



Co-funded by the Intelligent Energy Europe
Programme of the European Union



cyclelogistics – moving Europe forward



***D5.2 Results of survey among
stakeholders and practitioners.
Lessons learnt from the Focus
Group Seminars***

Grant agreement no: **IEE/10/277SI2.589419**
Project acronym: **Cyclelogistics**
Project title: **Moving Europe forward**



D5.2 Results of survey among stakeholders and practitioners

Lessons learnt from the Focus Group Seminars

Start date of the action **03.05.2011**

Duration: **36 months**

End date of the action **04.05.2014**

Version: **1**

Due date **02.Nov.2012**

Prepared by: **Susanne Wrighton**

Checked by: **Randy Rzewnicki**

Project coordinator Karl Reiter

0043 316 810 451 23

reiter@fgm.at

Status: **Final**

Dissemination level: **PU**

www.cyclelogistics.eu

Table of content

1. INTRODUCTION	4
AA1 – Goods delivery	4
AA2 - Municipal Services & Service Providers	5
AA3 - Private Goods Transport.....	5
AA4 - Consumer tests	5
AA5 - Cyclelogistics Federation.....	5
Focus Group Seminars	6
Goods delivery companies	6
Communal services and service providers	6
Private goods transport (end users)	7
Cycling associations	7
Marketing & Communication people.....	7
Industry	7
European Union	7
2. STAKEHOLDERS' SURVEY	7
2.1 Stakeholders questioned	8
2.1.1 FGM	8
2.1.2 ECF	9
2.1.3 AMI	9
2.1.4 EAP	9
2.1.5 Copenhagenize	9
2.1.6 Alba Iulia.....	9
2.1.7 CTC	10
2.1.8 IBC	10
2.1.9 City of Koprivnica.....	10
2.2 General findings	10
2.2.1 Group 1: Logistics Sector.....	10
2.2.2 Group 2: Municipalities.....	11
2.2.3 Group 3: Service Providers	12
2.2.4 Group 4: Private Individuals	12
2.2.5 Group 5: Retailers	13
2.2.6 Group 6: NGOs	13
2.2.7 Group 7: European Union	13
2.3 Conclusions	13
3. ANNEX I	15
4. ANNEX II – SHORT REPORTS ON FOCUS GROUP SEMINARS	48

1. Introduction

The main objectives of CYCLE *Logistics* are to achieve a reduction in energy used in urban freight transport through intra-urban final delivery of goods with cycles rather than motorised vehicles by utilizing expert know-how from existing cycle logistic companies, policy interventions across Europe, by showcasing good practices and by encouraging private individuals to transport goods with bikes.

CYCLE *Logistics* will focus on the urban environment and in particular inner cities.

The consortium is comprised of local authorities, private sector, communications experts and energy agencies. They receive support from traffic planning experts including cyclists groups. This group will enable cycle logistics to evolve from a niche market into a widely-accepted alternative for urban goods transport.

This will be achieved by transferring consortium members' know-how and expertise to users and implementers with less experience in the following ways:

The project will reach the objectives and achieve energy savings and reduction in emissions on multiple levels and by focussing on 5 different Application areas:

- Application Area 1 – Goods Deliveries
- Application Area 2 – Municipal Services & Service Providers
- Application Area 3 – Private Goods Transport
- Application Area 4 – Consumer Tests
- Application Area 5 – Cyclelogistics Federation



AA1 – Goods delivery

There are already some companies like bike courier services that delivery, mostly very light loads by bike or by cargo bike. The aim of this application area is to motivate existing logistic companies to integrate cargo bicycles (or bikes and trailers) into their fleet and to improve and professionalise existing services like bicycle couriers services. These could e.g. use cargo bikes to be able to deliver heavier loads, and to improve the efficiency of their delivery service by integrating new innovative approaches.

A main focus will also be to raise the image of logistics by bicycle and to show case it as the modern of goods transport that can contribute a lot to improving the quality of life in a city.

All partners will carry out implementations in Application Area 1. IBC from the Netherlands will work together with subcontractor Vrachtfiets and CTC will cooperate

with subcontractor Genes Logistics to raise awareness among stakeholders in London.

AA2 - Municipal Services & Service Providers

Goods transport by bicycle would vastly improve the quality of life in cities. Therefore, municipalities will be motivated to improve frame conditions for the delivery of goods by bicycles. For instance this could happen through the enforcement of restricted delivery times for motorised vehicles, especially within inner city areas. The aim is also the integration of the topic into the urban transport plans of Ferrara, Alba Iulia, Graz and Plovdiv. Several partner will also try to convince their municipalities to take up cargo cycles into the fleet of municipal vehicles, e.g. for road or park maintenance.

AA3 - Private Goods Transport

24% of all trips in urban areas are related to shopping and thus represent a big potential to switch from car use to bicycle use. Studies have also demonstrated that only in 6% of all shopping trips the amount of goods makes it necessary to use a car and in 80% of the shopping trips the acquired goods would fit in a big bicycle basket or a trailer (14%). Therefore, this application area will tap into this enormous potential and convince more individuals to shop by bike. Another aim is to show retailers how they can make their environment around their shops more bicycle friendly as well as to obtain the support of local administrations to improve bicycle infrastructure. To reach these objectives Shop-by-bike campaigns will be carried out in all partner countries as well as in Slovenia (and France).

AA4 - Consumer tests

There is a definite need for more information about how to transport goods on your bikes in an easy and comfortable way. Even private individuals are often not aware how easy it is to transform the bike in way that will allow the transport of quite heavy shopping, as long as certain modifications (stand, rack, tires, etc.) are made. For cargo bikes, with or without electrical propulsion, even less information is available. In this Application Area partner ECF aims to provide professional users, municipalities, business sector and private individuals with useful information about transporting goods by bike. The dissemination of test results will also happy via their extensive network of partner associations.

AA5 - Cyclelogistics Federation

It has become clear that cycle based delivery companies and other organisations and businesses using bicycles as part of their business have no group or professional body to represent and support their interests. To change this fact the first Cyclelogistics Federation has been founded as part of the Cyclelogistics project, with the aim to:

1. help shape the future of urban freight mobility and the use of cycles for delivering services
2. support existing cycle logistics operations and new businesses/social enterprises

3. engage with various national and local authorities and other relevant stakeholders to help to deliver our aims and objectives
4. utilise online communications to promote or encourage our work
5. co-operate with and commission research and educational programmes to clarify and develop our aims and objectives
6. explore partnerships with bodies supportive of our aims and objectives.

The Federation will also: Highlight best practice examples for followers, share available knowledge and experience freely among members and establish lobby groups in order to influence relevant stakeholder. In addition opportunities for shared promotions, marketing, etc. will be identified and appropriate information resources will be established.

Application Area 5 is a recent addition to the tasks of the Cyclelogistics partners. It involves mainly partners Outspoken, ECF and FGM-AMOR. As it has not started until month 15, it has no relevance for the Focus Group Seminars.

Focus Group Seminars

There were 15 Focus Group Seminars in 11 different European countries (UK, IT, NL, DK, BE, RO, BG, AT, PL, FR and HR) foreseen within the Cyclelogistics project intended to assess the possibility of goods transport by bicycle in a regional/local/national context. They were meant to help the partners to determine promising fields of implementation, make them aware of barriers but also to raise the awareness about the project among the various stakeholders.

14 of the 15 planned Focus Group Seminars have already taken place. The planned Focus Group in France will not take place due to the fact that the subcontractor could not do the work. Instead of this a Focus Group involving high level officials from the European Union will be organised by ECF in 2013.

Stakeholders to be addressed within the Cyclelogistics project originate both from the different target groups associated with the Application Areas of the project as well as from key actors, identified to be important for the advancement of the project. The partners tried to include stakeholders from all relevant groups in their Focus Group Seminars. The stakeholders that participated in the different focus groups come from various areas, these include:

Goods delivery companies

This target group involves logistics companies and suppliers that still use motorised vehicles for their work, willing to give bicycles a try. Also included here are delivery companies or bicycle courier services already using transport bikes for their business and will extend their fleet or the volume and weight of their goods. These businesses could operate either in B2B as well as in B2C areas.

Communal services and service providers

This target group includes on the one hand cities/municipalities with the persons responsible for communal services, e.g. road maintenance, maintenance of green areas like parks, social services etc.

On the other hand service providers like craftsmen, small trade, services that can use the bicycle as their working equipment.

Private goods transport (end users)

Private individuals are often overlooked where goods transport is concerned. But in reality the transport of shopping goods, leisure equipment etc. can also be considered as a kind of private logistic. Studies have demonstrated that in 8 out of 10 cases such goods can be transported on a bike (maybe a bicycle trailer) on do not need to involve the use of a car. Therefore the general public is also considered as stakeholders.

When people use their bike to go shopping the frame conditions for cycling customers often need to be improved. This is why a further group of stakeholders (key actors) are supermarkets, DIY stores, shopping centres and retailers in general.

Cycling associations

Cycling associations often provide creative inspiration, motivation and put pressure on administrations to develop and promote new ideas in the area of bicycle traffic. Countries with a long standing culture of cycling associations were already able to harvest the fruits of this work. In the countries of the NMS these organisations are currently working hard to make cycling socially acceptable and trendier.

Marketing & Communication people

Marketing and Communication is also an important point in the promotion of cycle logistics. Mikael Colville-Andersen, responsible for the Copenhagenize Activities and the Cycle Chic Movement, has successfully demonstrated how cycling can be promoted when by raising the image. The CYCLE *Logistics* project will also promote the use of cargo cycles by labelling the transport of goods by cycle as something trendy, cool and part of the “zeitgeist.”

Industry

Industry is a key actor in the field because it is a young sector (even though it has an old history) and therefore a lot of technical development will take place within the next years. Especially the electric support allows an expansion of the potential of cargo cycles. For the Focus Group Seminars mainly Bicycle Retailers have been involved to provide their opinion and to be made aware of the project.

European Union

Cycle logistics would profit enormously from Europe-wide guidelines and policies. Therefore a special Focus Group on a European scale, organised by the European Cyclists' Federation should have a very positive effect on the promotion of this issue.

2. Stakeholders' survey

The Cyclelogistics project involves 9 partners from 8 European countries. Partners could decide for themselves which stakeholders would be the most promising to address during their FGS, depending on the local background and existing frame conditions. As the aims of the Focus Group Seminars were manifold,

here is a list of some of the aims that were addressed during the Focus Group seminars: to advise local stakeholders about supportive frame conditions for cargo cycling, to get their opinion on how to promote the use of cargo cycles, to get ideas on how to promote the use of bicycles for daily shopping, to integrate cargo bicycles into city policies...etc.

The partners received a template to be filled in with the information gathered during the Focus Group Seminars, with the following key questions:

- List/Specification of stakeholders
- Satisfaction with the focus group seminar content and conveyed know-how, intention to support the use of bicycles for the transport of goods
- Stakeholders' opinion on how to encourage the use of bicycles for the transport of goods (=Cycle Logistics)
- List of already existing good examples on encouraging/using Cycle Logistics
- Problems, bottlenecks experienced or foreseen in the promotion of the use of Cycle Logistics.
- New Ideas on encouraging / Promoting Cycle Logistics
- Opportunities to cooperate within the context of the Cyclelogistics Project.

2.1 Stakeholders questioned

For the Focus Group Seminars the following different Stakeholder Groups were addressed:

- Group 1: Logistics Sector
- Group 2: Municipalities
- Group 3: Service providers
- Group 4: Private Individuals
- Group 5: Retailers (supermarkets, DIY, etc.)
- Group 6: Cycling Associations
- Group 7: Marketing Sector
- Group 8: Industry
- (Group 9: European Union)

Please note that not every partner addressed each stakeholder group during a Focus Group.

2.1.1 FGM

FGM-AMOR is involved in all Application Areas of Cyclelogistics. They opted to conduct 2 Focus Group Seminars. One focussing on the use of cargo bicycles in municipalities, for delivery purposes and for service provides (AA1 and AA2). For this Focus Group stakeholders from groups 1,2,3,6,7 and 8 were invited. 14 participated. The main focus was on the application potential, of cargo bikes, potential barriers and obstacles essential frame conditions, different available models and the improvement of the image of Cycle Logistics mainly. The second Focus Group was

aimed at AA3 and therefore different stakeholders (from groups: 2,4,5,6 and 8) were involved that discussed how to get more private individuals using their bikes when they are transporting daily supplies or equipment for leisure activities.

2.1.2 ECF

Given the ECF is located in Brussels and has contacts to several EU-organisations they have decided to carry out 2 Focus groups. The first Focus Group involved stakeholders from Brussels itself with different stakeholder groups like members from the regional government, several cycling associations, and user group as well as from delivery and logistics companies. The topic was the promotion of cargo bicycles and bicycle delivery services in Brussels itself and what measures need to be taken for a successful implementation. The second Focus Group was targeted at EU officials and was carried out in early 2013 with members from the EU parliament.

2.1.3 AMI

The first Focus Group Seminar organised in Ferrara, Italy, mainly focused on the use of cargo bicycles through municipal authorities and small businesses. Many of the stakeholders present therefore were from the municipal authorities as well as from the Province of Ferrara as well as cargo bike producers. In addition companies that already use cargo bikes in their fleets were invited to relay their experiences. These included TNT, a hospital agency and the University of Ferrara.

2.1.4 EAP

In Plovdiv, Bulgaria, one unofficial, preliminary Focus Group was held to familiarize the stakeholders from cycling-affine associations with the project. This was followed by a second large Focus Group with key players, including city officials, cargo bike producers, fair organizers and the KCM2000 Group. The main aims were to find Bulgarian companies that produce cargo bicycles, engage the municipality in using cargo bicycles in the city and to also find business related uses for cargo bikes.

