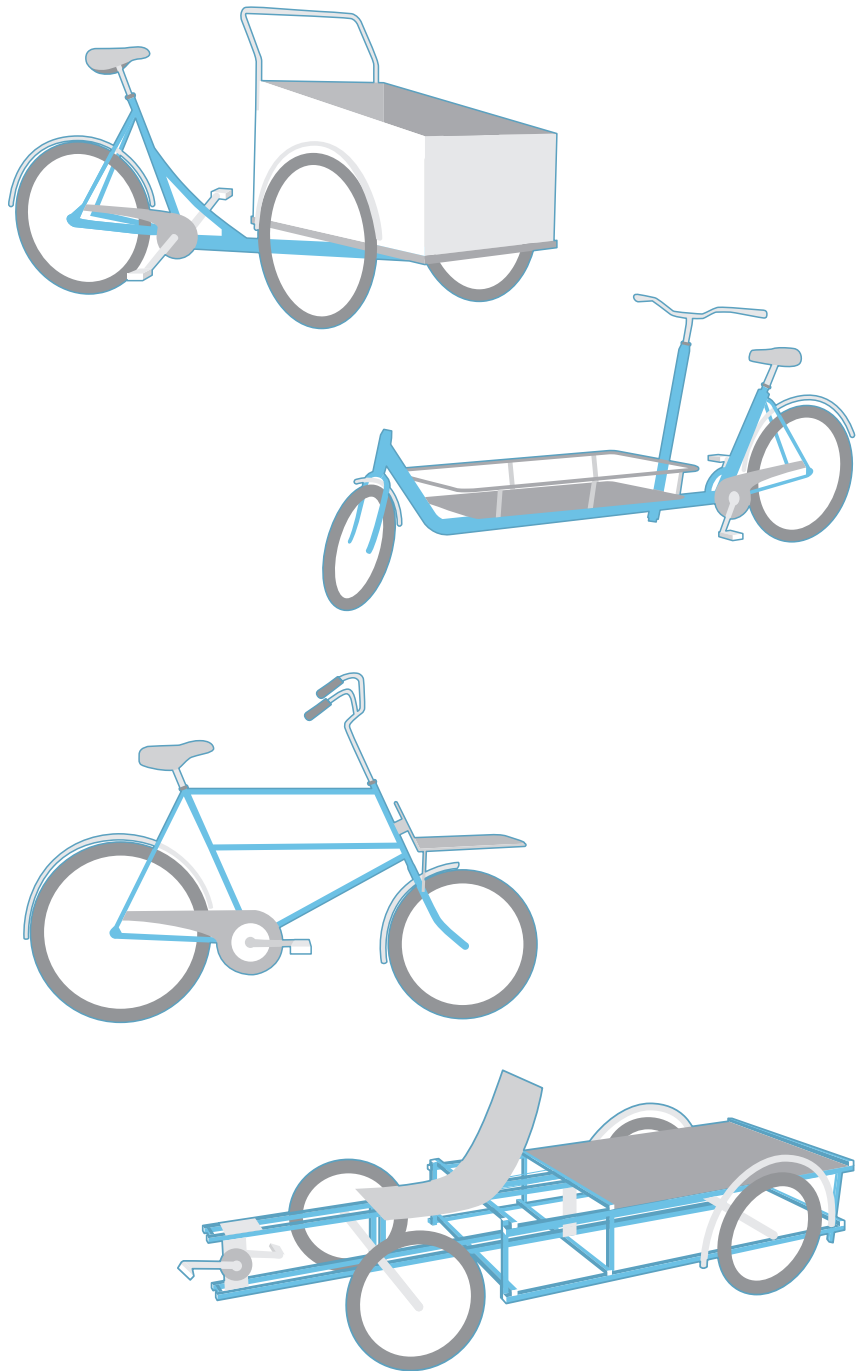
About Us

City Changer Cargo Bike (CCCB) builds on the limitless potential of cargo bikes, promoting their usage among public, private, and commercial users. Through support of the Horizon2020 programme, CCCB brings together a team of 20 partners from Norway to Greece, the United Kingdom to Bulgaria. Learning from best practice across Europe, the initiative has raised awareness and supported the uptake of cargo bikes and cargo bike projects. In doing so the initiative has fostered exciting developments that, among other things, offer more sustainable logistics operations, improve public spaces, engage citizens, and reduce traffic congestion.

Executive Summary

The following document begins by introducing the reader to cargo bikes as a concept and as a multifaceted tool for achieving sustainable cities. The document then highlights a selection of cargo bike initiatives achieved over the length of the CCCB project. The concepts presented showcase how governments can encourage cargo bike uptake through measures including, but not limited to subsidies, sharing schemes, infrastructural support, and dissemination. Each concept is supported by successful case studies accomplished by CCCB members over the length of the project.





