

## Who is involved?

Among the 15 organisations involved in the project are local and regional authorities, bike sharing and public transport operators, large employers, professional associations and NGOs. They are committed, either directly as members of the OBIS Consortium or indirectly through a national or local advisory board.

The OBIS consortium comprises partners from Austria, the Czech Republic, France, Germany, Italy, Poland, Spain, Sweden and the United Kingdom.

## Visit us!

If you want to learn more about:

- best practice in bike sharing
- evaluating the market potential
- identifying key decision makers and potential partners
- integration with public transport networks
- appropriate specifications for cycles and related equipment
- promoting your new bike sharing scheme as a healthy means of transport for your citizens and employees

visit [www.obisproject.com](http://www.obisproject.com)



## Optimising Bike Sharing in European Cities

Bike sharing systems, where successfully implemented, have proven to be a practical tool to boost cycling in urban areas. The OBIS project aims to show that bike sharing is an attractive and effective mode of sustainable daily transport.

The OBIS project involves: identifying good practice; factors contributing to success; solutions to overcoming barriers and assessing market potential. In addition to researching existing schemes, the project will include a demonstration element in a number of European cities to test, evaluate and optimise new approaches and technologies.

Overall it will promote cycling as a clean, sustainable and energy efficient mode of transport in urban areas.

Intelligent Energy Europe

The sole responsibility for the content of this lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.



## Who benefits?

The project is addressed to decision makers, implementers, end users and other interested parties.

- **Decision makers** include those who take the relevant decisions about implementing bike sharing schemes, such as:
  - public authorities (members of national, regional and local legislative bodies, public officials and urban planners)
  - health and education professionals
  - large employers
- **Implementers** include potential and actual operators of bike sharing schemes, such as:
  - public transport and municipal parking operators
  - bike manufactures and retailers
  - providers of street furniture
  - outdoor advertisers and other interested parties
- **End users** include those who might actually use bike sharing schemes, such as:
  - individuals
  - organisations and companies interested in bike sharing schemes, in particular large employers and educational establishments
- **Other interested parties** include those who have an interest in bike sharing schemes and whose opinions are likely to be valued, such as:
  - the media
  - traffic policy managers and analysts
  - cycling organisations and other interested NGOs
  - consultants



## What the project delivers?

The OBIS Project will result in the publication of a manual describing good practice, factors influencing success and market potential. This will help interested parties to implement efficient bike sharing schemes, to identify needs and options and prepare appropriate implementation strategies.

The project results will also be presented in 9 national reports. These will show market potential and, describe key attributes as well as action plans for setting-up local bike sharing projects.

Demonstrations focused on new approaches, advanced technologies and extension of bike sharing schemes will be tested, evaluated and optimised at selected cities in Europe. This process will strengthen the role of bike sharing as a daily mode of transport and increase the attraction of bike sharing and cycling in general.