2.1.5 Copenhagenize

In Denmark, partner Copenhagenize opted for a slightly different strategy, as there is not much need in Copenhagen for people to test cargo bicycles as they are already widely used. Therefore one-on-one interviews have been carried out with key members in the cycling field. These included: urban mobility experts, cargo bike producers, city officials and other potential stakeholders, with the aim to interest and involve them in the Cyclelogistics project.

2.1.6 Alba Iulia

The first of the Focus Group Seminars carried out in Alba Iulia, Romania, was intended to identify the problems concerning the use of bicycles, in particular cargo bicycles for delivering goods and carrying out services, within the municipality of Alba Iulia. The second Focus Group was mainly used to find solutions on how to stimulate the use of cargo bikes for delivering goods and services. The participants at both events were the same and consisted mainly of stakeholders representing the governmental bodies of the municipality, some local companies and NGOs.

2.1.7 CTC

CTC organised 3 different Focus Groups in the UK, in London, Bristol and at the PIMMS Conference. At all 3 Focus Groups the practical advantages of using cargo bicycles for the transport of goods were discussed, with a focus on practicality, disadvantages, obstacles that needed to be overcome and opportunities for the use of cargo bicycles, plus information and needs for a successful implementation.

2.1.8 IBC

IBC is involved in all Application Areas and decided, due to their local and national requirements to carry out a Focus Group in Delft, as well as a meeting in Zwolle and a study tour in Utrecht as a first step to formulate plans for the implementation of the actions in the Netherlands. To the Focus Group in Delft several big delivery companies, (TNT and Post NL) were invited as well as FietsXpress, usually based in The Hague and Vrachtfiets and Urban arrow – two companies that design and produce cargo bikes.

2.1.9 City of Koprivnica

The Focus Group in Koprivnica was organised during the European Mobility Week 2011 to determine the current situation regarding the use of cargo bicycles, to discuss existing barriers and challenges and to come up with a list of recommendations for the use of cargo bicycles. For this the current situation regarding the production and use of cargo bicycles was discussed in detail. Participating stakeholders included representatives from the municipal authority, municipal companies and agencies as well as member of the local media.

2.2 General findings

Following is an overview of the findings collected during the Focus Groups Seminars with the various stakeholders. The findings are summarized and discussed per stakeholder group. As mentioned before, not every partner invited stakeholders from all the different groups, but chose those stakeholders that were most relevant for the implementations planned in the particular locations.

2.2.1 Group 1: Logistics Sector

The logistics sector is the sector that comes to mind first, when the shift of delivery of goods from car to bicycles are discussed. It not only involves logistics companies that could switch from using vans to cargo bicycles but also existing bicycle courier services that want to extend their load.

The specific needs and barriers concerning this sector vary from country to country. Certainly in Denmark and the Netherlands the situation is very different than in e.g. the New Member States. But in most countries this stakeholder group named similar problem areas. The need for **suitable infrastructure** including parking spaces for cargo bikes as well as bicycle paths. Especially bicycle couriers that usually use bicycles were concerned about the legal frame conditions and if it's allowed to ride a cargo bike on a regular bicycle lane/path (AT, BE, UK). With regard to the legal frame conditions there are also variations in the different countries. A **harmonization of policies** would be helpful. In the UK e.g. (cargo) bicycles with electric propulsion are legally not considered a bicycle. This leads to another point that is considered an

obstacle by this stakeholder group in most countries: the **topography** of a location. Topography in turn is one factor that makes cyclists sweat. In Austria, it turned out that a contract with a bicycle courier service was cancelled because the delivered goods to pharmacies and they objected that the couriers were sweating a lot. July 2012 saw the founding of the European Cyclelogistics Federation, as part of the Cyclelogistics project. Many of the 60 participants were from the logistics sector, either already existing bicycle courier companies or start-ups. For this stakeholder or target group the **management process of orders** is of great importance. This also includes that orders can be tracked with a GPS routing system, software that is specially developed for delivery services using bicycles rather than cars. Another important point that needs to be considered is the possibility that the goods can be locked in order to prevent theft. In any case good **insurance** for bicycle delivery services is an issue and often it is hard to find an insurance company that will take on bicycle deliveries. Also important is the reliability of the vehicles and low maintenance.

Another important issue that was raised during the Focus Group meetings and the inaugural meeting of the Cyclelogistics Federation concerns the **drivers**. It is not possible to use the same persons that would usually drive a van. Bicycle delivery guys need to be fit and trained. This can also be used to improve the image of this new segment. To **improve the image** of using bicycles to delivery goods might also help against a concern that came up at several Focus Groups: namely that using bicycles instead of cars might be a reflection of the fact that the company cannot afford a car. Once deliveries by (cargo) bike have become the trendy thing, this issue is not important any more. This point is also true for the stakeholder group of service providers.

An important point raised in all Focus Groups with this stakeholder group was that the **municipalities** are a major player where the promotion of bicycles for the delivery of goods and services are concerned. This ranges from improving the frame conditions for bicycles, fiscal reductions for cargo bikes, restrictions for car deliveries as well as to carefully choose the location of micro consolidation centres that can be accessed by bicycles. These hubs should not be located too far away from the city centre; even mobile solutions might be possible.

2.2.2 Group 2: Municipalities

Also for the stakeholder group of city officials and the things a city can do to promote delivery/transport of goods and services by bicycles there are big differences depending on the cycling culture that is already prevalent in a certain city. In Denmark for instance many cargo bicycles are already in use and the city officials are suggesting solutions like “flex-parking” – car parking by night that converts into bicycle parking by day as well as covered cargo bike lockers. In Ferrara, where cargo bikes are already used for street cleaning the only obstacle foreseen by city officials is the behaviour of cargo bike users on the streets – that they observe the highway code. There the municipality and public authorities want to be a front runner user of cargo bikes to set an example to the public and to convey they benefit to the citizens. The authorities in Graz, with a bicycle share of 16% there are special obstacles to be considered by the authorities. Due to a lack of space in inner cities, bike lanes can often not be broadened. Therefore, the city should have the interest of cargo bike

users in mind during the planning phase. Cities should also consider abolishing the rules, that cargo bikes can only use bike paths if they are not wider than 80cms. In Alba Iulia, Romania, several possible ways to promote the use of (cargo) bicycles has been suggested during the Focus group by this stakeholder group: **providing tax reductions or tax exemptions** for commercial agents using cargo bikes for the transportation of goods or services. Stimulating supermarkets to ensure they provide the **necessary infrastructure** for bike parking racks by offering them tax reductions or exemptions. Creating the necessary infrastructure to ensure the safe use of bicycles and making sure it is getting used by organizing **awareness campaigns**. The **creation of partnerships** between the municipality and major economic centres in a town to guarantee special offers for cycling customers or services should also help.

2.2.3 Group 3: Service Providers

At the Focus Group in Graz a window cleaner who has already a very successful business using a cargo bike was invited to give input. This is a great example for quite an unusual business (www.fahrradfensterputzer.at) to be using a cargo bike instead of a van. Another participant at this Focus Group was a chimney sweep and he realized that he can't use a cargo bicycle for his regular work, however, one of his tasks is to maintain fire extinguishers and for this work a cargo bicycle would be ideal and much less expensive than a car.

In general it seems that for this field of applications for cargo bikes the best suited areas are services that have to do with repair or maintenance work. This was also the conclusion of a master thesis from a student of the University in Graz. This publication is available on the Cyclelogistics website

(http://www.cyclelogistics.eu/internal/index.phtml?add_folder=115&folder_id=115).

Certainly cargo bicycles can also serve as a shop. In Denmark and the Netherlands there are bikes that sell coffee, pancakes, cocktails, soups, newspapers, etc.... In most other European countries this is a rather new development. But thanks to the Cyclelogistics project there are 2 bikes now in Alba Iulia, Romania, selling cracknels and 2 Ice Cream bikes in Graz.

Although this was not a topic in any of the Focus Group Seminars, another field of application are emergency services on cargo bikes. See for example:

<http://www.nhs.uk/Livewell/NHS60/Pages/Bicycleambulance.aspx>

2.2.4 Group 4: Private Individuals

For the baseline Study of the Cyclelogistics project it was calculated that more than 80% of all shopping trips are for everyday consumer goods. Also, a survey carried out by the cycling Austrian Cycling NGO Argus, demonstrated that 8 out of 10 customers at supermarkets could transport their goods in bicycle baskets or panniers. Only 6% of the shopping is large enough to warrant a car.

This kind of information needs to be relayed to customers at of supermarkets or other shops. And best of all private individuals should get the chance to try it out for themselves – only then will they experience first hand how easy it is to switch from the car to bike when it comes to shopping.

These findings from the discussions at the Focus Groups were directly used to set up a concept for the Shop-by-bike campaigns. Two of the evaluations (UK and Austria) are already available on the Cyclelogistics website

(http://www.cyclelogistics.eu/index.php?id=39&folder_id=114).

2.2.5 Group 5: Retailers

More and more it is noted by retailers, shop owners and supermarket chains that the promotion of cycling customers has many advantages. The idea that car drivers are better customers has been disproved in many surveys. Cyclists might by less at a single shopping trip, but they visit shops more often. Parking spaces for cyclists are much less expensive and promotion of sustainable, eco-friendly mobility improves the image of a supermarket. Retailers that participated at the Focus Groups were therefore generally in favour of improving conditions of cycling customers.

Such measures include the improvement of parking infrastructure, also for cargo bikes, at the shops (Copenhagen), campaigns for cycling customers, price reductions and special offers as well as selling cycling equipment like baskets and panniers in supermarkets (Austria). In Brussels it was also discussed that supermarkets could provide cargo bikes for their shoppers. Another idea for retailers to promote sustainable transport was the home delivery of shopping goods by (cargo) bikes as a service from supermarkets and shops.

2.2.6 Group 6: NGOs

In many ways NGOs can perfectly function as a mediator between municipalities and the users of cargo bicycles or private individuals (in the case of using the bicycle for shopping). They have the necessary contacts and networks that enable them to convey the needs of the user groups. They usually know the weak points in the system and where improvements are necessary. On the other hand their highly committed members are able to function as testers and pioneers.

However, the field of cycle logistics is also a new field of application for most of the cycling NGOs. Because cargo bicycles or bicycles with trailers require parking facilities with much larger dimensions.

2.2.7 Group 7: European Union

The focus group took place in April 2014 and involved members of the EU Parliament, from DG Move, bicycle industry members and express courier company (DHL).

2.3 Conclusions

It is safe to say that the topic of transporting goods by bicycle and cargo bike has come a long way during the Cyclelogistics project. The work started out with focus groups in all partner countries. Despite the positive resonance at all the focus groups and the definite interest from all target groups it was obvious at the beginning that several participants were doubtful about the feasibility and how the topic would be accepted. At the end of the 3 year project a definitive rise in the number of cargo bikes can be recorded in most of the partner countries and the cycle logistics is now considered a veritable solution for urban logistics. One of the focus groups was held at the very end of the project. This was a focus group in Brussels where members the EU- parliament, cycling industry representatives and EU officials were present. It was important for the members of the bicycle industry to recognize that the lobbying work from ECF over the project lifetime does not only reflect the wishes of a small

group of people but that Cyclelogistics and the transport of goods by bike in general had developed from an original niche market into a main stream activity that is also recognized by high officials within the European Union.

3. ANNEX I

3.1.1 FGM

AA1 and AA2 – Goods Delivery and Municipal Services & Service Providers

Cyclelogistics partner: FGM-AMOR

Focus Group: Delivery, Municipal and Service Providers

Date:

List/Specification of Stakeholders:

Name	Association / Working field	Function / Category
Fritz Bernhard	Government of the Region of Styria	Officer
Benjamin Duh	Pink Pedals	Bicycle Courier
Pascal Kellermayr	Fensterputzer/Window Cleaner	Service Provider
Florian Kohl	Veloblitz	Bicycle Courier
Heimo Maieritsch	City of Graz	City Manager
Anton Moser	Chamber of commerce	Officer
Peter Plank	Chimney Sweep	Private Business Owner
Helmut Spinka	City of Graz	Bicycle Representative
Guido Pelik	Holding Graz /City of Graz, maintenace	Officer
Florian Weber	Heavy Pedals	Bicycle Courier
Wolfgang Wehap	APA	Journalist
Christoph Kampfer	Pink Pedals	Bicycle Courier
Gerd Kronheim	Bicycle	Bicycle Retailer
Martin Orthacker	Veloblitz	Bicycle Courier

- Based on the results of the feedback questionnaire, 78 % of the participants were satisfied with the seminar content

- **Based on the results of the feedback questionnaire, _____100__% of the participants state that they obtained new know-how about cargo-cycling in the focus group.**
- **77__% of the stakeholders in the FG said that they are definitely willing to use transport bicycles or support their use, __23% will probably do so.**

Stakeholders’ opinion on how to encourage Cycle Logistics Identification of possible areas of operation

last-mile deliveries in general (e.g. transportation from the train station into the inner city)

transport of office equipment and printing material between offices

supply of smaller shops (e.g. gourmet delis

the mail (expansion of the existing fleet

catalogue distributors and newspaper deliverers

street maintenance (Holding Graz)

small service companies (e.g. locksmiths, plumbers, photographer, etc.),

bakeries

pharmaceutical industry

List of already existing good examples on encouraging/using Cycle Logistics

Description	Target group/Stakeholder
Roro’s	organic, vegetarian restaurant
Pink Pedals -	Bicycle courier

Problems, obstacles ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
Functional: where can I find a safe parking space	
Legal: Cyclists are poorly informed about their rights.	Logistics sector

Especially parking rights, Bike lane vs. street use. When cargo bikes are used by bike couriers are they then cyclists or couriers?	
Mental/psychological: use of bikes could be associated with the image that a company can not afford a company car. Additionally, the use of the car is usually a matter of habit – it's not easy to alter these behavioural patterns.	Logistics sector
Logistics: topography or trip length can make the use of cargo bikes. Also, due to the disappearance of small shops in the inner city, service enterprises and courier services often need to travel long distances.	Logistics sector
Price: there is no cost transparency with cars. Therefore it's hard for cargo bikes to compete with cars in terms of price.	Service providers
Conflicts of interest: company interests can collide with interests of cyclists or cargo bike users (e.g. when building bike lanes).	Logistics sector
Spatial: due to a lack of space in inner cities, bike lanes can often not be broadened or build.	City administration

New ideas on encouraging / promoting Cycle Logistics and or Overcoming obstacles

Description	Target group/Stakeholder
Image-related actions: The use of cargo bikes by adults for transporting children, by early users and companies with a very high reputation (i.e. very positive image). It's of crucial importance to transport emotions.	
Legal measures: accurate rules in the legal area and appropriate information campaigns, for (cargo) bike users as well as for car users are essential in order to improve mutual understanding for, e.g., why a cargo bike is using the street and not the bike lane. A participant also mentioned that it is important to abolish the rule that a cargo bike has to use the bike lane (until it's not broader than 80 cm), because often it's dangerous for cargo bikes to use the bike lanes.	
Measures concerning infrastructure: continuous bike lanes (especially along the major axis), cargo bike park sites at ground level and structural measures to disarm dangerous crossways are necessary.	
Information campaign: car drivers and (cargo) bike users have to be informed about the high costs of cars and the potential cost benefit of bikes. This also accounts for the more flexible use of (cargo) bikes in the inner cities.	