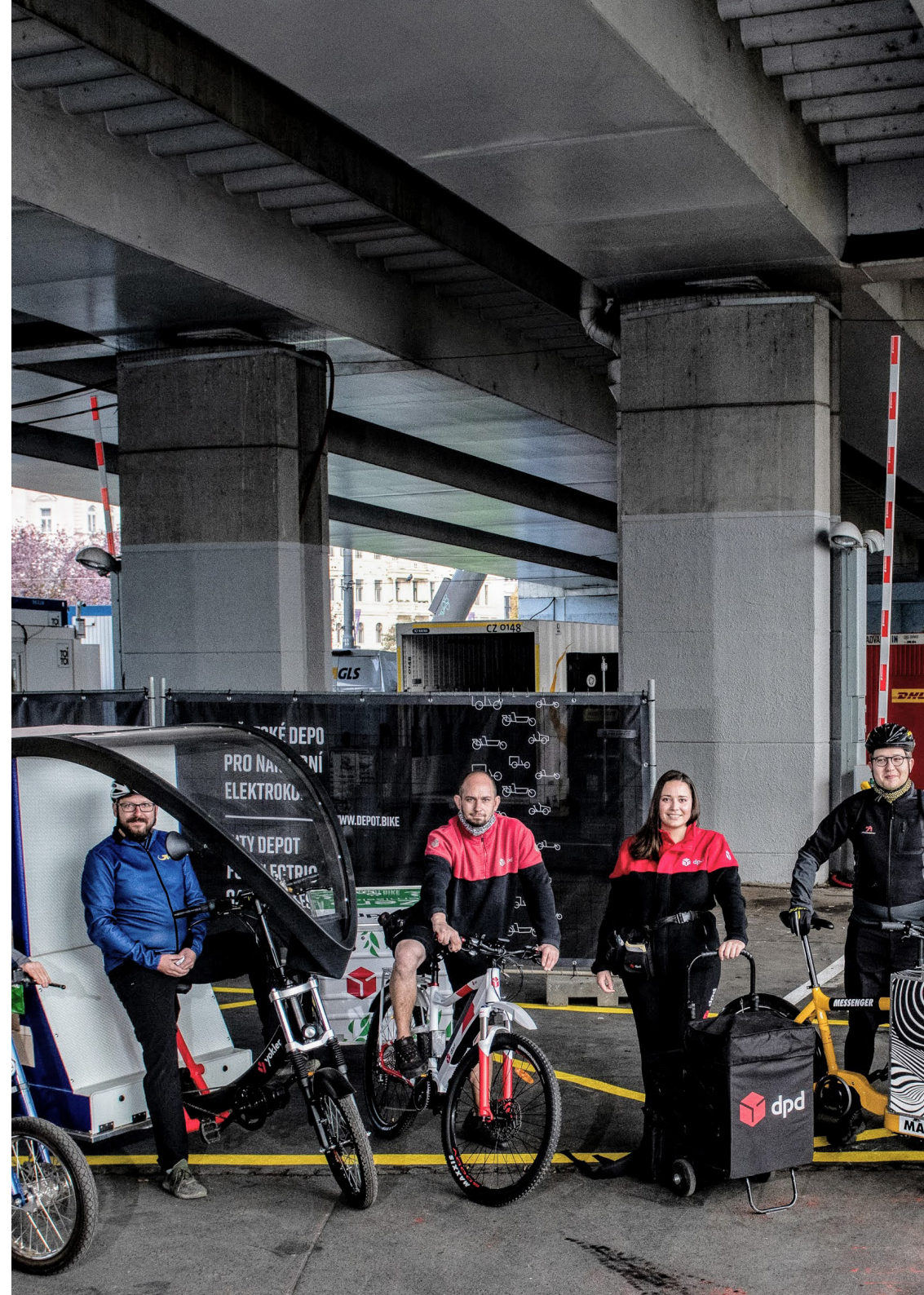
What is a Cargo Bike?

Cargo bikes are bicycles that have been specifically designed to carry cargo, be it heavy or light, big or small. Cargo bikes take many forms, ranging from the traditional short john, to the three-wheel cargo-trike models, to custom built four-wheel frames with electric pedal assist motors for specific commercial needs. While cargo bikes have been in use for more than a century, recent design and battery innovations have made contemporary models much more efficient and accessible.

Load capacity and prices of these bikes vary greatly as well, with lighter bikes priced at €1000–€2000 managing a load up to 80 kg, and heavier bikes ranging anywhere from €2000–€12000 with a capacity of moving up to 350 kg. These bikes have the potential to tackle the environmental, logistical, traffic and social issues facing many European cities, all while providing a new perception of mobility, transport and quality of life.

Why Cargo Bikes?

The inherent ease, affordability, and accessibility of cargo bikes make them an increasingly popular choice for families, SMEs, not-for-profits, and international logistics companies across Europe. But cargo bikes represent more than an efficient urban logistics and mobility solution, they are triggering a new bicycle culture, fostering social enterprise concepts, engaging citizens, and transforming public spaces.



Subsidies and Funding

Subsidies are a common tool employed by multiple levels of government to provide targeted support, directly funding desirable outcomes. Governments have long supported ridership of automobiles, trains, buses, and other common modes of transportation via subsidies. In recent years, cargo bikes have slowly started to achieve recognition, with subsidies offered by all levels of government.

One of 30 Bikes that
Cambridge acquired
through National
Funding



Making Use of National Funding Opportunities

Cambridgeshire County Council, UK

In 2019 the UK Department of Transport and the Energy Saving Trust announced the e-Cargo Bike Grant Fund, setting aside a pool of money to support organisations purchasing e-cargo bikes. The fund offered a 40% subsidy on the total cost of an e-cargo bike, with a cap of £2,500 for two-wheel bikes and £4,500 for three-wheelers. The fund has seen tremendous success and has been renewed annually since launching.

Cambridgeshire County Council in partnership with the City of Cambridge successfully received support from the Fund, facilitating the procurement of a fleet of 30 e-cargo bikes. The new fleet has a wide range of intended uses, including a cargo bike leasing scheme, and family and business oriented lending schemes.

The new fleet of cargo bikes have helped the County Council encourage residents to choose active travel, while reducing motorised traffic and associated air pollution. The electric assist built into the bikes was also appreciated in making longer journeys with heavier loads more feasible for a wider range of users.

Colleagues in Cambridgeshire credit their success in the application process to their partnerships with local stakeholders in different sustainability streams. They also found it to be very helpful to have local bicycle shops on board to supply, advise, and provide ongoing maintenance. Throughout the process, they identified certain key considerations that accompany the introduction of a new vehicle fleet including: maintenance, insurance, training, storage, and the procurement process.

Creating Municipal Funding Schemes

Cargo bikes represent an attractive solution to local issues such as traffic congestion, air quality, and public health. As such, municipalities can benefit from directly and indirectly encouraging their uptake.

Mechelen, BE

The Belgian city of Mechelen has found supporting local businesses through a cargo bike subsidy to be an effective way to achieve sustainability goals. Starting in 2018, Mechelen rolled out a €100,000 subsidy scheme that has successfully supported more than 50 local entrepreneurs in their decision to purchase a cargo bike. Successful applicants can receive up to €3,000 from the City to be used towards the purchase of a cargo bike.

Recipients of the subsidy include businesses of all shapes and sizes, including florists, bakers, grocery chains, logistics operators, locksmiths, and shoemakers.

