



## Optimising Bike Sharing in European Cities

### Newsletter 3 - OBIS Expert Workshop in Milan 15.-17.9.2010

#### **OBIS - Optimisation in Theory and Practice**

The overall aim of OBIS is to improve bike sharing with the help of available experiences and transferability analysis. Thus the project does not only collect and evaluate data of more than 50 bike sharing schemes but does also gain knowledge from demonstration activities in the participating countries.

Eight demonstration activities are currently carried out to test new approaches, optimise services and provide knowledge to others. The results of the demonstration activities will serve as valuable input for the OBIS handbook.

The OBIS Demonstration actions take place in five big cities (of 0.5M+ population):

- Barcelona, Spain
- Berlin, Germany
- London, United Kingdom
- Milan, Italy, and
- Stockholm, Sweden

and at sites in several small towns and regions (<100,000 population):

- Lower Austria, Austria
- South Bohemian Region
- Tczew, Poland

These demonstration actions address several optimisation issues:

- Financing & legal framework
- Integration into Public Transport
- Business model(s) for smaller cities
- Interoperability

#### **Expert Workshop Milan**

The project meeting in Milan gave external stakeholders as well as the project consortium the opportunity to discuss project results and bike sharing approaches. Furthermore those stakeholders involved in the Italian demonstration project were able to discuss the results of their demonstration activities.



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Presentations included:

### **Mobility and bike sharing: integration and development of different mobility services**

#### **European OBIS project – Optimizing Bike Sharing Systems in European Cities**

Janett Buettner (Choice) - *“The OBIS project and its state of art”*

Alberto Castro (TUW) - *“WP2 presentation”*

Sara Basterfield (CTC) - *“OBIS project dissemination and promotion”*

#### **Case histories – big European cities**

- Barcelona
- Berlin
- London
- Milan

#### **Case histories – Other experiences**

- Austria
- Czech Republic
- Poland

#### **Bike Sharing in Italy**

Marco Menichetti (FLI) & Filippo Vecchiotti (Ecoistituto Alto Adige)

Italian experiences:

- Rimini
- Bolzano
- Emilia Romagna Region
- Puglia Region



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Key questions:

- Which technological developments will shape future bike sharing schemes?
- How can bike sharing be combined with other modes of transport (car sharing, PT)?
- Which steering instruments are suitable to balance bike sharing demand?
- How can political willingness for the implementation of bike sharing be improved?
- Which new stakeholders can be interesting for bike sharing schemes?

**All materials can be downloaded on**  
**[www.obisproject.com](http://www.obisproject.com)**  
(go to: About OBIS  Project Meetings  Milan)



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