Financial measures: programmes offering financial support can be a massive incentive to buy a cargo bike (for companies and for private individuals).

Planning measures: for urban and spatial planning, interests of cyclists and cargo bike users should already be considered in the planning phase.

Opportunities to **cooperate** within the context of the Cyclelogistics Project

The Holding Graz, responsible for cleaning roads and parks, has agreed to test a cargo bicycle for their applications

A chimney sweep from Graz will test the cargo bikes for the maintenance of fire extinguishers

The City of Graz plans now to give funding to businesses that will purchase cargo bikes

Cyclelogistics partner: FGM-AMOR

Focus Group: AA3 Private Goods Transport
October 2011

List/Specification of Stakeholders:

Name	Association / Working field	Function / Category
Fritz Bernhard	Region of Styria	Officer
Alec Hager	Head of IG-Fahrrad	Bicycle NGO
Werner Hanschke	Rewe Group	Facility Manager
Brigitte Illek	DM - Drugstore	Head of Store
Günther Illek	FGM-AMOR	Cycling expert
Florian Kohl	Veloblitz	Bicycle courier
Daniel Kos	OBI – DIY Market	Head of Store
Kamile Mezeviciute		
Andreas Tuscher		
Reichsthaler		

Heidi Schmitt	Head of ARGUS	Bicycle NGO
Helmut Spinka	City of Graz	Bicycle Officer
Florian Weber	Heavy Pedals	Bicycle couriers and shop
Susanne Wrighton	Private Individual	
Marco Dimitroff	BICYCLE Store	Manager
Wolfgang Höfler		

- **Based on the results of the feedback questionnaire, 93 % of the participants were satisfied with the seminar content**
- **Based on the results of the feedback questionnaire, 90 % of the participants state that they obtained new know-how about cargo-cycling in the focus group.**
- **86 % of the stakeholders in the FG said that they are willing to use transport bicycles or support their use**

Stakeholders’ opinion on how to encourage Cycle Logistics

In the upcoming years, trendsetters will play a significant role in promoting the bicycle as a transport vehicle and were therefore an essential point discussed by the participants of the focus group

Several ideas of how mascots like “Ano Nym” (Mercur) and “der Hausverstand” Billa could be used for promoting the bicycle came up.

The support of the media, including newspaper as well as social media platforms might be necessary to bring the concept of shopping by bike to the broad mass

List of already existing good examples on encouraging/using Cycle Logistics

Description	Target group/Stakeholder
The supermarket chain Spar in cooperation with the city of Vienna installed bicycle stands in front of every shop, awarded with the VCÖ price of Vienna	Supermarkets, retailers, DIY markets
In 2007, Spar initiated a bicycle trailer competition: university students could participate and design a trailer which would then be available for costumers in supermarkets to transport their purchased goods	Supermarkets, retailers, DIY market

Problems, bottlenecks ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
cold winter in Austria	Private individuals
the legal basis	Supermarkets
the car orientated infrastructure and that a bicycle friendly environment could only be established by a lot of effort that also needed the support of the politicians	Private individuals
the comfort and habits of the population that needs an increase in marketing strategies	Supermarket and DIY

New ideas on encouraging / promoting the increased use of bicycles also for shopping purposes

Description	Target group/Stakeholder
Lend cargo bikes to customers, in order for them to transport purchased goods (interesting for construction markets), must be promoted: all the costumers have to be made aware of this service (e.g. in Scandinavia up, to 400 kilos can be transported with a cargo bike)	Supermarket and DIY
Lend bicycle trailers to customers (interesting for supermarkets), as the inhibitions is not as big, an easy coupling system must be used (or a trailer without a couple); considering liability, it would be best to lend a bicycle with a trailer	Supermarket and DIY
Provide equipment for cyclists and pedestrians in supermarkets, e.g. rain ponchos	Supermarket and DIY

Opportunities to **cooperate** within the context of the Cyclelogistics Project

The Facility Manager of the REWE group that owns several supermarket chains in Austria expressed a strong interest in the participation of the campaign

3.1.2 ECF

Cyclelogistics partner: ECF

Focus Group: Private logistics, Delivery, Municipal and Service Providers

List/Specification of Stakeholders:

Name	Association / Working field	Function / Category
Jan-Harmen Hietbrink	TNT Express	Manager Operations Process Development
Roel De Cleen	Fietsersbond (Cycle User Group)	Policy Coördinator
Jeroen Verhoeven	Bral vzw ngo Environmental Lobby	Mobility Staff
Bas De Geus	VUB Free University Brussels	Researcher
Frederik De Poortere	Mobiel Brussel - Brussels Regional Government	Cycle Manager
Hannes FRANK	ITC	CEO
Eric Nicolas	GRACQ (Cycle User Group)	Secretary General
Frank Van Dessel	CYCLO vzw	Secretary General
Timothy Cooper	European Union Cyclists Group	Advisory Board
ENGLEBIN Yves	Belgian Institute Traffic Safety	Advisor
Eve FERREIRO ARGUELLES	Brussels-City Mobility	Staff
Marianne DANDROY	Brussels-City Mobility	Mobility Cell
Nicolas Etienne	Ecopostale (delivery)	CEO
Amor Mistaen	Velo-fixer	CEO
Jeanne DEPIREUX	Pro-Velo	Staff
STEGEN Hugo	Brussels-City – road works	Industrial Engineer

- 75 % of the stakeholders in the FG said that they are willing to use transport bicycles or support their use

Stakeholders' opinion on how to encourage Cycle Logistics

City can give the good example by using cargo bikes
Congestion charge for cars, not for bikes
Make cargo bikes available for rental & use at supermarkets
Change legislation on max size and power for the cycles allowed access to bike lanes
Mobile delivery hubs that serve cycle delivery
150% fiscal deduction for cargo bicycles 0.21 euro fiscal deduction per professional km
Public authorities to adopt bicycle messengers as a default option
0% BTW/TVA on bicycle deliveries
adequate parking + loading space for bikes
start-up business models: Early AM fresh bread delivery; Shopping tours for the elderly
Provide subsidies for cycle delivery – as in Wallonia
Establish new mini logistic hubs
Add cargo bikes to public bike scheme and/or car-share scheme
Give businesses information how to switch over to cargo bikes
Close areas to motor vehicle deliver
Public services like Police, Environment services & garbage can use bikes & cargo bikes

List of already existing good examples on encouraging/using Cycle Logistics

Description	Target group/Stakeholder
Ecopostale	Delivery company
L'Hereux Nouveau	Organic fruit & Veg
Velo-Fixer,	mobile cycle repair, sales & modification of cargobike
Cyclo	cargo bike rental & cargobike modification
Dioxide de Gambettes	Cycle Delivery company

Problems, bottlenecks ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
Money	
Lack of information	
Need for more parking spaces	
More accessible and safe cycling lanes, separated from the rest of the traffic where possible	

Opportunities to cooperate within the context of the Cyclelogistics Project

2 organizations want to combine Cyclelogistics Project with their promotion to Get more kids into cargo bikes – this adds to visibility thus promotes private logistics
Environment lobby wants to work with Cyclelogistics Project to promote policy change

Cyclelogistics partner: ECF
 Focus Group II: EU Parliament

Name	Association / Working field	Function / Category
Moreno Fioravanti	European Bicycle Manufacturers Association	Chairman
EMBA	Fietsersbond (Cycle User Group)	Policy Coordinator
Raymond Gense	PON	Director (Future Technology and Public Affairs)
Michael Kramer	European Parliament	MP
Kevin Mayne	ECF	Manager
Randy Rzewnici	ECF	Project Manager

3.1.3 AMI

AA1 and AA2 – Goods Delivery and Municipal Services & Service Providers

Cyclelogistics partner: AMI FERRARA

Focus Group: Delivery, Municipal and Service providers

List/Specification of Stakeholders:

Name	Association / Working field	Function / Category
Michele Nardella	Province of Ferrara/Energy&Mobility	Officer
Luciano Sacchi	RiCicletta/Cycling Service Centre	Operator
Gianbattista Aledda	RiCicletta/Cycling Service Centre	Operator
Alessia Alberti	University of Ferrara/Education	Mobility Manger
Alberto Pellizzari	HERA Ferrara/Environmental Services Public Agency	Logistic Services
Nicoletta Boccato	Ferrara Tua /Parking Management and Maintenance	Co-ordinator
Maria Letizia Tettamanti	Poste Italiane/Mail National Company	Mailmen Co-ordinator
Graziella Vanzo	Hospital Public Agency/Health care	Mobility Manager Officer
Sonia Ferrari	TNT Global Express/Delivery	Co-ordinator
Rossella Zadro	City of Ferrara/Environment	Deputy Major
Aldo Modonesi	City of Ferrara/Mobility	Deputy Major
Alessandro Zangara	City of Ferrara/Cabinet	Press Head Office
Patrizia Bianchini	Province of Ferrara/Mobility	Deputy Major
Andrea Migliari	Chamber of Commerce/Economy	Special Project Director
Chiara Bertelli	Legacoop/Cooperative association	Communication
Francesco Vezzano	Legacoop/Cooperative association	Communication
Sergio Soffiatti	CNA/Small businesses association	Environment&Security
Gian Luca Gardi	RiCicletta/Cycling Service Centre	Co-ordinator
AMI staff	Public Transport Agency	Various profiles

- Based on the results of the feedback questionnaire, 80 % of the participants were satisfied with the seminar content

- Based on the results of the feedback questionnaire, 90 % of the participants state that they obtained new know-how about cargo-cycling in the focus group.
- 55 % of the stakeholders in the FG said that they are willing to use transport bicycles or support their use

Stakeholders' opinion on how to encourage Cycle Logistics

Postal delivery

Transports connecting the many building of the same organization

Replace van delivery in the city centre (restricted area)

Living laboratory as a prolonged activity (behind project' end)

Public authorities as front runners

Historic City cleaning service

Pizza Delivery (City restricted area)

Junior start-up companies (goods delivery or small service providers)

List of already existing good examples on encouraging/using Cycle Logistics

Description	Target group/Stakeholder
Hera SpA	Environmental Facilities Company (street cleaning)
TNT Global express	Last mile delivery (Padua and Vicenza)

Problems, bottlenecks ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
Cargo bike drivers behaviour with regards to other city users	All
Suitability of street and cycle paths infrastructures (cross roads, junctions, parking places, signalisation, etc)	
High costs, lack of information and management capacity for a small business (these days affected by crisis)	CNA-Small business association
Innovation not supported by incentives	CNA-Small business association
Concurrence of small CNG or electric vehicles	CAN, HERA
Lack in visible good practices	All

New ideas on encouraging / promoting Cycle Logistics

Description	Target group/Stakeholder
-------------	--------------------------

Public Authorities as visible pilot initiatives	All
Incentives for small businesses	Can, Chamber of Commerce
Introduction of cargo bike use in service contract	HERA
Promotion of cargo bike linked with traditional bicycle use and with environmental, quality of life actions	All, Municipality
Cargo bike as a leverage for start-up companies	Legacoop

*Opportunities to **cooperate** within the context of the Cyclelogistics Project*

City and Province of Ferrara will participate to the Living Laboratory and actively campaign and support use of cargo bikes next service providers (pizza delivery, Hera cleaning service);

Legacoop agreed to push junior companies in their organization to test project cargo bikes

Chamber of Commerce is ready to design a supportive framework in favour of cyclelogistics newborn companies

Poste Italiane, University of Ferrara, Ferrara City Hospital and TNT postal service are available to take part at the Living Laboratory tests

3.1.4 EAP

Cyclelogistics partner: EAP

Focus Group: Introducing cargo bicycles in Plovdiv

List/Specification of Stakeholders:

<i>Name</i>	Association / Working field	Function / Category
Maxim Mitkov	MaxCom (Bicycle Manufacturing)	Director
Ivan Ilchev	MaxCom (Bicycle Manufacturing)	Engineer
Svetozar Milanov	MaxCom (Bicycle Manufacturing)	Engineer
Georgi Titiukov	Municipality of Plovdiv	Deputy Mayor
Ivan Georgiev	Municipality of Plovdiv	Park Maintenance
Milena Todorova	International Fair – Plovdiv	Marketing Director
Milena Stoyanova	International Fair – Plovdiv	Public Relations and Events
Nikola Dochin	KCM 2000 Group	Director of Commercial and Social Activities
Dimitar Trapov	Lider (Bicycle Manufacturing)	Engineer
Hristo Kazakov	Bulgarian Federation for Bicycle Orientation	Head
Petar Petrov	Bulgarian Cyclist newspaper	Editor
Vladimir Konushliev	Kriva Spica (Cycling NGO)	Expert

- **Based on the results of the feedback questionnaire, 92 % of the participants were satisfied with the seminar content**

- **Based on the results of the feedback questionnaire, 100 % of the participants state that they obtained new know-how about cargo-cycling in the focus group.**
- **42 % of the stakeholders in the FG said that they are willing to use transport bicycles or support their use**

Stakeholders’ opinion on how to encourage Cycle Logistics

Pilot testing

Information about cargo bicycles

Visibility of cargo bicycles

Potential use in:

- restaurants – for food deliveries
- park maintenance
- International Fair
- Industrial zone
- Newspaper delivery

Problems, bottlenecks ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
Lack of cycling infrastructure	
Lack of awareness of drivers about cyclists on the road	
Lack of experience with cargo bicycles	
Undeveloped cycling culture	
Price of cargo bicycles	

New ideas on encouraging / promoting Cycle Logistics

Description	Target group/Stakeholder
Improvement of infrastructure	
Promotion of cargo bicycles and pilot use	
Getting media attention	

Opportunities to **cooperate** within the context of the Cyclelogistics Project

An official partnership with MaxCom was established

A letter of support for the project was agreed to be signed by the Deputy Mayor of the Municipality of Plovdiv

It was agreed with the municipality that the maintenance staff of the biggest sports and recreational park in Plovdiv will test cargo bicycles in their work

It was agreed that the International Fair – Plovdiv will also use cargo bicycles during the Autumn Fair 2012 for the transportation of goods and equipment between the fair's facilities.