Colleagues in Mechelen credit their success to a larger strategy of focus on cycling and sustainable mobility. For example, bicycle riders have legal priority over cars throughout the city centre, and some districts are car-free during the day. Additionally, through the CCCB project, Mechelen has also published an accessible website on sustainable mobility. With this, interested business owners could easily find their way to the subsidy's application form. Shop owners could have therefore heard about the subsidy scheme through various city-channels like social media, the city website, and brochures. If they were to start over, they would have invested more in making the subsidy scheme accessible to other cultural groups living in Mechelen, suggesting ideas such as offering it in multiple languages and distributing it through more different channels.

Gdynia, PL

In 2020, the Baltic city of Gdynia, Poland, introduced Eastern Europe's first financing scheme to support the uptake of cargo bikes. The scheme provides a direct subsidy for up to 50% of a bike's price tag, capped at 5,000 PLN (approx. €1,100). The initial subsidy funded the purchase of 10 e-cargo bikes, most of which will be used to transport children to and from school. The cargo bikes purchased included brands from Poland, France, Sweden, Germany, the Netherlands, and Denmark. Following a successful initial round of funding, the City Council furthered their initiative, committing multiple rounds of funding of at least 80,000 PLN (approx. €16,000). Based on the success of the cargo bike funding scheme, the City is now considering expanding the scope to include electric bicycles as well.

Colleagues in Gdynia credit their success to a cargo bike rental scheme for residents introduced before the subsidy. Thanks to this, many of Gdynia's residents were able to experience first-hand how practical cargo bikes are before fully investing in one for themselves. Through this program, many of the City Councillors as well as Deputy Mayor for Development, Marek Łucyk, test rode the bikes to assess their true practicality and potential as an urban mobility solution. Furthermore, prior to introducing the subsidy, a survey circulated among existing local cargo bike riders found that subsidies were in high demand. Throughout the process, colleagues in Gdynia found that it was important to pair the scheme with an updated approach to cycling infrastructure development, including special considerations for cargo bike dimensions, turning radii, parking, and DIY repair stations.





Supporting the Local Economy

It is often argued that cargo bikes are a convenient and affordable alternative to cars, vans, and trucks. However, in situations where the availability and/or price of cargo bikes is an issue, directly and indirectly supporting local bicycle manufacturers to develop cargo bike models can help increase the availability of these simple vehicles.

Varna, BG

In the Bulgarian city of Varna, City Staff were frustrated by the local availability of, and demand for cargo bikes. To tackle this issue, they collaborated with a local bicycle manufacturer to develop a fleet of six Varna cargo bikes.

When launching the bikes, the City hosted a cargo bike tryout day for local businesses. Upon test driving the bicycles, many local logistics companies that were previously hesitant towards cargo bikes, signed up as part of a longer period trial run. The new made-in-Varna cargo bikes have received positive attention in local media and have even been sold to neighbouring municipalities. For local businesses looking to purchase a fleet of bikes, a bulk order price will be offered.

Sharing, Renting, and Try-out Schemes

For many people cargo bikes are a rather novel concept. They may have seen them around town, but rarely have they actually ever tried one. A cargo bike test ride is sure to put a smile on anyone's face. Better yet, a test ride can be a tipping point towards taking action and investing in a personal or business cargo bike.

Utrecht's Cargoroo
Cargo Bike Share
Initiative.



Cargo Bike Try-outs for Families

For many young urban couples living car-free, the prospect of starting a family may require (reluctantly) purchasing a car. Thankfully, cargo bikes, especially those with electrical assist, have proven as an affordable and sustainable alternative. Try-out schemes geared towards families are a great way to prove the rationality of a family cargo bike.

Lisbon, PT

Known for its hilly streetscape, Lisbon has seen a spike in cargo bike usage among families. The Municipality is partially to thank for this cargo bike boom. Under the CCCB program, Lisbon invested in a diverse fleet of cargo bikes for families to trial for one month at a time. The program has been a success. As of 2022, 37 bikes had been loaned out, with 12 of the families going on to purchase their own cargo bike! Even Lisbon's Deputy Mayor, Miguel Gaspar, trialed a cargo bike with his family, sharing their experiences on social media along the way and implementing a cargo bike funding scheme as a result..

Lecce, IT

The Puglian city of Lecce has emerged as a national leader in cargo bike action with many new initiatives in the past few years. One of these initiatives was a cargo bike sharing program, specifically targeted at families, introduced in January of 2020. The program was promoted in primary schools and daycares, through which the city found immediate demand and resulted in many families signing up for the program. The program is now in its third year and more popular than ever.

Vitoria-Gasteiz, ES

The Spanish city of Vitoria-Gasteiz has helped make cargo bikes accessible to residents by launching a free cargo bike loaning program. This new program piggybacks on an existing program and app, the VGBiziz secure bicycle parking shelter. Members of this program can now book and use one of two three-wheeled cargo bikes. The rentals can be reserved up to one week in advance but must be returned within the same day. If the bike is not picked up within the first 30 minutes of the booking, it is then released as 'free' for new bookings. Alternatively, if there are no reservations, customers are free to start a rental at any time.

Strasbourg, FR

In 2018, Strasbourg's public bike share system, Vélhop, added a new welcome addition to their fleet of conventional bikes: two-wheeled electrically assisted cargo bikes. With this addition to the system, Strasbourg residents can rent cargo bikes by either the hour or the day. With the hourly rate, customers pay €4.50 for the initial two hours, and €1.50 for each additional hour. If they are looking to use the bike for a longer term, the day rate is €12.50. In both cases a €800 deposit is required. Customers can pick up and return the cargo bikes from any of the four Vélhop storefronts.

Utrecht, NL

The Cargo Bike sharing model has taken off in Utrecht, with 100 bikes located across the city in collaboration between the municipality and Cargoroo. The large fleet of cargo bikes were rolled out in Utrecht in 2020 and have become very popular among residents. The shared bikes are operated on an A-to-A arrangement, meaning that users have to drop the bike off where they picked them up. Users can register and pay for their trips via the Cargoroo app, an arrangement that reduces the need for costly rebalancing. The stations are simply marked using surface markings. As of June 2022, residents can expect an additional 50 bikes to roll out soon into an expanding collection of neighbourhoods. Beyond the Netherlands, Cargoroo is also active in the UK and Germany.



