

CycleLogistics Workshop at Ecologistiek 2013

Twenty-one participants from The Netherlands, Belgium, France, Luxembourg and Greece attended a workshop on "setting up and running a cycle based delivery business" held at the Ecologistiek 2013 event at AHOY Rotterdam on 8 October.

With research showing 25% of trips within urban areas involve carrying light goods in motorised vehicles, participants were introduced to the potential of cargo bikes being used to undertake these trips. Topics covered in the workshop included choosing the right bicycle, marketing & promotion, sector & service types, pricing & defining delivery areas and potential customers.

Post workshop feedback indicated participants found the workshop very motivating with 15 indicating they were either likely or very likely to use a cargo bike in their business in the future

The workshop was run by Outspoken Delivery (www.outspokendelivery.co.uk) an innovative cycle based delivery business based in Cambridge, UK on behalf of CycleLogistics (www.cyclelogistice.eu) an EU funded project to promote the use of cycles for carrying cargo.

The workshop will be repeated in Thessaloniki, Greece at Biciklopedia 2013 on Saturday 30 November and in Vienna on Thursday 5 December. For further details on these future workshops contact gary.armstrong@outspokendelivery.co.uk.

Participants working on a workshop exercise