A trial of using cargo bicycles for the transport of goods and equipment within the KCM 2000's (industrial area) boundaries will be initiated.

3.1.5 Copenhagenize

Cyclelogistics partner: Copenhagenize Consulting

Focus Group: First round of interviews

List/Specification of Stakeholders:

Name	Association / Working field	Function / Category
Kenneth Luxhoi Larsen	Regional Manager for Supermarket	Shop-by-Bike
Thomas Krag	President of Thomas Krag Mobility Advice (former president of the Danish Cycling Federation)	Interest, consultant
Lasse Schelde	Project Manager of Bicycle Innovation Lab	Partner for bike rental
Eden Teklay	Manager at Nihola	Possible partner for bike rentals, source for info on private use
Marianne Weinreich	Head of Mobility – Veksoe	Interest, consultant
Christian Hincheldey	President of A.C. Perch's Tea Shop	Private interest, business open for testing bikes
Andreas Rohl	Bicycle Secretary at Copenhagen's Bicycle Office	Key player for approving actions and implementation of living laboratories
Tanja Ballhorn Provstgaard	Copenhagen's Bicycle Office, project manager for City Logistics	Interested in large good delivery and combining CycleLogistics with City Logistics

- Based on the results of the feedback questionnaire, 100 % of the participants were satisfied with the seminar content

- **Based on the results of the feedback questionnaire, 85 % of the participants state that they obtained new know-how about cargo-cycling in the focus group.**
- **90 % of the stakeholders in the FG said that they are willing to use transport bicycles or support their use**

Stakeholders' opinion on how to encourage Cycle Logistics

To continue promoting cargo bikes in a positive light. To provide business owners
 And delivery companies with information on how much will be saved by
 Utilizing a cargo bike. To further accommodate fo cargo bikes and making
 Them the easy choice.

List of already existing good examples on encouraging/using Cycle Logistics

Description	Target group/Stakeholder
Cargo bikes in use for municipal services	City of Copenhagen
Test project with cargo bike parking	City of Copenhagen

Problems, bottlenecks ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
The number of bikes used by the municipality does not Need to increase.	City of Copenhagen
An unwillingness of large and small businesses to want to make the switch to usng cargo bikes. Insurance policies and liability are also a major concern.	Tanja, AC Perchs, Lasse, Eden

New ideas on encouraging / promoting Cycle Logistics

Description	Target group/Stakeholder
Placing designated, and pictogrammed cargo bike spaces	Netto

outside of shops.

*Opportunities to **cooperate** within the context of the Cyclelogistics Project*

City Logistics - this is a depot being set up outside Copenhagen for larger goods trucks to stop and have their last mile delivered by smaller vehicle. We hope to incorporate cargo bikes into this last mile delivery equation.

Netto – is willing to partner with us on shop-by-bike programs and is open to new ideas

Bicycle Innovation Lab – is an eager partner and we will partner on some of the private use rentals.

3.1.6 Alba Iulia

Cyclelogistics partner: Alba Iulia Municipality

Focus Group: I

List/Specification of Stakeholders:

<i>Name</i>	Association / Working field	Function / Category
George LORINCZ	ENEROM / Energy, environment	Engineer / Technical Director
Florin ANDRONESCU	ALEA / Energy, environment	Engineer
Tudor DRÂMB REAN	PAEM / Communitarian development	European Affairs
Andrei DOBRA	Freelancer	PR/blogger
Mihai COSER	Alba Iulia City Hall / local administration	PR
Iacob PODARU	Alba Iulia City Hall / local administration	Engineer / civil construction
Sorin MAGDA	OAR-Alba	Architect
Livia ISTRATE	AIDA / (inter)communitarian development	HR inspector
Lucian OPREAN	XEROM	Engineer / Owner
Crenguta MAN	AIDA	Professor / EU project expert

- Based on the results of the feedback questionnaire, 95 % of the participants were satisfied with the seminar content
- Based on the results of the feedback questionnaire, 90 % of the participants state that they obtained new know-how about cargo-cycling in the focus group.
- 100 % of the stakeholders in the FG said that they are willing to use transport bicycles or support their use

Stakeholders' opinion on how to encourage Cycle Logistics

- Extend the promotion of Cycle Logistics on social media environment, affluent public spaces, schools, local administrations;
- Incentives or taxes exempt offered by local administration / shops / companies;
- Courses/living lab/practical examples of cargo bikes and their usage (e.g. entrepreneurial potential, safety, health, protection for the environment arguments);
- Traffic management and restrictions.

List of already existing good examples on encouraging/using Cycle Logistics

Description	Target group/Stakeholder
<ul style="list-style-type: none"> • Small merchants selling cracknels in Alba Iulia populated streets 	General public

Problems, bottlenecks ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
<ul style="list-style-type: none"> • In Alba Iulia there are no economical agents in charged with selling cargo bikes for delivering services and goods. • At Alba Iulia level there are no companies or Public Authorities which are providing incentives or other stimulating ways for encouraging the use of bicycle for the goods transportation and for the services delivery. • The safety of the bikers is compromised in some areas of the city due to the dens car traffic and the narrow streets. • Neither the City Hall of Alba Iulia Municipality nor other public institution from the town is providing any incentives for the economical agencies which are using the bike as alternative way of transporting their goods or delivering services. • A lack of awareness campaigns in Alba Iulia community concerning the positive results on using bikes as alternative way of transportation on the environment, on health, on generating incomes, etc. • In Alba Iulia the culture of using the bike as alternative way of transportation is not developed, moreover, it is obvious the tendency of the inhabitants of Alba Iulia Municipality (and also of all Romanians) to buy a car, to have more than one car per family, so the intention of buying a bike is not a priority for them. Yet, a preoccupation in this direction was found coming from the part of some adults and elderly who use the bike 	bikes merchants, supermarkets, local administration, services companies, couriers, local administration, NGOs, schools, public university

for transporting goods bought from the supermarkets or from the agricultural food market of the city.

New ideas on encouraging / promoting Cycle Logistics

Description	Target group/Stakeholder
<ul style="list-style-type: none"> • Providing a tax reduction or tax exemption as incentives for commercial agents who are using the cargo bikes for goods transportation and services delivery (e.g. couriers). • Stimulating the supermarkets to ensure the necessary infrastructure for bike parking racks by providing them incentives like tax reduction or tax exemption. • Promoting in the community some success stories and encouraging the two wheels entrepreneurship (for examples, small business for commercializing café, drinks, fruits, successful delivery service like in Denmark, Austria, Great Britain, Belgia, etc). Also, incentives could be taken into account for opening small business using the bike. 	bikes merchants, supermarkets, local administration, services companies, couriers, general public

Opportunities to **cooperate** within the context of the Cyclelogistics Project

- Constant information using the project website and its social media accounts;
- Disseminating its activities in Alba Iulia different professional or general environments.

Cyclelogistics partner: Alba Iulia Municipality

Focus Group: II

List/Specification of Stakeholders:

<i>Name</i>	Association / Working field	Function / Category
George LORINCZ	ENEROM / Energy, environment	Engineer / Technical Director
Florin ANDRONESCU	ALEA / Energy, environment	Engineer
Cristiana FICA	Alba Iulia City Hall / local administration	European Affairs
Romulus OPIȘCAN	Freelancer	PR/photographer
Daniela MICU	Alba Iulia City Hall / local	PR / Chief of Mayor's

	administration	Cabinet
Floarea GHIBU	Alba Iulia City Hall / local administration	Engineer / civil construction
Hedviga C LIN	Alba Iulia City Hall / local administration	Architect
Zoe BORA	Lotus/ EU funds consultancy in communitarian development, businesses and employment	Engineer / Owner
Camelia ROȘU	PAEM / environment / communitarian development	Sociologist / researcher
Florina CHERECHEȘ	AIDA / (inter)communitarian development)	PR / EU project expert
Elena Maria SEEMANN	Alba Iulia City Hall / local administration	Public Manager

- **Based on the results of the feedback questionnaire, _____ 95 _____ % of the participants were satisfied with the seminar content**
- **Based on the results of the feedback questionnaire, _____ 95 _____ % of the participants state that they obtained new know-how about cargo-cycling in the focus group.**
- **_____ 100 _____ % of the stakeholders in the FG said that they are willing to use transport bicycles or support their use**

Stakeholders' opinion on how to encourage Cycle Logistics

- Alternative education and preoccupations for green behavior;
- Mandatory endowments with cargo bikes for companies using public domain/spaces for different specific deliveries (e.g. couriers);
- Financing schemes provided by national government/local authorities stimulating the purchase and usage of cargo bikes;
- Traffic management and restrictions.

List of already existing **good examples** on encouraging/using Cycle Logistics

Description	Target group/Stakeholder
<ul style="list-style-type: none"> • Small merchants selling cracknels in Alba Iulia populated streets • Elderly people coming to markets with bikes having different types of baskets for carrying their purchases/light goods 	General public

Problems, bottlenecks ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
<ul style="list-style-type: none"> The supermarkets and the stores in Alba Iulia are not having a culture in the way of stimulating their clients with reductions and special offers for their products if they use a bike for transporting their merchandises to their homes when the quantity of products bought is allowing this. The use of cargo bicycles for transporting goods or for delivering services is limited in Alba Iulia also due to the fact that in the main commercial areas of the city there are no bike paths which can allow the transportation using the bike. Even if Alba Iulia is having a Sustainable Energy Local Plan, the city is not having an Integrated Plan for Urban Mobility for proposing concrete solutions and ways for adapting the local infrastructure to the tendencies of using the bike as alternative way of transport. The Economical Agents or the Service Providers are not using cargo bikes in their activities. For example, the delivery service is not using cargo bikes for mail, the sanitation department is not using the bike for transporting small quantities of waste, and for small sanitation activities. Neither the restaurants or the pizzerias or other home deliveries services are not using the bike instead of the car for the deliveries in Alba Iulia. The City Hall of Alba Iulia Municipality does not have an integrated plan for stimulating a temporary tax exemption or tax reduction for companies like home delivery companies which are buying a cargo bike in order to use it for their deliveries. 	bikes merchants, supermarkets, local administration, services companies, couriers, local administration, NGOs, schools, public university

New ideas on encouraging / promoting Cycle Logistics

Description	Target group/Stakeholder
<ul style="list-style-type: none"> Creating the necessary infrastructure for ensuring a safe use of the bike as alternative way of transportation in Alba Iulia. Organizing online awareness campaigns concerning the benefits that the use of bike could bring in the field 	bikes merchants, supermarkets, local administration,

of generating incomes for companies or for authorized services companies, entities, the benefits on the environment protection, health, preventing accidents, local development, etc. couriers, general

- Creating a partnership between the City Hall of Alba lulia Municipality and the main economical centres of the city which will guaranty special offers and price reductions for people using the bikes for transporting the goods. public
-

*Opportunities to **cooperate** within the context of the Cyclelogistics Project*

-
- Possibility of buying cargo bikes promoted in the framework of the project;
 - Getting into contact individually with different experienced partners in the project in order to better understand and knowing the usage of cargo bikes
-

3.1.7 CTC

Cyclelogistics partner: CTC

Focus Group: London, 25 November 2011, 'Velorution' conference

List/Specification of Stakeholders:

Name	Association / Working field	Function / Category
Stephanie Groot	Transport for London	Government Officer
Edward Bentley	Pure	Service Provider
Iain Macbeth	Transport for London	Government Officer
Gerhard Weiss	London Cycling Campaign	Campaign organiser
Andrea Casalotti	Velorution	Specialist Bike Shop
Edward Bell	Otesha / BikeBox	Youth bike charity / Service
Roberto Beregantino	London Life Apartments	Apartment building with bike-friendly facilities.
John Reynolds	AV2Hire	Service Provider
Alexis Zafiropoulos	Transport & Utility Bike Co	Specialist bike shop
Mat Schmidt	Velorution	Specialist bike shop
Sara Basterfield	CTC	
Roger Geffen	CTC	
Adam Coffman	CTC	Parliamentary Liaison
Gary Armstrong	Outspoken Delivery	

- Based on the results of the feedback questionnaire, 100 % of the participants were satisfied with the seminar content
- Based on the results of the feedback questionnaire, 78 (7 of 9 respondents) % of the participants state that they obtained new know-how about cargo-cycling in the focus group.
- 89 (8 of 9 respondents) % of the stakeholders in the FG said that they are willing to use transport bicycles or support their use

List of already existing **good examples** on encouraging/using Cycle Logistics

Description	Target group/Stakeholder
<ul style="list-style-type: none"> • Gnewt Delivery London 	
<ul style="list-style-type: none"> • Outspoken in Cambridge 	

Problems, bottlenecks ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
<ul style="list-style-type: none"> • Practicalities <ul style="list-style-type: none"> ○ Parking cargo bikes – is there enough space in cities/shops? ○ Width restrictions - manoeuvring cargo bikes past bollards designed to restrict traffic, for instance ○ Bikes are not allowed in many town centres closed to motor traffic • Uncertainty around the legal situation with regard to three-wheeled 'bikes' and electrically-assisted bikes. Businesses 	
<ul style="list-style-type: none"> • Not cost efficient – one driver can carry more, and the biggest cost for an organisation is in employing people 	
<ul style="list-style-type: none"> • Cost of cargo bikes and speed of production (for large organisations that want to take up delivery by cargo bike) 	
<ul style="list-style-type: none"> • Security of the items to be delivered – it's easier to steal from the back of a bike than the back of a van. 	
<ul style="list-style-type: none"> • Businesses already using vans will not want to switch – cost implications for them. 	