Lisbon's family
try-out cargo bikes

Cargo Bike Try-outs for Businesses

Whether transporting packages, flowers, kegs, food, or tools, cargo bikes are proving to be a valuable asset for businesses of all shapes and sizes. While many businesses may dismiss cargo bikes as an inadequate or frivolous investment, that couldn't be further from the truth. Oftentimes a test ride is all that is needed to convince them otherwise.

Cambridge, UK

With valuable support from the national e-Cargo Bike Grant Fund, Cambridge County Council was able to launch a popular cargo bike 'Try Before You Buy' scheme geared towards local businesses. Organised in collaboration with local bicycle retailer Outspoken Cycles, the scheme allows businesses a "low cost, low risk" opportunity to trial cargo bikes over a relatively long period of one or two months. This length allows businesses to trial different models and explore how the bikes can effectively fit into their operation. Four different models are available, including two and three-wheel variations.

The scheme is run by a local partner, Outspoken Cycles, through an online platform. Participants are asked to pay a small administrative fee alongside a token £100 security deposit and present photo ID upon pickup. Through the length of the trial, Outspoken Cycles are on hand to answer any questions or concerns the businesses may have.

Varna, BG

After collaborating with a local bicycle producer to develop a 'made in Varna' cargo bike, the City of Varna knew that more would be needed to convince local businesses to invest in the concept. With a small fleet of bikes, the City invited a wide range of delivery companies already operating in Varna to a cargo bike try-out day. The trial day was hosted in a very central location, attracting local businesses, but also the attention and imagination of passersby. The transition towards a greener, safer, environmentally friendly, time and space saving way of goods transportation was highly appreciated and welcomed by everyone. The first delivery with a cargo bike was successfully completed during the event by Transpress, an international courier company.

Colleagues in Varna credit their success with the event to the awareness raising campaign which included plenty of presentations, successful examples, and meetings with stakeholders. On the other hand, it was highly appreciated that such an innovative way of transportation was designed and developed in Varna, which could boost the local economy.

Changing Regulations

Oftentimes the status quo of laws and legislation may be inadvertently standing in the way of cargo bike uptake. Whether through procurement, vehicle access, insurance requirements, or employee benefits, there are many ways that a century of autocentric thinking has stacked the odds against cargo bikes. For this reason, certain legislative barriers must be addressed to facilitate cargo bike uptake among residents and businesses.

Txita: Donostia
San Sebastian's
last mile cargo bike
delivery service.





Targeting Legislative Barriers

Donostia San Sebastian, ES

The Basque city of Donostia San Sebastian has long been a leader in sustainable mobility in the region. Looking to improve urban logistics and air quality in the dense neighbourhoods of the historic city centre and Ensanche, the City embarked on a program to limit conventional delivery truck traffic. This was achieved through limiting delivery times, the creation of a freight consolidation centre, encouraging clean vehicles (including cargo bikes), and new communication technologies between stakeholders.

In parallel, a growing list of pedestrianisation projects along previously car dominated streets are also facilitating bicycle trips and cyclelogistics work. Further legislation to limit the number of entrance points into the city centre for cars and trucks are in discussion. These initiatives will indirectly give bicycles and cargo bikes further priority within the city centre.

Colleagues in San Sebastian Donostia credit their success to parallel measures taken to restrict motorised traffic to certain areas of the city, which led to a demand for sustainable alternatives. If they were to start over, they would have devoted more resources to sanctioning those who do not comply with the new restrictions.

Txita: Donostia San Sebastian's last mile cargo bike delivery service.

Providing Infrastructure

The three most important factors for creating a bicycle friendly city are infrastructure, infrastructure, and infrastructure. A connected network of cycling lanes that keep riders safe and comfortable should be an absolute priority. Additional infrastructure including parking and wayfinding should also be implemented.

Wide, safe and comfortable bicycle lanes for all in Copenhagen



Bicycle Lanes

A three- or four-wheeled cargo bike is of course wider than a conventional bicycle. Thankfully, bicycle lanes that are designed to accommodate these cargo bikes benefit all bicycles, especially riders less comfortable cycling.

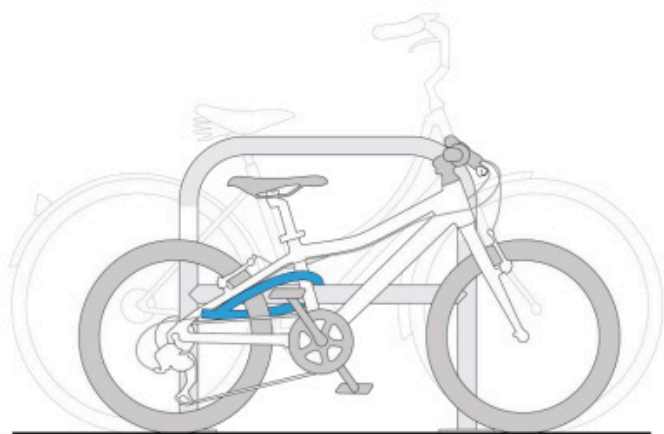
Copenhagen, DK

A quarter of all families in the Danish capital of Copenhagen own a cargo bike! The city arrived in this admirable position not by offering subsidies or try-out schemes, but by developing a connected network of safe cycling infrastructure. The standard width of bicycle lanes in Copenhagen is at least 2.2 metres (with wider lanes along arterial routes), a width that serves both cargo bike and conventional bike riders. At these widths, a parent can be comfortably and safely riding along with their children in a cargo bike while a commuter on a conventional bike can pass at no inconvenience to either rider.

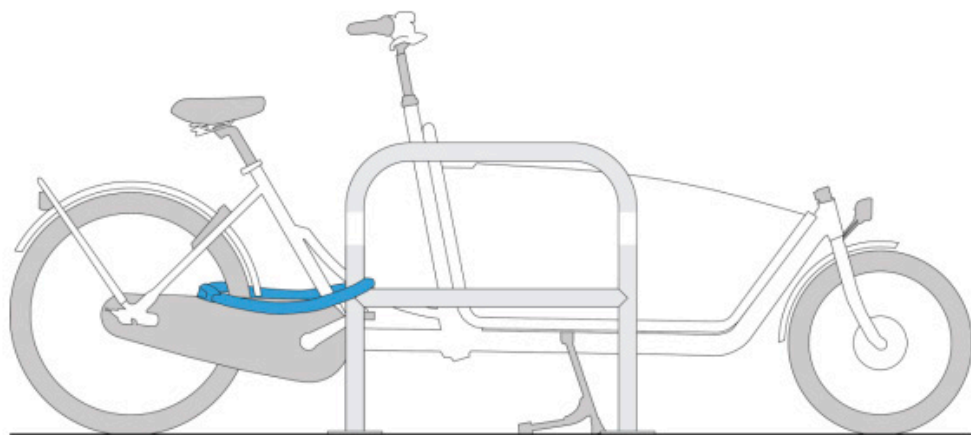
Further infrastructure investments prioritising bicycle trips over private car trips have further made bicycles, and in turn cargo bikes, a logical choice for everyday trips and tasks. For instance, bicycle bridges spanning canals, railroads, and motorways have connected neighbourhoods, allowing cyclelogistics companies, parents, and NGOs alike to access further destinations of the city by cargo bike.

Wide, safe and comfortable bicycle lanes for all in Copenhagen





Figur 3: A-stativet gir ekstra støtte og gode låsemuligheter for barnesykler



Figur 4: A-stativet gir gode låsemuligheter for lastesykler

8

Cargo Bike Parking

Cargo bikes are relatively expensive investments that retain their value quite well on the secondhand market. These two factors, unfortunately, make them a target amongst potential thieves. Therefore, it is important that cargo bike parking accommodates both the extra width and security requirements.

Oslo, NO

Over the past decade the Norwegian capital of Oslo has been continuously investing in cycling infrastructure at all scales. Alongside a car-free downtown and an ever expanding network of bicycle lanes, the City has also been investing in on-street bicycle parking. And rather than focusing on specialised and dedicated cargo bike parking, Oslo has decided to take cargo bike dimensions and requirements to mind for all street bicycle parking. Wanting to help normalise cargo bikes, colleagues in Oslo found it pointless to differentiate between conventional bicycles and cargo bikes.

As they point out, cyclists, no matter their style of bike, will park wherever they can find space. Beyond on-street bicycle parking, the City of Oslo has also procured secure cargo bike parking boxes to facilitate longer term parking.

Municipalities as Role Models

When it comes to investing in and promoting sustainable mobility, municipalities are well placed to serve as role models. Through formal procurement processes, municipalities can invest in cargo bikes for both primary and secondary use.



Strasbourg's
Veloptimiste cargo
bike fleet

Municipal Cargo Bike Fleets

There are plenty of everyday tasks typically under the jurisdiction of municipalities that are well positioned to be transferred over to cargo bikes. Transporting documents, issuing parking tickets, shuttling library books, or picking up rubbish are all examples of such tasks.

Strasbourg, FR

The French city of Strasbourg is recognized as one of France's most bicycle friendly cities, and when it comes to cargo bikes, they are true leaders. The City acts as a role model, directly investing in a fleet of cargo bikes for City Staff to use on a daily basis. For residents of Strasbourg, it has become common to see City workers using cargo bikes to change street lighting, clean public spaces, host citizen interviews along the waterfront, or loan out books from a pop-up cargo bike library. Recently the City has also moved to purchase a fleet of three cargo bikes for public nursery schools, each with the capacity to carry eight children at a time!

Colleagues in Strasbourg attribute their success as cargo bike role models to years of investment in cycling infrastructure and an active market. For instance, some private companies were early to start importing Dutch cargo bikes into Strasbourg. The municipal cargo bike rental program has also helped.

Their biggest lesson learned through the process of procuring cargo bikes is the importance of making cargo bikes visible to the public and city workers. When cargo bikes are familiar, staff are more likely to consider them for new or existing tasks. To help facilitate this familiarity, hosting cargo bike trials and discussions with staff can be valuable in changing practices. Colleagues in Strasbourg have also noticed that once more city workers are using cargo bikes, residents and businesses also get inspired and catch on.

Procurement

A municipality's procurement framework can often serve as a critical point to encourage cargo bike uptake. For instance, a framework that competitively prioritises potential suppliers with reduced emissions alongside price can direct investments towards cargo bikes.

Gdynia, PL

Alongside offering their popular cargo bike subsidy scheme, Gdynia has been 'putting their money where their mouth is' by directly procuring a municipal fleet. The municipality sees cargo bikes as playing an important role in achieving their goals to minimise the carbon footprint associated with urban mobility. To build up this fleet, the City has included the use of cargo bikes as one of the conditions considered in executing certain public procurement contracts.

For instance, Gdynia requires operators distributing campaign materials (For example, 'Bike2Work', 'Eco-Way to Kindergarten', and 'Cycling May' campaigns) to use the municipal fleet of cargo bikes. During these campaigns contractors use cargo bikes to deliver a variety of goods to events including breakfasts, printed material, and prizes.

While initially sceptical, the contractors really appreciate having cargo bikes at their disposal, allowing them to get through the city efficiently and easily find short term parking. Compared with diesel delivery vans, this cargo bike fleet is not only less polluting, but also quicker overall!

Overall the program is seen as a success, with City Staff now looking for further opportunities to shift deliveries to cargo bikes. Other events including sport competitions, festivals, and performances have been identified as being ideal for cargo bike logistics.

Be Creative

One wonderful aspect of cargo bikes is that they are very flexible and adaptive to different needs, giving way to endless creative uses. Cargo bikes have proven to be useful tools when the situation calls for creative solutions.