New ideas on encouraging / promoting Cycle Logistics

Description	Target group/Stakeholder
<ul style="list-style-type: none"> • Local inner-city delivery <ul style="list-style-type: none"> ○ Taking goods 'the last mile' for national delivery organisations ○ Small organisations using a small local delivery service ○ Access to city centres during times when cars and trucks are banned 	

-
- Niche deliveries – things that need to be delivered quickly
 - Meets the ‘green agenda’ in many ways
 - Relatively inexpensive start-up vs. delivery by van
-

Possibilities on how **to improve** the promotion of the Cyclelogistics Project

- Best practice guidance
 - A well-constructed economic argument to put to businesses about the cost effectiveness of moving goods by bicycle, to include.
 - Carbon savings calculation
 - Pilots with local government seemed most viable as a starting point. These might include delivery of things like hot meals to the elderly (‘meals on wheels’) or the internal post of local authorities
 - A comprehensive catalogue of cargo bikes in order to consider the right bike for the job
-

3.1.8 IBC

Cyclelogistics partner: IBC, Netherlands

Focus Group:

Date:

List/Specification of Stakeholders:

Name	Association / Working field	Function / Category
B Coremans	Municipality Delft	advisor
O Sminia	Vrachtfiets	Producer cargo bikes
LP Geerinckx	Vrachtfiets	Producer cargo bikes
F van Duuren	FietsXpress	Courier company
J Kreek	Urban Arrow	Producer
T Molenaar	Fietskoerier Utrecht	Courier company
A Duncan	Fietskoerier Utrecht	Courier company
C Neuteboom	BoomenMeer	Projects electric bicycles and mobility
E v Dijkum	FietsXpress	Courier

- **Based on the results of the feedback questionnaire, 85 % of the participants were satisfied with the seminar content**
- **Based on the results of the feedback questionnaire, 53 % of the participants state that they obtained new know-how about cargo-cycling in the focus group.**
- **100 % of the stakeholders in the FG said that they are willing to use transport bicycles or support their use**

Stakeholders' opinion on how to encourage Cycle Logistics

Most participants stated they were interested in support of Cyclelogistics.

- By collaboration in branding
- by collaboration in try out cargo bikes
- by collaboration in setting out trial bikes
- by collaboration in pilot project

List of already existing **good examples** on encouraging/using Cycle Logistics

Description	Target group/Stakeholder
-Food companies who use cargo bikes (examples from Urban Arrow as well as Vrachtfiets)	
-Bicycle courier companies some already use cargo bikes. FietsXpress yes Fietskoerier not (yet).	
-parcel delivery by cargo bike. The take over of a postcode area of TNT/Post NL	
-Wine delivery by cargo bike	
-Municipal maintenance by cargo bike	
-Some companies use the cargo bike more for advertisement than for real delivery (image)	

Problems, bottlenecks ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
There is the time factor which means that the pilot project need more time to execute	Mun Delft
Financial resources: how many bikes are available. 3 - 5 bikes is not enough to have impact.	producers
The Vrachtfiets is so big that it is difficult (costly) to do road show through NL	Producer Vrachtfiets
Image of cargo bikes has stil to be improved.	
-more facts and figures needed for convincing companies for effective use of cargo bikes	

New ideas on encouraging / promoting Cycle Logistics

Description	Target group/Stakeholder
Mentioned is the idea of courier federation of English colleagues.	

*Opportunities to **cooperate** within the context of the Cyclelogistics Project*

- Financial support
 - Support in dissemination of good practises
 - Support in facts and figures
 - Networking
 - Interchange of experiences and knowledge
 - publications
 - presentations
-

3.1.9 City of Koprivnica

Cyclelogistics partner: City of Koprivnica

Focus Group: AA2 Municipal Services and Service Providers

List/Specification of Stakeholders:

Name	Association / Working field	Function / Category
Ms Maja Istvan Krapinec-	City of Koprivnica	Head of department of spatial planning and environmental protection-
Mr Nebojsa Kalanj	City of Koprivnica	Expert associate for environmental protection and sustainable development
Ms Helena Hecimovic	City of Koprivnica	Advisor to the Acting Mayor
Mr Ivan Jelic	DAN	Manager at Development agency north
Mr Matija Hlebar,	NGO UZOR Hrvatske	Lobbyist
Mr Petrica Kostic	Komunalac	Municipal utility company
Mr Goran Balasko	Komunalac	Municipal utility company
Ms Sandra Levak Miklosic	Chamber of commerce	Representative of association of fruit producers
Mr Goran Generalic	local weekly paper Glas Podravine	Journalist
Mr Marijan Susanj	web portal www. koprivnica.net	Journalist

- Based on the results of the feedback questionnaire, 100 % of the participants were satisfied with the seminar content
- Based on the results of the feedback questionnaire, 95 % of the participants state that they obtained new know-how about cargo-cycling in the focus group.
- 87 % of the stakeholders in the FG said that they are willing to use transport bicycles or support their use

Stakeholders’ opinion on how to encourage Cycle Logistics

There should be more demand for cargo bikes in order to encourage the local production. Therefore stakeholders from the industrial and trade sector should be addressed.

If more parents would transport their children in cargo bikes this would raise the image

Legal regulations referring to the transport and sale of food on cargo bikes should be addressed and if possible altered in order to boost self-employment in delivery and catering operations

The municipal authority and municipal companies should include more cargo bikes in their operations, serving as an example for the use of cargo bikes, to be followed by others.

List of already existing good examples on encouraging/using Cycle Logistics

Description	Target group/Stakeholder
NGO UZOR HR transported paper to a recycling facility that was collected from the households, shops and businesses on cargo bikes,	Cycling association
The post office and the municipal park and street cleaning service have organised cargo-bike operations	Municipality, Services

Problems, bottlenecks ... experienced or foreseen in the promotion of the use of Cycle Logistics

Description	Target group/Stakeholder
There is not one producer of cargo bikes in Croatia, only custom made bikes with a lot of problems are available	Industry
The low profile of cargo bikes keeps entrepreneurs from using	Service providers

 them

Cargo bikes are too expensive for small businesses with modest profit

Service providers

New ideas on encouraging / promoting Cycle Logistics

Description	Target group/Stakeholder
The municipality should use more cargo bikes in their operations in order to encourage others	
Catering services and fast food deliveries could be done by cargo bike	
Delivery service by cargo bike organised by the big shopping malls at the outskirts of the city	

Opportunities to cooperate within the context of the Cyclelogistics Project

With the municipality. Will also try to improve private logistics (Shop by bike)

4. ANNEX II – Short Reports on Focus Group Seminars

4.1.1 FGM

Summary of the Cyclelogistics focus group on the 13th of September 2011

General:

On the 13th of September 2011, a focus group meeting about cycle logistics took place in Graz at the Karmeliterhof. The group of participants consisted of 14 experts, among them representatives of the county of Styria, the City of Graz, bicycle initiatives, courier services, the service industry and cargo bikes distributors. The application potential of cargo bikes, potential inhibition thresholds and obstacles (as well as how to overcome them), advantages and disadvantages of different models, essential framework conditions and the image of cargo bikes were discussed. Among the participants were also current users of cargo bikes. Their contribution was very valuable, as they have gathered a lot of experience with these type of bikes.

FGM-AMOR initially presented a Power Point Presentation on the project „Cyclelogistics“. Afterwards, with the help of central questions a moderated discussion was carried out. During the break and after the second discussion round, the participants were able to try out the cargo bikes themselves and network with other participants. The caterer, using a cargo bike to deliver the food, was the restaurant Roro's (located in the inner city of Graz).

Content of the discussion round:

Initially, the participants collected ideas in which areas cargo bikes might possibly be used and where the highest potential in Graz would be. The following areas were identified: last-mile deliveries in general (e.g. transportation from the train station into the inner city), transport of office equipment and printing material between offices, supply of smaller shops (e.g. gourmet delis who often receive small deliveries on short calls), the mail (expansion of the existing fleet), catalogue distributors, newspaper deliverers (e.g. Redmail), mailboxes, street maintenance (Holding Graz), usage by small service companies (e.g. locksmiths, plumbers, photographer, etc.), copy – and printing companies, bakeries and the pharmaceutical industry. The participants also mentioned the usage by private individuals (e.g. for moving or disposing) and the transport of children, but these areas were not discussed in detail in the course of the focus group, but will be the focus of the second Focus Group Meeting.

After the collection of possible application fields, possible obstacles were mentioned. In the course of the discussion, it became apparent that there are different kinds of problem areas.

- *Functional obstacles:* where can I park my cargo bike safely?
- *Legal obstacles:* cyclists are poorly informed about their rights. There seems to be a genuine need to inform bikers about their rights concerning parking. There is also a lack of information concerning laws stating when to use bike lanes and when to use the streets. Sometimes there are legal discrepancies,

e.g. when a cargo bike courier uses a cargo bike for his delivery, is he – from a legal perspective – a biker or a courier?

- *Mental/psychological obstacles:* the use of (cargo) bikes could be associated with the image that a company can not afford a company car. Additionally, the use of the car is usually a matter of habit – it's not easy to alter these behavioural patterns.
- *Logistics obstacles:* if the trip is too long or if the route is too steep, the use of cargo bikes is difficult. Also, due to the disappearance of small shops in the inner city, service enterprises and courier services often need to travel long distances.
- *Obstacles in price:* there is no cost transparency with cars, therefore it's hard for cargo bikes to compete with cars in terms of price.
- *Conflicts of interest:* company interests can collide with interests of cyclists or cargo bike users (e.g. when building bike lanes).
- *Spatial obstacles:* due to a lack of space in inner cities, bike lanes can often not be broadened or build.

Afterwards, the participants tried to work out measures in order to overcome these obstacles. Following measures would have a positive effect on the use of cargo bikes:

- *Image-related actions:* The use of cargo bikes by adults for transporting children, by early users and companies with a very high reputation (i.e. very positive image). It's of crucial importance to transport emotions.
- *Legal measures:* accurate rules in the legal area and appropriate information campaigns, for (cargo) bike users and as well as for car users, are essential in order to improve mutual understanding for, e.g., why a cargo bike is using the street and not the bike lane. A participant also mentioned that it is important to abolish the rule that a cargo bike has to use the bike lane (until it's not broader than 80 cm), because often it's dangerous for cargo bikes to use the bike lanes.
- *Measures concerning infrastructure:* continuous bikes lanes (especially along the major axis), cargo bike park sites at ground level and structural measures to disarm dangerous crossways are necessary.
- *Information campaign:* car drivers and (cargo) bike users have to be informed about the high costs of cars and the potential cost benefit of bikes. This also accounts for the more flexible use of (cargo) bikes in the inner cities.
- *Financial measures:* programmes offering financial support can be a massive incentive to buy a cargo bike (for companies and for private individuals).
- *Planning measures:* for urban and spatial planning, interests of cyclists and cargo bike users should already be considered in the planning phase.

Additionally, the different usage of single-lane and multi-lane cargo bikes was discussed. Single-lane cargo bikes seem to be better in the courier service sector, whereas multi-lane models make more sense in areas where heavy duty has to be carried (e.g. machines for street cleaning).

There is also potential for chimney sweepers, painters, building cleaners and courier services (who partially already use cargo bikes).

The price limit seems to be set at different levels, depending on whether the cargo bike is used additionally to the car or whether the cargo bike replaces a car. It has also been mentioned that companies have a greater financial leeway than private individuals.

Focus Group Summary of the 17th of October

General Overview:

On the 17th of October the second focus group within the framework of the project CycleLogistics took place in Graz. The main stress of the meeting was what facilities (infrastructure, promotion etc.) were necessary to bring costumers to go shopping with their bicycles. 17 experts including representatives from trading companies, the county of Styria, the city of Graz, bicycle shops, bicycle initiatives, courier services and users came together to discuss current obstacles and possible solutions. The active involvement of the trading representatives was crucial to the focus group, as they knew how companies could improve the situation for cyclists and how they responded to them.

The focus group was led by Karl Reiter (FGM AMOR). To start off, the project CycleLogistics was presented. Afterwards, the participants could introduce themselves and explain their relation to the topic. During a short break between the discussion and in the end, the participants were given the opportunity to test cargo bikes and other transport facilities (basket, bicycle trailer etc.).