Lecce, IT

In Lecce, Italy, cargo bikes have proven to be a fun and creative platform for traditional businesses and bringing new life to city streets and parks. Here, cargo bikes have been adopted by a local launderer, who uses the cargo bikes to pick up and deliver their customer's laundry.

Likewise, a local beer brewer has found cargo bikes to be a great platform for getting customers off of the bar stool and out into city streets. These fun and creative beer tastings have been a hit amongst locals and visitors alike. In both cases, support from the CCCB project helped get these concepts up and running.

Lisbon, PT

Difficult times call for creative solutions. In spring of 2020, at the height of pandemic lockdowns in the portuguese capital of Lisbon, the City found itself with a new problem. Seniors living in the densely populated, hilly neighbourhoods with very narrow streets could not have essential goods delivered to their door. Enter e-cargo bikes. The City of Lisbon quickly mobilised to repurpose e-cargo bikes designated for try-out schemes to be used for delivering essential goods along these challenging streets.

Colleagues in Lisbon credit this success story to having an existing fleet of e-cargo bikes as well as first responders ready to deliver goods by bike.

Disseminate

Relative to other levels of governments, municipal politicians have the good fortune of sitting close to their constituents. Serving as both public role models and policy makers, mayors and members of council have the position to spread ideas.



Celebrate Cargo Bikes

Cargo bikes are definitely attention grabbers in the urban landscape. Through festivals, parades, and public exhibitions, celebrating cargo bikes are a great way to engage residents around sustainable mobility.

Gdynia, PL

In order to boost awareness and appreciation of cargo bikes within other Polish cities, Gdynia hosted the Polish Cargo Bike Festival. In 2019, cargo bike enthusiasts from Poland and beyond gathered in the coastal city to celebrate all things cargo bike. At the 2019 Polish Cargo Bike Festival, participants were able to test ride various models and participate in races and parades among other activities. The festival proved popular for residents and visitors of all ages.

Rimini, IT

The City of Rimini took an unfortunate situation and found an opportunity to start a fun, innovative new program celebrating cargo bikes. When public libraries and other indoor public facilities were forced to close due to Covid-19 measures, local residents lost a popular and educational place to hold children's birthday parties. In reaction to the situation, the City of Rimini began hosting 'cargo bike birthdays'. With these parties, families can celebrate children's birthdays alongside cargo bikes especially equipped with children's activities, including popular books from the library.

Colleagues in Rimini credit their success to the inherent novelty and joy cargo bikes bring. The biggest 'regret' City Staff have with this initiative is not starting earlier!

Welcome Packages

The cargo bike friendly city is still a rather novel concept for both residents and visiting professionals, be they policy makers, politicians, or journalists. With cargo bike Welcome Packages, cities can share their lessons learned with visiting contemporaries.

Cambridgeshire County Council, UK

With the CCCB project and successful grant applications, Cambridgeshire County Council has become a role model for UK county councils looking to embrace cargo bikes. To boost dissemination, Cambridgeshire County Council has created a leaflet to be handed out by various organisations, both at events and to visitors to the city. One side of the leaflet features a map of Cambridge, highlighting cargo bike initiatives and the other side gives the details in words and pictures. The leaflet is available in both printed and electronic formats.



Printed Material

There are countless benefits and potential use cases for cargo bikes. Getting the word out via printed material stationed at public facilities can be a good way to reach new audiences.

Europe Wide

As a collective effort, the CCCB project developed and published a series of printed and digital guides promoting cargo bikes. These guides were targeted towards various audiences including policy makers, parents, and bicycle retailers. Since publishing, the guides have been translated into 14 languages including Croatian, Dutch, English, French, German, Greek, Italian, Portuguese, Romanian, Czech, and Basque!

The guides can be downloaded at cyclelogistics.eu/downloads

Alba Iulia, RO

In order to boost awareness of cargo bikes among young families, the Romanian city of Alba Iulia created and distributed cargo bike pamphlets. The colourful pamphlets distributed through schools promoted cargo bikes as effective mobility solutions for families, able to carry a wide range of goods.

Gdynia, PL

In the cases in which children's books touch upon mobility, they are overwhelmingly car-centric, focusing on cars and trucks. In an effort to bring balance to the types of mobility options that children learn about through stories and playing, the City of Gdynia published a book titled "Gdynia's Small and Big e-Trips". This story follows cute animal characters as they choose various forms of electric mobility to get through the day. For instance, children read about the bear called Kuba as he rides a cargo bike to the beach with a friend and beach supplies in the cargo compartment. The book has been distributed amongst schools in Gdynia and on the City's website and social media platforms. Overall the book has been very well received.

Workshops and Webinars

Never before has it been easier to organise and engage wide audiences around specialised topics. Engaging people around the benefits, opportunities, and uses of cargo bikes through both physical and virtual workshops and webinars can be a valuable way to open up discussion and boost awareness around sustainable mobility and logistics.

Dubrovnik, HR

At the outset of the CCCB project, cargo bikes in the Croatian city of Dubrovnik were absent. Overlooked at the time, the city's dense network of narrow streets and alleys offered the ideal setting for cyclelogistics. Through the implementation of legislation limiting access to the historic city centre to only allow for electric vehicles, the City was able to boost the demand for cargo bikes.

To further boost awareness, Dubrovnik has hosted a series of local workshops and webinars around the potential of cyclelogistics. As a result, cargo bikes are now more common, with utilities companies Čistoća d.o.o. and Vrtlar d.o.o. operating fleets of cargo bikes for everyday logistics. These utility companies have found cargo bikes to be an excellent solution, especially for the maintenance of public spaces in the historic city centre often crowded with tourists.

Colleagues in Dubrovnik credit their success to their participation in the CCCB project. If they were to improve the situation further, they would like to optimise the city's cycling infrastructure network. Looking forward, the City of Dubrovnik would like to acquire additional cargo bikes for other publicly owned utility companies.

Produce Multimedia

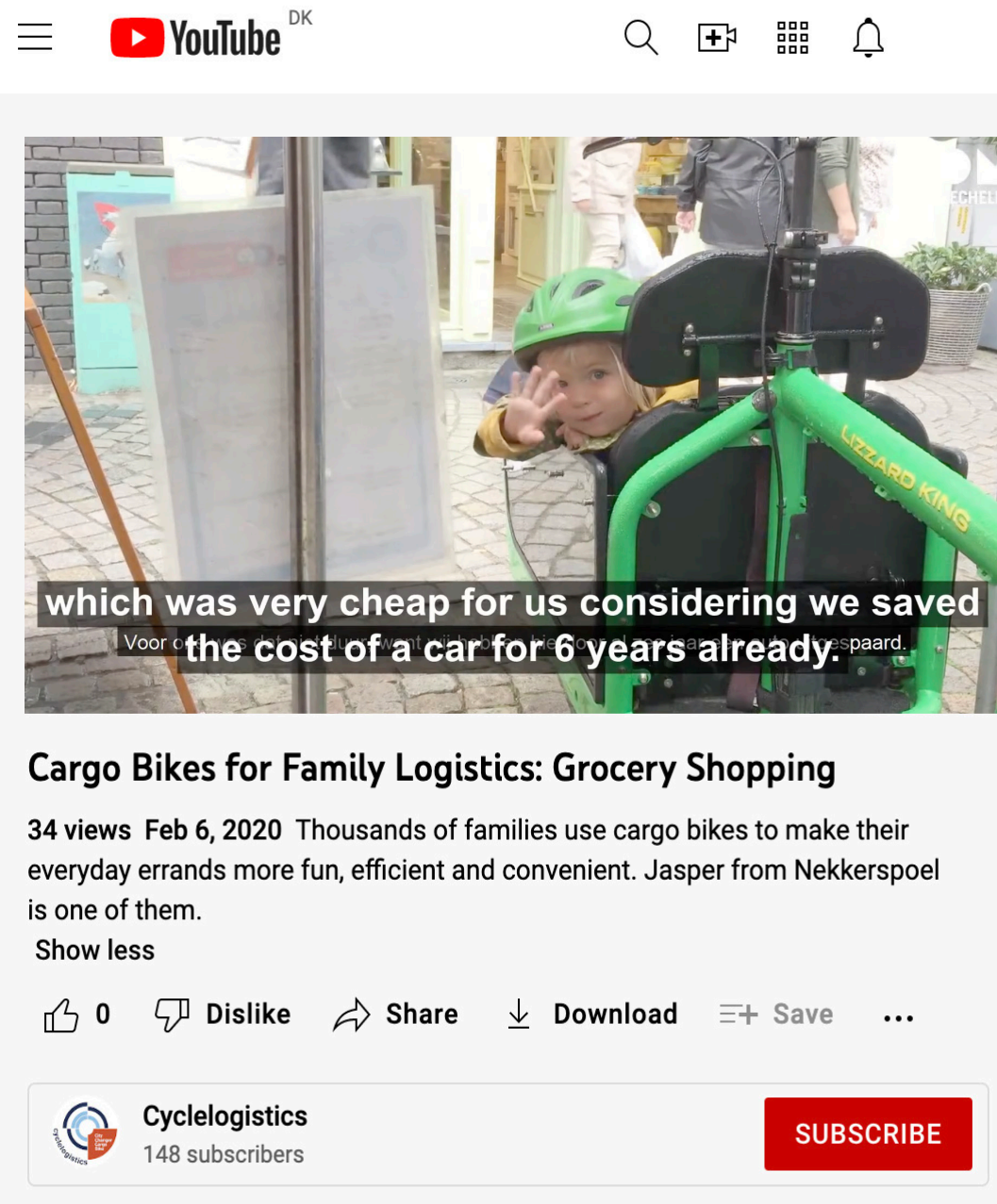
Sometimes seeing is believing. Using both digital and traditional multimedia to showcase cargo bikes in action is a great way to familiarise otherwise unaware audiences around sustainable mobility.

Mechelen, BE

As part of the CCCB project's Local Heroes campaign, the City of Mechelen produced a short series of videos profiling how local families use cargo bikes to tackle everyday challenges. In one video, viewers hear from Veerle, a local mother who has given up their second car in favour of a three-wheel cargo bike with electrical assist. Veerle and her family find that the bike is a great solution for school commutes and taking the kids and their friends (the bike has a capacity for up to four young children) to after school activities. Another video follows Jasper and his family, who have been living car free now for six years with the help of a two-wheeled 'long john' style cargo bike. Besides the everyday school run, Jasper and his family use the bike to do a wide range of shopping trips.

Videos through the CCCB project showcasing a wide range of cargo bike case studies can be seen on Youtube as posted by the Cyclelogistics account.

Informational videos
disseminated by
CityChangerCargoBike



The screenshot shows a YouTube video player interface. At the top, there is a navigation bar with a menu icon, the YouTube logo with 'DK' next to it, and icons for search, video camera, grid, and notifications. The video content shows a young child wearing a green helmet and waving from the back of a green three-wheeled cargo bike. The bike has 'LIZZARD KING' written on the frame. A black text overlay at the bottom of the video reads: "which was very cheap for us considering we saved the cost of a car for 6 years already." Below the video, the title "Cargo Bikes for Family Logistics: Grocery Shopping" is displayed. Underneath the title, it says "34 views Feb 6, 2020" followed by a description: "Thousands of families use cargo bikes to make their everyday errands more fun, efficient and convenient. Jasper from Nekkerspoel is one of them." Below the description are interaction buttons: "Show less", "Like" (0), "Dislike", "Share", "Download", "Save", and a three-dot menu. At the bottom, the channel name "Cyclelogistics" is shown with a logo and "148 subscribers", and a red "SUBSCRIBE" button is on the right.

Urban Logistics

Logistics operations are the lifeblood of cities. Though deliveries have contributed to congestion, pollution and traffic conflicts, the cargo bike provides solutions and mitigations for each of these urban problems. While bike messengers have long been a fixture on the urban landscape, recent deployments of cargo bike fleets and logistics hubs by companies large and small have signalled that this modern mode of moving goods is here to stay.