Content of the discussion:

The discussion was initiated by listing reasons, why customers are discouraged from cycling to supermarkets and shopping centres. The most important points mentioned by the experts were the cold winter in Austria, the legal basis, the car orientated infrastructure and the comfort and habits of the population. However, the main problem, as the experts thought, lies in our culture. A bicycle friendly environment could only be established by a lot of effort involving the support of politicians and an increase in marketing strategies for the bicycle. To achieve this goal, the discussing experts concurred, that a shift from supporting the car, as it has been happening for the last 60 years towards supporting the bicycle must occur. Supermarkets must be connected to bicycle networks and it should be mandatory for them to erect bicycle stands while reducing the number of car parking lots. Due to the participants a significant point for an improved bicycle image was marketing. Like the car, the bicycle should promote a lifestyle. The bicycle manufacturer itself should be responsible by promoting his product as something trendy and hip.

In the upcoming years, trendsetters will play a significant role in promoting the bicycle as a transport vehicle and were therefore an essential point discussed by the participants of the focus group. According to their opinion, the following groups, companies etc. could become/ are already trendsetters: the product its self (cargo bike, bicycle trailer, Donkey, Fixie), people in leading positions, courier services (like in New York) and supermarket chains (which one could take over a leading role in promoting the bicycle?). Several ideas of how mascots like “Ano Nym” (Merkur) and “der Hausverstand” Billa could be used for promoting the bicycle came up. However, also the support of the media, including newspaper as well as social media platforms might be necessary to bring the concept of shopping by bike to the broad mass.

Bicycle dealers are as well challenged. They should focus on selling city bikes, cargo bikes and bicycle trailers rather than mountain bikes. Especially in life changing situations, (e.g. the birth of a child), they are asked to inform families about transporting goods/ children by bike.

Studies show that customers who regularly go shopping with the bike spend slightly more than the average customer. This confirms the assumption that by motivating people to go shopping with the bicycles (thus spending less money on petrol), trading companies could greatly benefit. However, to achieve an increase of cyclists, necessary infrastructural actions must be taken. These include, due to the trading representatives, the establishment of covered bicycle stands and lockers to store bicycle helmets and other equipment. Politics should oblige trading companies to not only create transport systems for the car, but also for the bicycle.

The last question of the focus group was dedicated to politicians and what they must contribute to increase the percentage of cyclists. The experts agreed that at highly frequented areas (e.g. shopping centres) signs should lead the way to bicycle parking stands. Often there is good bicycle infrastructure available, though people do not use it because they can not find them.

Additionally, short-stay parking zones in front of supermarkets should be changed into bicycle parking.

Several good practice examples were mentioned within the focus group meeting:

- The supermarket chain Spar in cooperation with the city of Vienna installed bicycle stands in front of every shop, awarded with the VCÖ price of Vienna
- In 2007, Spar initiated a bicycle trailer competition: university students could participate and design a trailer which would then be available for costumers in supermarkets to transport their purchased goods

The following ideas of how trading companies could support cycling came up along the discussion:

- Lend cargo bikes to customers, in order for them to transport purchased goods (interesting for construction markets), must be promoted: all the costumers have to be made aware of this service (e.g. in Scandinavia up, to 400 kilos can be transported with a cargo bike)
- Lend bicycle trailers to customers (interesting for supermarkets), as the inhibitions is not as big, an easy coupling system must be used (or a trailer without a couple); considering liability, it would be best to lend a bicycle with a trailer
- Provide equipment for cyclists and pedestrians in supermarkets, e.g. rain ponchos

4.1.2 ECF

1st Focus Group Brussels 2012

General:

In Brussels, ECF held a series of presentations, discussions & consultations with a variety of stakeholders about Cycle Logistics.

Formal presentations were made at the City of Brussels Bicycle Committee and the VeloFiets Bruxxel. Individual meetings and consultations were held with Liesbeth Driesen from Cyclo, Annuschka Decoster and Roel Decleen from Fietzersbond (Cycle User Group), Amor Mistaen CEO Velo-fixer, Nicolas Etienne, CEO EcoPostale, Jan Swaartebroek co-founder of L'Heureu Nouveau; Jan-Harmen Hietbrink, Manager Operations Process Development at TNT Express; Jeroen Verhoeven, Mobility Staff at Bral vzw ngo Environmental Lobby; Bas De Geus, Researcher at Free University Brussels; Frederik De Poortere, Brussels Regional Government Cycle Manager at Mobiel Brussel; Hannes FRANK president of Residents Committee GAQ & CEO of Info Works; Eric Nicolas, Secretary General of GRACQ (Cycle User Group); Frank Van Dessel, Secretary General CYCLO vzw; Timothy Cooper Advisory Board of European Union Cyclists Group (EUCG) and representative at Brussels Bicycle Committee;

Presentations to Brussels City Cycling Commission included among others Mr Yves ENGLEBIN, Advisor at BIVV Belgian Traffic Safety Institute; Mr Hugo STEGEN, Brussels-City Industrial Engineer; Eve FERREIRO ARGUELLES Brussels-City Mobility Staff; Marianne DANDOY, Brussels-City Mobility head of Mobility Cell; Jeanne DEPIREUX, Pro-Velo;

Presentation to VeloFiets Bruxxel included Laurent Moulin, Chairman; Carolien De Munck, Burkhard Doempke; Genevieve, Christian.

Some of the ideas considered included:

City can give the good example by using cargo bikes, and adopt bicycle messengers as a default option. They can also provide subsidies for cycle delivery.

The region of Brussels could impose a congestion charge for cars, not for cycles.

Public authorities and/ or businesses could make cargo bikes available for rental & use at supermarkets. Add cargo bikes to the public cycle scheme and/or the CAMBIO car-share scheme as is being tested in Gent.

TNT would like the Belgian government to change legislation on max size and power for the cycles allowed access to bike lanes.

Establish new mini logistic hubs and / or Mobile delivery hubs that serve cycle delivery

Financial incentives include:

150% fiscal deduction for cargo bicycles 0.21 euro fiscal deduction per professional km

0% BTW/TVA on bicycle deliveries

adequate parking + loading space for bikes

start-up business models: Early AM fresh bread delivery; Shopping tours for the elderly

Close many more areas to motor vehicle delivery.

Actions proposed:

VeloFiets Brussel can discuss with shopkeepers including the largest supermarkets to offer a cargo bike for use by shoppers. And discuss it with Brussels' politicians they meet after they take office this winter; They can also distribute project-related info & flyers.

Brussels Cycling Committee can make proposals to the city council

BRAL, the environmental lobby, is preparing proposals to contribute to the Brussels Regional plans for logistics.

Fietzersbond is planning to promote Bike to Shop and would like to integrate cargo bike use for families.

CYCLO wants to promote use of cargo bikes by other NGOs and SMEs and for transport of kids.

Velo-fixer is developing a service to modify the bikes for specific usages upon demand for business.

2nd Focus Group – EU Parliament (2014)

Attendees

The focus group was attended by high level officials who were invited to represent the bicycle industry at the event. Kevin Mayne used his contacts through the ECF company networks to personally encourage two of the most important figures in the sector to attend.

- Moreno Fioravanti, Chairman of the European Bicycle Manufacturers Association
- (EBMA), also representing COLIBI and Accell Group.
- Raymond Gense, Director Future Technology & Public Affairs at PON

Accell Group and PON are Europe's two largest bicycle manufacturing companies representing major brands across Europe such as Winora, Gazelle, Raleigh, Kalkoff and Atala.

Both are leading members of the key trade groups including EBMA, Colobi and ECF's Cycling Industry Club. Both made active contributions to the workshop, were quoted in media coverage and had discussions about the outcomes with Kevin Mayne after the meeting.

Media

In the press coverage of the event the industry attendees were both quoted

"For the cycling industry Raymond Gense, Director Future Technology & Public Affairs of

PON Bicycle Group, and Moreno Fioravanti, for COLIBI, ACCELL Group and EBMA (European Bicycle Manufacturers) were present. Fioravanti said: “COLIBI represents 600 companies with over 60.000 jobs producing bikes and parts in over 20 countries within the EU. If we could scale up the business models based on the experience of DHL and launch pilot programs in various countries, then the cycling industry can start to mass produce.”

Gense supported that argument: “Be it through pilot delivery programs, coordination of national and local access policies and/or technical requirements for the bike production – all players and the legal pre-conditions need to be synchronized and then we have a market”.

Bike Europe is the most important trade publication in the sector with reach right across the world including a substantial Chinese language service. Having the leading companies quoted was important to getting them to give this story a good profile in their print and electronic media.

<http://www.bike-eu.com/Industry-retail-organizations/Industry/2014/4/ECF-Rolls-Cargo-Bikesinto-EU-Parliament-1499236W/>

Some of the wide German language coverage here

<http://www.nationaler-radverkehrsplan.de/neuigkeiten/news.php?id=4295>

<http://radsport-forum.info/cargo-bikes-rollen-in-das-eu-parlament/>

<http://www.velojournal.ch/vj-online/nachrichten/2014/lastenvelos-fordern.html>

Feedback from meeting

Both attendees said that their companies would not have attended the focus group without the work done by ECF in the preceding 2 years to raise the profile of carrying goods by cycle within the industry. The sector was previously regarded as niche by these large companies but now there is recognition that this is a market of interest that could be important to the high volume producers.

Representing the wider industry Moreno felt it was a strong product area for the small to medium companies at the moment but could clearly be seen to be growing.

Both gave a strong commitment at the meeting that their companies will consider the movement of goods by bike in future strategies as the proof of the demand begins to be apparent and because of the increased consumer demand for bikes with cargo adaptations in some countries already.

Having decided to attend both companies were extremely impressed by the quality and level of the attendees, in particular MEP Michael Kramer, Mark Major of DG Move, ECLF and the presentation by DHL.

Link to Work Packages

Work package 3. Through the industry experts from ECF the CYCLE Logistics Federation will be brought in contact with the cycling industry.

Done – European cycle logistics Federation and the cycling industry were introduced and contact set up through this meeting.

Work package 6, Task 6

International media work: The project will be disseminated by using international media connections, including dissemination by ECF toward large industry players.

Bike Europe made this a front page story and the largest industry players were actually present at the meeting via ECF.

This action alone more than exceeds the activity proposed in Appendix 1 and is a significant contribution towards the measurable results.

To raise awareness among industry players in the field of goods transport by bicycle ECF industry experts will contact the 150 – 200 bicycle companies from their database to increase their awareness on the product area WP3 WP6. At least 5 major bikes and accessories companies plan to adapt items that can support increased loads and carriage of goods on bicycles. Documentation of number of contacted bicycle companies and their product development plans

Public statements by PON and Accell about their willingness to consider cargo and delivery bikes as future developments are an important step forward in encouraging the other main companies to consider the sector in development plans.

4.1.3 AMI Ferrara

1st Focus Group AA2: municipal services and small businesses

List of Participants (13):

AMI Ferrara: Gianni Strefanati, Ferrari Michele; Antonio Fiorini and Oscar Formaggi;
 Province of Ferrara: Michele Nardella – Energy and transport Department;
 RiCicletta (cargo bike logistic support): Luciano Sacchi, Gianbattista Aledda –
 Workshop operators;
 University of Ferrara: Alessia Alberti – Mobility Manger;
 HERA Ferrara (Environmental Services Public Agency): Alberto Pellizzari – Logistic
 Services;
 Ferrara Tua (Parking Management and Maintenance): Nicoletta Boccato – Co-
 ordinator;
 Poste Italiane (Mail National Company): Maria Letizia Tettamanti – Mail men Co-
 ordinator;
 Hospital Public Agency: Graziella Vanzo – Mobility Manager Office;
 TNT Global Express: Sonia Ferrari – Ferrara Agency.

Other invited organisations (10):

Municipality of Ferrara (internal logistic service – wrong reference), AMSEFC
 (Cemetery Services – no answer), Health Agency (unable), Il Castello Department
 Store (unable), DHL and SDA (no responsible profiles in Ferrara), Chemical District
 Mobility Manger (no answer); 4 various small business operators (unable to come)
 and Municipal Press Officer (unable). Individual contact with unable to participate
 organization will be planned during Living Laboratory period.

Introduction:

AMI Staff introduced to participants, through project standard presentation in Italian, contents, goals and activities foreseen by CycleLogistics Projects. Copy of the same presentation and paper copy of “Inventory of freight bikes” document have been distributed to participants.

Invited peoples have been clarified about their presence to the focus group and about expectation the project has from them and other operators in the central urban area of Ferrara: the Living Laboratory cargo bike pilot testing.

Participants round table:

Invited people introduced themselves to others and described their organization activities with and without cargo bikes. Actually, in Ferrara, only one services operator run its activities using cargo bikes. In particular, Hera environmental services company, since summer 2011, is adopting 5 power-assisted cargo bikes for daily sweeping of the central area (pedestrian area). The 5 cargo bikes have been selected among those available on the market, suitable for the service to run. The price of 2-3.000€ is considered affordable and the service offered has many advantages: it's ecological, financially convenient, operations are easy, maintenance costs are reduced. Despite the cargo bike positive experience – introduced by municipal service contract – HERA do not consider to use cargo bikes for other services (if not obliged by contract) as for example emptying waste baskets cause

they also dispose of CNG small vehicle allowed to enter the Ferrara car-restricted central area.

Very interesting was the contribution of TNT manager who reported about company adoption of cargo bikes in the cities of Vicenza (one) and Padova. In this last city (100 km far from Ferrara) 4 cargo bikes are in use: 3 with a small size and a very big one able to transport till 700kg (7000€). All cargo bikes are powered-assisted and with a closed van for security and weather protection risks. They operate in the closed city centre, back and forth from small inner city depots to deliver mail and packs.

After one year of operation, TNT considers the cargo bike experience positively, both in term of offered services (they consider the cargo bike doing the same work as a city van) and for what concerns investments and operational costs (very low, indeed). The rest of participants – having no cargo bike in their fleets - highlighted use of bicycles they do in their daily work and, consequently, potential the cargo bike could respond if introduced in the fleet. Most important, obviously, is the place cargo bikes could take in the mailing service of Poste Italiane, operating today with normal bicycle with bags in the whole city centre. They are very interested in cargo bikes and immediately available for CycleLogistics testing.

Hospital Agency Premises occupy actually – a new hospital is supposed to open in 2012 – a large area in the city centre where many buildings are dislocated. Internally they use bicycles to transport documents and push charts to transport medicines from internal pharmacy to hospital wards and supply materials (paper, sheets, etc.) from internal depot to wards. Cargo bike will fits very well in place of chart.

The University, such as the Province of Ferrara operates in several buildings spread in the city centre and their logistic system (contracted for the University; internal for the Province) is based on cars or vans transport services. Same bicycles are also available. Potential demand for cargo bike is very low in their case, except maybe for transport to and from the University Archive and the various faculties.

Completely excluded by FerraraTua activities are the cargo bikes, because they only need one vehicle for car parking maintenance but it has to have a big size to transport items like sign poles.

Open discussion about cargo bikes in Ferrara

Shifting from specific participants' cases to a general overview of cargo bike potential development in the city of Ferrara, no one raised to the discussion any real unachievable obstacle. Behaviour of street users, being them cyclist or car drivers, is considered the most important issue to work on. Will the cargo bike drivers appropriately respect highway code? How they will behave in respect of car drivers, pedestrians, cyclists, parking places, use of cycling infrastructures?

All these questions have to be faced and solved before the massive introduction of cargo bikes; a correct information and education campaign has to run along this logistic innovation.

Improvements of road crossings, higher visibility of existing cycling network and a dedicated signalisation of cycling path will contribute to improve the frame condition for a wide spreading of cargo bike use.

Pilot testing (the Living Laboratory) is considered a good way to introduce cargo bikes in Ferrara and a good solution to campaign on their use. Beside the mobility and logistic aspect, a demonstration of the correct use during the pilot testing,

monitored and informed through Municipal communication channels, will be an important “showroom” for cargo bikes.

Public authorities, front runner users and supporters should campaign on the importance and the full range of benefit a cycle logistic will bring to Ferrara city life, and they can easily do linking the message with the considerable cycling tradition in Ferrara.

In the long term, beside results obtained through the project, cargo bike larger use could be influenced by local stakeholders agreement, availability of cargo bikes – preferably tricycles, powered and not powered – at a affordable price and, introduction of actors/companies to whom contract the logistic service.

Concluding the meeting talking about the future steps of the CycleLogistics project (Stakeholders focus group in March, procurement of cargo bikes and launch of the Living Laboratory activities) participants expressed a general agreement to take part as pilot users:

- Poste Italiane and TNT confirmed availability for testing in their ordinary activity;
- University of Ferrara, Hospital Agency and Province of Ferrara identified a possible use of cargo bikes but need time to draft a small project about;
- Hera needs the contract with the municipality to be updated but, for example, bill door-to-door delivery could be the object for a cargo bike use;
- FerraraTua, even supporting the innovation, declined the offer because unfitted to their activities;
- RiCicletta, confirmed to co-operate with AMI for the storage, maintenance and renting activities linked to the Living Laboratory.
- AMSEFC (cemetery services agency) and Bartolini (big logistic company) have been suggested as further pilot users for the Living Laboratory.

4.1.4 EAP

The focus group took place on March 19th, 2012 at the office of MaxCom in Plovdiv.

The participants were:

- Maxim Mitkov, MaxCom, Director
- Ivan Ilchev, MaxCom
- Svetozar Milanov, MaxCom
- Georgi Titiukov, Municipality of Plovdiv, Deputy Mayor
- Ivan Georgiev, Municipality of Plovdiv, Park Maintenance
- Milena Todorova, International Fair – Plovdiv, Marketing Director
- Milena Stoyanova, International Fair – Plovdiv, Public Relations and Events
- Nikola Dochin, KCM 2000 Group, Director of Commercial and Social Activities
- Dimitar Trapov, Lider, Bicycle Manufacturing

Roles of the Participants

The participants from MaxCom and Lider are both representatives of bicycle producers. They operate locally in Plovdiv and were contacted to discuss cargo bicycles 'manufacturing. The Deputy Mayor of the Municipality of Plovdiv and the head of Park Maintenance were contacted to discuss the potential for municipal use of cargo bicycles. The participants from the International Fair – Plovdiv and KCM group are representatives of businesses and were the stakeholders with the biggest identified potential to incorporate cargo bicycles in their daily work.

Discussion

The representatives of the bicycles' producers stated that their companies do not manufacture cargo bicycles, but they could help EAP in the delivery of such bicycles, using their own containers. They also identified Bulgarian companies that manufacture cargo bicycles.

The municipality representatives were involved in active discussion about the potential for the use of cargo bicycles in municipal services. A brainstorming session to identify the municipal areas where cargo bicycles could be used followed.

The representatives from businesses were engaged in a discussion about potential use of cargo bicycles in businesses and in the businesses which they represent in particular.

Outcomes

The outcomes of the focus group were the following:

- An official partnership with MaxCom was established which was later used in EAP's work on another project;
- A cargo bicycle manufacturer that operates close to Plovdiv was identified. The cargo bicycles for the implementation of the project in Bulgaria will be purchased from that bicycle manufacturer;

- A letter of support for the project was agreed to be signed by the Deputy Mayor of the Municipality of Plovdiv;
- It was agreed with the municipality that the maintenance staff of the biggest sports and recreational park in Plovdiv will test cargo bicycles in their work;
- It was agreed that the International Fair – Plovdiv will use cargo bicycles in their dissemination activities prior to the Autumn Fair 2012 (putting up of posters and banners around the city). The staff of the Fair will also use cargo bicycles during the Autumn Fair 2012 for the transportation of goods and equipment between the fair's facilities;
- The KCM 2000 Group will implement a mobility plan for their employees and operations within the plant's boundaries (the biggest one in Plovdiv). This will include incentives for employees to bike to work. A trial of using cargo bicycles for the transport of goods and equipment within the plant's boundaries will be initiated.

Preliminary Unofficial Focus Group

A preliminary and unofficial focus group was held early in the beginning of the project to familiarize people and organizations who are active in the sphere of biking in Plovdiv. It was a small, informal discussion that nevertheless, was informative and set the ground for future cooperation.

The participants were:

- Hristo Kazakov – Head of the Bulgarian Federation for Bicycle Orientation
- Petar Petrov – Editor Bulgarian Cyclist newspaper
- Vladimir Konushliev – Kriva Spica
- Vasil Zlatev – EAP

The meeting was held on June 1st, 2011. The purpose of the meeting was to familiarize the participants with the Cyclelogistics project, get their feedback, collect ideas, and get information about cargo bicycles in Bulgaria.

Vasil Zlatev presented the project, its aims and objectives, and the actions foreseen. A brainstorming session followed that strived to identify potential users of cargo bicycles. The participants shared their knowledge of existing initiatives or ones that were about to be implemented regarding providing services with cargo bicycles. A discussion about the barriers to using cargo bicycles and bicycles, in general, in Plovdiv followed. There were also talks for cooperation in different projects that the participants are working on. The meeting ended with a discussion about the history of cargo bicycles use in Bulgaria and an agreement for future cooperation.

4.1.5 Copenhagenize

General overview:

The Focus Group organised by Copenhagenize Consulting included a wide variety of stakeholders like supermarket managers, a member of the Danish Cycling Federation, members of the bike industry, consultants, shop owners as well as city officials from the Copenhagen Bicycle Office and the manager for City Logistics. Cargo bicycles are not new to Copenhagen in fact they are a common part of the city landscape. Nevertheless the city is keen on further promoting cargo bicycles for business and private use.

Outcome from the discussion:

The stakeholders all agreed that it is important to continue to promote cargo bicycles in a positive light and to provide business owners and delivery companies with information on how much they can save by utilizing cargo bicycles instead of motorized vehicles. The city recognizes the need to further accommodate for cargo bikes, like with more and safer parking places and to make the easy choice over cars. Therefore the city runs test projects regarding cargo bike parking.

The city of Copenhagen already uses cargo bikes for various applications and does not think that there is a need for further increase.

It was mentioned that insurance policies and liability often are a major concern, even in Denmark, when it comes to the use of cargo bicycles for professional use.

Supermarkets and shops are in favour of placing designated and pictogrammed cargo bike spaces outside their shops. Because despite the fact that many people do use cargo bikes already there is still a potential for more.

The manager of City Logistics said that they are working on a project that includes usage of a depot outside of Copenhagen for larger goods trucks to stop and have their last mile deliveries done by smaller vehicles. This might be the perfect opportunity to incorporate cargo bikes in the equation – and a link to the Cyclelogistics project.

Supermarkt Netto is also willing to partner the Shop-by-bike programme and open to new ideas. Equally there is the possibility for cooperation for private use of cargo bikes.

4.1.6 Alba Iulia

FOCUS GROUP SEMINAR *CycleLogistics*

PART I

Thematic of the 1st Focus Group: *Identifying the problems of Alba Iulia Municipality concerning the use of bicycles for delivering goods or services*

Location: Alba Iulia Municipality, Programs Department Conference Room

Duration: 3 hours

Number and type of participants: 10 representatives from:

- The Investments Direction of the Alba Iulia Municipality
- The Energy and Environment Protection Department of Alba Iulia Municipality
- Local Environment Protection Agency Alba
- NGOs
- Regional Development Agency Centre
- Alba County Council
- Local companies

1. Setting the scene

The location was very well chosen for this type of activity due to the comfort and the necessary conditions assured for supporting the focus group. The participants had at their disposal all the necessary materials for noting down their ideas and for a better exchange of ideas between all the stakeholders. The materials and methods used were the flipchart, video projector, pictures, maps, case studies etc. The 2 focus groups were organised in a round table style in order to avoid the communicational barriers and to stimulate the active participation of the invited persons. The focus groups started by welcoming the participants by the facilitator and providing a short reminder to the participants concerning the reason why they were invited.

2. Providing the information

During the first 20 minutes the facilitator of the focus group provided relevant information about the **CycleLogistics** project in order to help the participants understand the context in which the meeting was taking place. A short description of the partners involved in the project, of the objectives and the results expected from the project was also made by the facilitator.

For the next 40 minutes, also for a good understanding of the purpose of the meeting, the facilitator (Alba Iulia Local coordinator for the project) used some

relevant online information to show good practices examples for using the bike as alternative way of transporting goods or delivering services all over the world (DK,

Page | 64AT, BE, UK). In this case, some good examples from those 4 countries were brought in discussion and other relevant examples from Europe which managed to provide two wheels solutions for the urban mobility.

3. Collecting views. What is missing in Alba Iulia and what has been done until now in the field of urban mobility, more exactly for the use of bike as an alternative way of transportation and for delivering goods and services?

For the next two hours the participants were actively involved in the focus group, each one of the participants shared his opinion about the problems of Alba Iulia concerning the use of bikes as alternative way for transporting goods or delivering services. Each part was expressing its point of view related to their personal experiences but also related to their sector of professional activity. Many problems were identified, such us:

- In Alba Iulia there are no economical agents in charged with selling cargo bikes for delivering services and goods.
 - At Alba Iulia level there are no companies or Public Authorities which are providing incentives or other stimulating ways for encouraging the use of bicycle for the goods transportation and for the services delivery.
 - The safety of the bikers is compromised in some areas of the city due to the dens car traffic and the narrow streets.
 - Neither the City Hall of Alba Iulia Municipality nor other public institution from the town is providing any incentives for the economical agencies which are using the bike as alternative way of transporting their goods or delivering services.
 - A lack of awareness campaigns in Alba Iulia community concerning the positive results on using bikes as alternative way of transportation on the environment, on health, on generating incomes, etc.
 - In Alba Iulia the culture of using the bike as alternative way of transportation is not developed, moreover, it is obvious the tendency of the inhabitants of Alba Iulia Municipality (and also of all Romanians) to buy a car, to have more than one car per family, so the intention of buying a bike is not a priority for them. Yet, a preoccupation in this direction was found coming from the part of some adults and elderly who use the bike for transporting goods bought from the supermarkets or from the agricultural food market of the city.
 - The supermarkets and the stores in Alba Iulia are not having a culture in the way of stimulating their clients with reductions and special offers for their products if they use a bike for transporting their merchandises to their homes when the quantity of products bought is allowing this.
-
- The use of cargo bicycles for transporting goods or for delivering services is limited in Alba Iulia also due to the fact that in the main commercial areas of the city there are no bike paths which can allow the transportation using the bike.
 - Even if Alba Iulia is having a Sustainable Energy Local Plan, the city is not having an Integrated Plan for Urban Mobility for proposing concrete solutions

and ways for adapting the local infrastructure to the tendencies of using the bike as alternative way of transport.

- The Economical Agents or the Service Providers are not using cargo bikes in their activities. For example, the delivery service is not using cargo bikes for mail, the sanitation department is not using the bike for transporting small quantities of waste, and for small sanitation activities. Neither the restaurants or the pizzerias or other home deliveries services are not using the bike instead of the car for the deliveries in Alba Iulia.
- The City Hall of Alba Iulia Municipality does not have an integrated plan for stimulating a temporary tax exemption or tax reduction for companies like home delivery companies which are buying a cargo bike in order to use it for their deliveries.