Cyclelogistics Hub
in Prague
Photo: Jakub Ditrich



Create Urban Consolidation Centres

Prague, CZ

The Depot Cyclelogistics Consolidation Centre in Prague is an excellent example of how former car-centric spaces are being transformed to prioritise more sustainable uses. The space was a former car parking lot for 30 cars under a motorway bridge. The Depot is located in the heart of Prague, protected from the elements, allowing convenient access to many of the local businesses within a relatively short bicycle ride. The space is shared amongst eight logistics companies, allowing one collective consolidations centre complete with facilities for couriers (including a kitchen, showers, charging, and service stations). After trucks drop off collections of packages at the Depot, they are then delivered onwards by bike to their final destination.

The project has been very successful and is appreciated for the reduced van traffic in Prague's narrow streets. Organisers credit their success to a strong open dialogue with the project stakeholders since the beginning. The municipality has been an especially valuable stakeholder, leasing the space for free, requiring the operators to only cover utilities. Currently a second consolidation centre is planned for the other side of the city centre to expand the range of sustainable delivery in this historic city.

Donostia San Sebastian, SP

Alongside implementing a low emission zone in the city centre, the Basque city of Donostia San Sebastian facilitated the start up of a cyclelogistics hub. Located in a 130-square metre space in the parking garage of a mid-century tower, the cyclelogistics hub is operated by the local company Txita, and is responsible for first and last-mile package deliveries throughout the day. The hub operates on a concessionary model, whereby logistics companies deliver their consignments to the logistics hub, and Txita delivers them to the end customers in San Sebastian's central neighbourhoods on electrically-assisted cargo bikes. It's here in their cyclelogistics hub you'll also find their fleet of taxi bikes, which serve tourists in peak season, and a couple rickshaws for the San Sebastian chapter of Cycling Without Age.

Participate in EU-Projects

EU funded projects can afford municipalities the ability to experiment and explore new and sustainable technologies while facilitating knowledge transfer across partner cities. By participating in EU Projects around sustainable mobility and logistics, cities can find new inspiration and opportunities. Before kicking off the CCCB project, many project partners had never even tried a cargo bike themselves, let alone had experience implementing cargo bike policy. By the end of the project however, all 20 partners of the City Change Cargo Bike project, including 13 government entities, have become experts in cargo bikes and related policies supporting their potential.

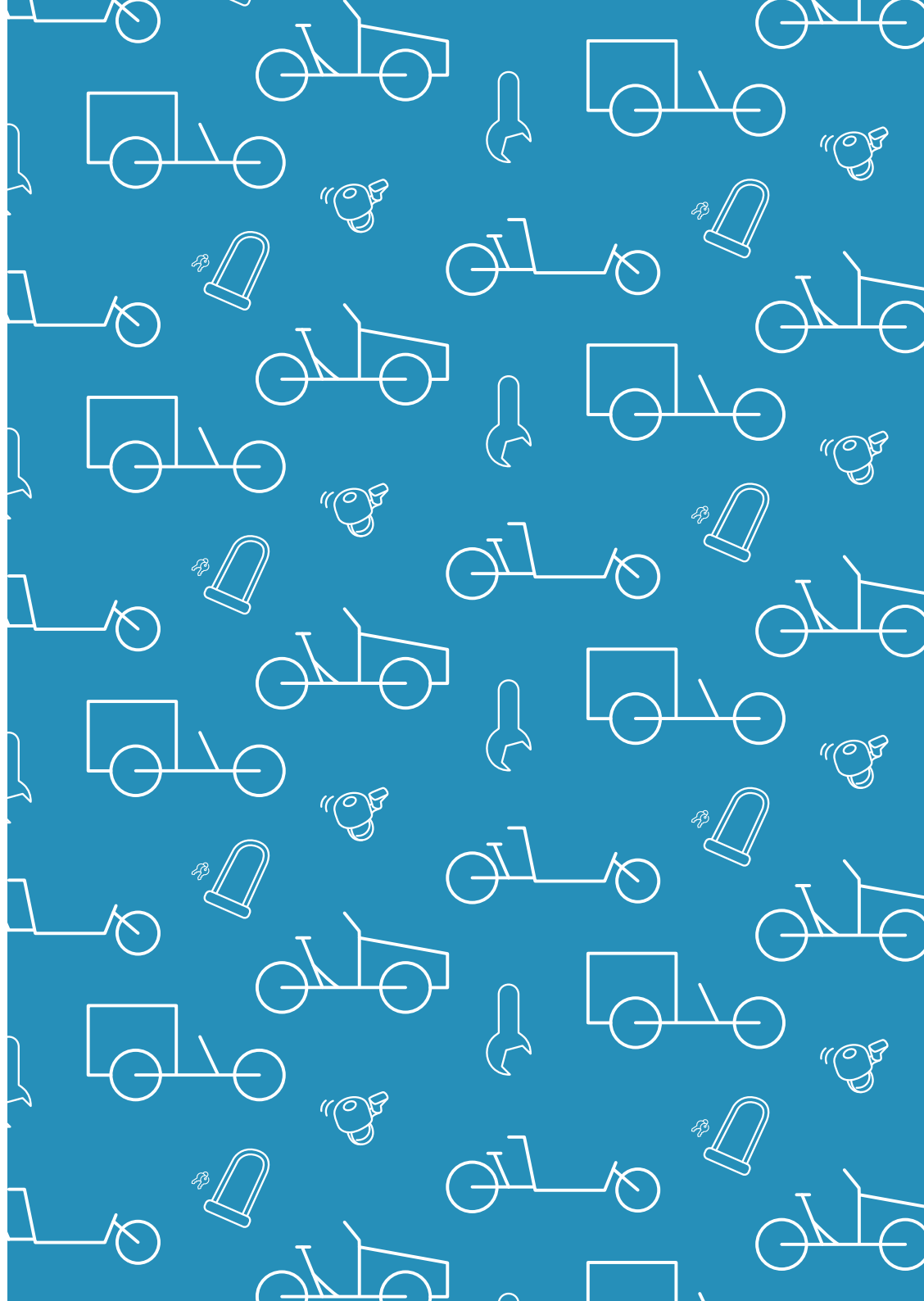




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