Besides the problems mentioned by the stakeholders of the focus group, there were also some positive remarks on what has been done in Alba Iulia Municipality for stimulating the use of bikes as alternative way of transportation for the past years:

- During the last years, Alba Iulia Municipality used European, local, national or external funds for modernising more areas of the city, the streets, the infrastructure in general, projects which also included the creation of bike paths in the main areas of the city. For example, today Alba Iulia benefits of bike paths in the historical area and in the most known commercial area of the city – Transilvania Boulevard. Moreover, there are still some other projects under implementation meant to be finalised in 2013 which will ensure the creation of bike paths connecting the industrial zone of the city and the largest residential districts of the City – Ampoi I, Ampoi II, Ampoi III. Through these projects more than 12 km of bike paths will be available until the coming year which will stimulate the use of bicycle for the service and goods delivery in Alba Iulia within the most populated areas of the city – the industrial area of the city and the recreation area from the historic part of the city. Also, the bike paths connection between the most inhabited rural area of the city and the area with the largest supermarkets in the territory (Kaufland and Profi) will also be a result of the projects.
- There are 2 renting bikes points in Alba Iulia, one existing since 2011 and the second one since 2012, for recreation purpose only.
- There is also a small presence of bike entrepreneurship for commercializing bagels or pretzels - cracknels, the sellers are authorized by the City Hall and

they are using the city logo for their business. (Relevant pictures where uploaded on the Cycle Logistics official site).

4. Conclusions on part I

A prioritisation of the problems was made in order to prepare the next focus group seminar. Each participant had to think about specific solutions to be discussed during the next meeting.

PART II

Thematic of the 2nd Focus Group: Finding Solutions for stimulating the use of cargo bikes for delivering goods or services in Alba Iulia

Location: Alba Iulia Municipality, Programs Department Conference Room

Duration: 2 hours

Number and type of participants: 11 representatives from:

- The Investments Direction of the Alba Iulia Municipality
- The Energy and Environment Protection Department Alba Iulia Municipality
- Local Environment Protection Agency Alba
- NGOs
- Regional Development Agency Centre
- County Council Alba
- Local companies

1. Summarising the discussions from the previous focus group meeting seminar

The participants and the facilitator (the same person) resumed the conclusions from the previous group by writing on the flipchart the main problems which Alba Iulia needs to solve for stimulating the use of cargo bikes for the transportation of goods and the services delivery.

2. Collecting views concerning what could be done for stimulating the use of cargo bikes for delivering goods or services in Alba Iulia

In the same formula, during two hours, each person invited had the chance to propose solutions for the problem addressed. The solutions proposed by the persons involved in the focus group seminar are:

- Providing a tax reduction or tax exemption as incentives for commercial agents who are using the cargo bikes for goods transportation and services delivery (e.g. couriers).
 - Stimulating the supermarkets to ensure the necessary infrastructure for bike parking racks by providing them incentives like tax reduction or tax exemption.
 - Promoting in the community some success stories and encouraging the two wheels entrepreneurship (for examples, small business for commercializing café, drinks, fruits, successful delivery service like in Great Britain, etc). Also, incentives could be taken into account for opening small business using the bike.
-
- Creating the necessary infrastructure for ensuring a safe use of the bike as alternative way of transportation in Alba Iulia.

- Organizing online awareness campaigns concerning the benefits that the use of bike could bring in the field of generating incomes for companies or for authorized entities, the benefits on the environment protection, health, preventing accidents, local development, etc.
- Creating a partnership between the City Hall of Alba Iulia Municipality and the main economical centres of the city which will guaranty special offers and price reductions for people using the bikes for transporting the goods.

3. Getting feedback on the Part I and Part II focus group seminar

At the end, all the participants had the chance to express their points of view on the Focus Group and on the thematic addressed. All the participants agreed that a local action plan needs to be implemented in Alba Iulia in order to help changing the mentalities and to stimulate the use of bikes for the transportation of goods or services delivery. Moreover, it seems that the next steps to take need to be planned together with all the stakeholders involved in order to have an approach of the issue adapted to the real needs of the community.

They considered **CycleLogistics** as being the firs concrete framework of debating and learning, also put into practice policies and active measures related to the usage of bike, and especially cargo bikes in Alba Iulia Municipality. They expressed their confidence, that good lessons could be learnt, disseminated and applied by Alba Iulia Municipality and other relevant stakeholders from our city related to the use of cargo bikes and green logistics.

4. Closing the focus group seminar

Changing contacts, summarising the next steps, planning next meetings, etc.

4.1.7 CTC

Cycle Logistics

Overview of three Focus Groups carried out in England September-November 2011

Overall, the points raised by stakeholders at the three focus groups highlighted the same basic opportunities and barriers for transporting goods by cargo bicycle.

Opportunities included:

- Local inner-city delivery
 - Taking goods 'the last mile' for national delivery organisations
 - Small organisations using a small local delivery service
 - Access to city centres during times when cars and trucks are banned
- Niche deliveries – things that need to be delivered quickly
- Relatively inexpensive start-up vs. delivery by van
- Meets the 'green agenda' in many ways

Barriers included:

- Practicalities
 - Parking cargo bikes – is there enough space in cities/shops?
 - Width restrictions - manoeuvring cargo bikes past bollards designed to restrict traffic, for instance
 - Bikes are not allowed in many town centres closed to motor traffic
- Not cost efficient – one driver can carry more, and the biggest cost for an organisation is in employing people
- Cost of cargo bikes and speed of production (for large organisations that want to take up delivery by cargo bike)
- Security of the items to be delivered – it's easier to steal from the back of a bike than the back of a van.
- Uncertainty around the legal situation with regard to three-wheeled 'bikes' and electrically-assisted bikes.
- Businesses already using vans will not want to switch – cost implications for them.

Suggestions for help and information that might make transport of goods by bicycle more likely included:

- Best practice guidance
- A well-constructed economic argument to put to businesses about the cost effectiveness of moving goods by bicycle, to include.
- Carbon savings calculation
- Pilots with local government seemed most viable as a starting point. These might include delivery of things like hot meals to the elderly ('meals on wheels') or the internal post of local authorities
- A comprehensive catalogue of cargo bikes in order to consider the right bike for the job

Transport of people, rather than goods, was raised several times, and had barriers as well as opportunities.

- Using a cargo bike ‘school bus’ to take children to school was raised more than once but had several large barriers – like insurance and criminal background checks.
- Pedicabs were noted as fun in some cities, but not a serious transport option.

Comments about moving items personally, such as shopping, met with more barriers than opportunities. The greatest barrier was the perception of cycling by members of the public – stakeholders did not think that people would be attracted to moving things by bicycle.

4.1.8 IBC

Focusgroup Netherlands

1. In February 2012 a first focusgroup meeting was held in Delft where the project Cyclelogistics was explained. Invited were Municipality Delft, TNT- post NL,



FietsXpress as courier company, a social workcompany called Combiwork, Vrachtfiets as company who produces cargo bikes and Urban Arrow also a producer of cargo bikes.

Background

The municipality Delft needs to improve air quality as result of Dutch and European air quality standards. As the municipality is surrounded by highways and rail infrastructure there is a need for other transport modes in the city (Centre). One spear point is the delivery of goods into the city centre. The municipality Delft was in the 80ties well known

for its progressive cycling policy. Nowadays the Municipality wants to implement new initiatives related to cycling

and is interested in cargo freight by bicycle as a possible solution for its inner city congestion and air pollution problems.

1 traffic mayor making a test ride

interested to get knowledge about cargo vehicles. They are actually delivering in the city of the Hague and have several cargo bikes and conventional courier bikes for their services. They also have a on natural gas driven van.

TNT/ Post NL plays a vital role in the Netherlands when it comes to parcel delivery. They are willing to experiment with set up of a courier service in the Municipality Delft.

The social workshop of Combiwork is interested in cargo bikes and also interested in maintenance issues concerning these type of bikes.

Vrachtfiets and Urban Arrow are companies who design and produce cargo bikes.

The FietsXpress company is an initiative based in The Hague and

Objectives.

One objective of the meeting was to look for opportunities to integrate the initiative of the Municipality of Delft with the Cyclelogistics project.

Result of the meeting was that all partners agreed on further cooperation and that Cyclelogistics would most of all do the following follow up actions:

- Support of the the Delft initiative
- Support FietsXpress in their actions to upgrade their activities and to help in better hardware (cargo bikes)
- Support Vrachtfiets and Urban Arrow in dissemination of their product.

Feedback on the meeting.

All partners were satisfied with the meeting as far as content was concerned. Information on cargo bikes was sufficient but there were questions about legal

aspects and information about durability of cargo bikes for courier services. Testing of cargo bikes was not good enough and it was asked that a longer test period is to be facilitated.

All participants were willing to take further actions in order to promote the use of cargo bikes in their environment. The courier company tried to make agreements with the suppliers to get testing bikes for a longer period.

2. Meeting in Zwolle (September 2012)

As a side meeting of a training program for Municipal decision makers a meeting was held with representatives of the Municipality of Zwolle and a bicycle courier company Cycloon. They were informed about the Cyclelogistics initiative and a try out of cargo bikes was made possible.

Steps for continuation from both the courier company as the municipality were asked for.

3. Utrecht, Oktober 2012

On a study tour organized by Bike Belong for mayors and other municipal representatives from several North American cities, IBC held an introduction about Cyclelogistics. As the tour was locally organized by the city of Utrecht also policy makers of the Municipality of Utrecht were among the audience.

In the meeting also were present the Boom and het Meer, an organization for promotion of (cargo) bikes to companies and Fietskoerier Utrecht. After the presentation the meeting continued with explaining the general goals of Cyclelogistics and follow up actions could be undertaken. One main outcome was the need for test bikes for both representatives in the meeting. By involvement of the Municipality Utrecht it is aimed to get cargo bikes and especially cargo bike parking more visible on the streets. IBC is asked to organize a future meeting with the Municipality.

General outlook of focus group meetings

In general it can be said that the participants are very interested in the cargo bikes as transport mode for freight logistics. The focus groups are first contacts with the Cyclelogistics project and should be used as a first step in formulating and implementation of action plans.

In the Dutch case this means actions foreseen thus far in Delft, Utrecht and Zwolle. Problem might be that for testing cargo bikes in the different cities more test bikes are needed. Active sponsorship and logistic assistance is needed to get the bikes "roulating" through the countries.

4.1.9 City of Koprivnica

Summary of the Cyclelogistics focus group in Koprivnica, Croatia, on 20. September 2011.

Introduction: The focus group was organized in the scope of European Mobility Week in order to determine the current situation regarding the use of cargo bicycles in the City of Koprivnica, discuss existing challenges and make a list of recommendations including the possible organization of another ofcus group, consisting of stakeholders from different other sectors.

The participants' list included 3 representatives of municipal authority (spatial planning, environmental protection and mobility team as well as 5 representatives of municipal companies and agencies, 3 representatives of NGO UZOR HR and 3 representatives of local media.

The list of participants was formed according to relevant experience and need for further implementation on one side and media as representatives of public opinion on the other. Since the City of koprivnica is not a partner in the project, the whole focus group can be regarded as a description of the current situation in Croatia to be used as reference by project partners or as a basis for a new project in which the City of Koprivnica would be a partner.

Focus group content and discussion points: Helena Hecimovic presented shortly the aim of the focus group and gave information on the project Cyclelogistics as well as the current situation in EU countries regarding the use of cargo bikes.

Matija Hlebar, the president of NGO UZOR HR presented the experience of their project in which they organized the transport of paper to the recycling facility, collecting it by cargo bikes from households, shops and enterprises.

Both presentations were followed by the discussion of:

Current situation regarding production and use of cargo bikes in Croatia: There is not a single producer of cargo bikes in the country. The NGO UZOR HR had their bikes custom made by a small producer in Velika Gorica, had numeorus problems with the operation (heavy boxes soon damaged the bike), had another type of bike made by the same producer, based on their experience and demand. Both bicycles need servicing very often. The lack of demand does not encourage the producer to improve existing models.

Other cargo bikes and users: Most cargo bikes seen in our streets are used by parents transporting their children or private citizens using home-made or second-hand cargo bikes for transporting goods, bought at the second-hand markets.

The only organized cargo-bike operations are those by the post offices and municipal utility bikes (street and park cleaners). The municipla utility company uses the bikes produced by the same small company in Velika gorica and is faced with the same maintainance problems.

Possible new users and challenges to the regular use of cargo bikes: The potential users are bicycle couriers, caterers and fast food delivery, shops, especially the big department stores at the outskirts of the city and several municipal companies. The most serious challenges are percieved in the high price of imported cargo bikes, which makes their purchase unrealistic if the use is limited. The use, on the other hand, is limited by very strict regulations, forbidding the use of cargo bikes

for food transport and vending operations. This also refers to the possible delivery of pharmaceutical products from the local industry to the chemists' shops.

Mental barriers : The use of cargo bikes for private entrepreneurship is discouraged by previous reasons, but also by the low profile of cargo bike as means of the transport of goods. The investment into a good quality cargo bike would be too high for modest profit such an operation would bring, taking into consideration a limited number of articles which could be sold in this way. Also, the number of cargo bikes in operation is crucial: with the rise of their number, there would be more demand and more incentive for cargo bike producers in the national or regional context.

List of recommendations by the focus group:

1. There should be more demand for cargo bikes in order to encourage the local production. To do so, other stakeholders from the industrial and trade sector should be addressed. Even one or two good examples would encourage other users, just like parents are increasingly using the bike trailers to transport children by bicycle. The list of such stakeholders was made.
2. The legal regulations referring to the transport and sale of food on cargo bikes should be addressed and, if possible, altered in order to boost self-employment in delivery and catering operations.
3. Municipal authority and municipal companies should include more cargo bikes in their operations, serving as an example of use for cargo bikes, to be followed by other users.

Final remarks: Short questionnaire confirmed that all participants felt positive towards the use of cargo bikes, feel there is more scope for their use in our community and were pleased to be a part of this focus group. They also expressed willingness to contribute to the organization of another focus group, expressing a common opinion that both demand and offer should increase before a common use of cargo bikes can be expected.

Other discussion points referred to the use of cargo bikes on bike lanes or in the streets, pointed out as a problem by daily practitioners (NGO UZOR HR).