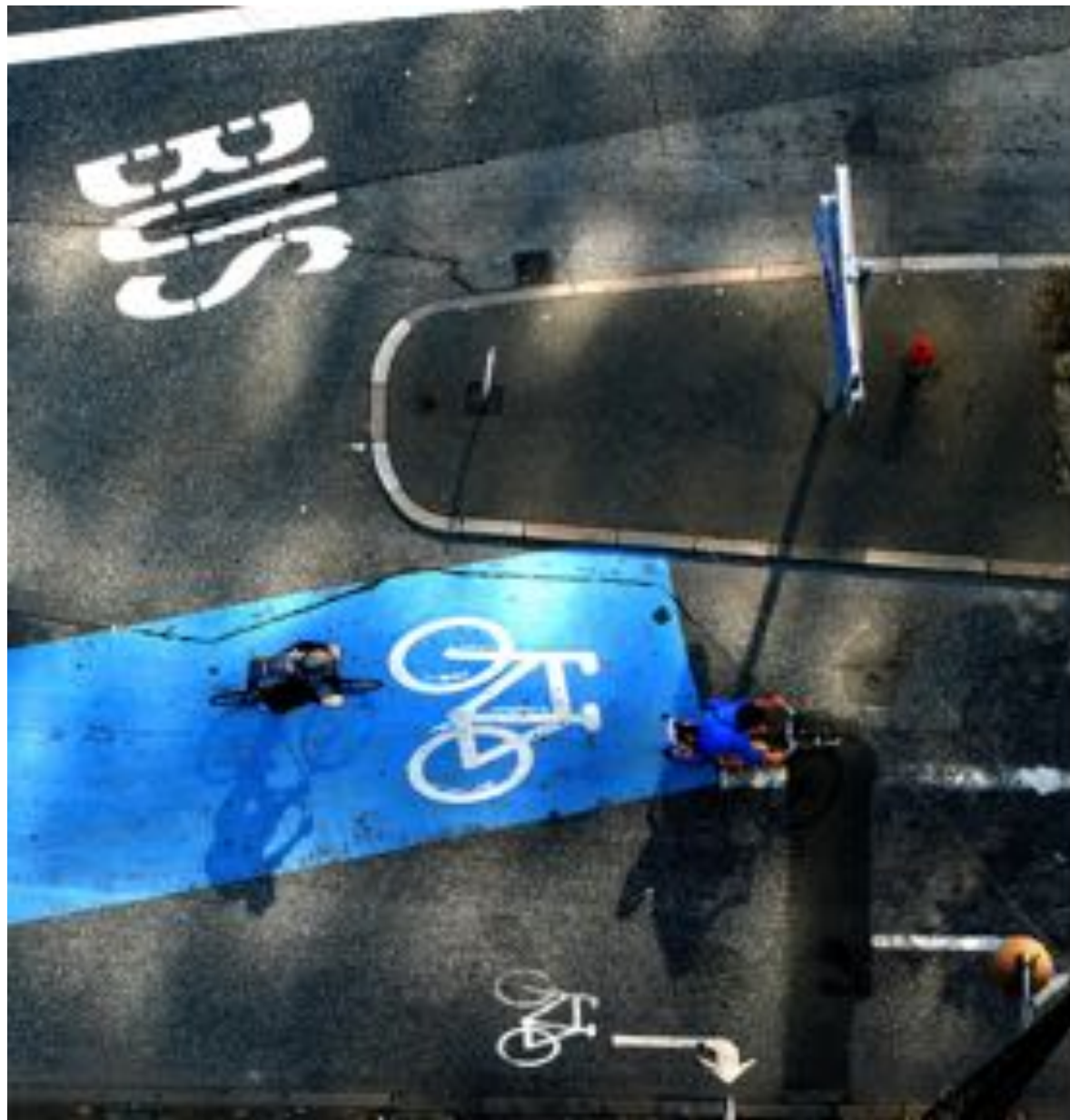


A high-angle photograph of a busy city street with a blue-painted bicycle lane. Several people are riding bicycles. In the center, a man in a dark jacket with a bright orange collar is riding a cargo bike with a child in a red seat. To his left, a man in a black jacket and sunglasses is riding a standard bicycle. In the foreground, a man in a dark jacket and sunglasses is riding a bicycle with a basket. Another person is riding a bicycle in the bottom right corner. The text "A MAYORS GUIDE TO CARGO BIKES" is overlaid in the center of the image.

**A MAYORS GUIDE  
TO CARGO BIKES**



## COPENHAGENIZE DESIGN CO.

### THE BICYCLE URBANISTS

---

- Urban Planning and Design
- Communications
- Research and Education



# **COPENHAGENIZE INDEX 2019**

**Thursday 14:00 @ The ECF Booth.**





City Changer Cargo Bike builds on the limitless potential of cargo bikes, promoting their usage among public, private, and commercial users.



THE CIVITAS INITIATIVE  
IS CO-FUNDED BY THE  
EUROPEAN UNION



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## WHAT IS A CARGO BIKE?

- Many shapes and sizes
- Innovation driven
- €1000-12,000
- Up to 350 kg
- Potential
- Electrical assist options



## WHY CARGO BIKES?

- Ease, affordability and accessibility
- Cost effective and rewarding
- A part of larger trends





**CARGO BIKES**  
**IN COPENHAGEN**

Din mulighed for en  
lejetilbuds i Storkebenhavn  
[www.lejditilbolig.nu](http://www.lejditilbolig.nu)

ARRIVA



**FROM THE CRADLE**





**TO THE GRAVE**






**CHILDREN**

BØRNEHAVEK  
ENGLE



A woman with a headband and a purple patterned top is riding a bicycle on a city street. A young boy in a yellow t-shirt and a red baseball cap is sitting in a black cargo basket attached to the back of the bike. The street has a crosswalk, a 'no motorcycles' sign, and a building with large windows in the background. The word 'FRIENDS' is overlaid in white text on the left side of the image.

**FRIENDS**



**FURNITURE**



**FOOD**



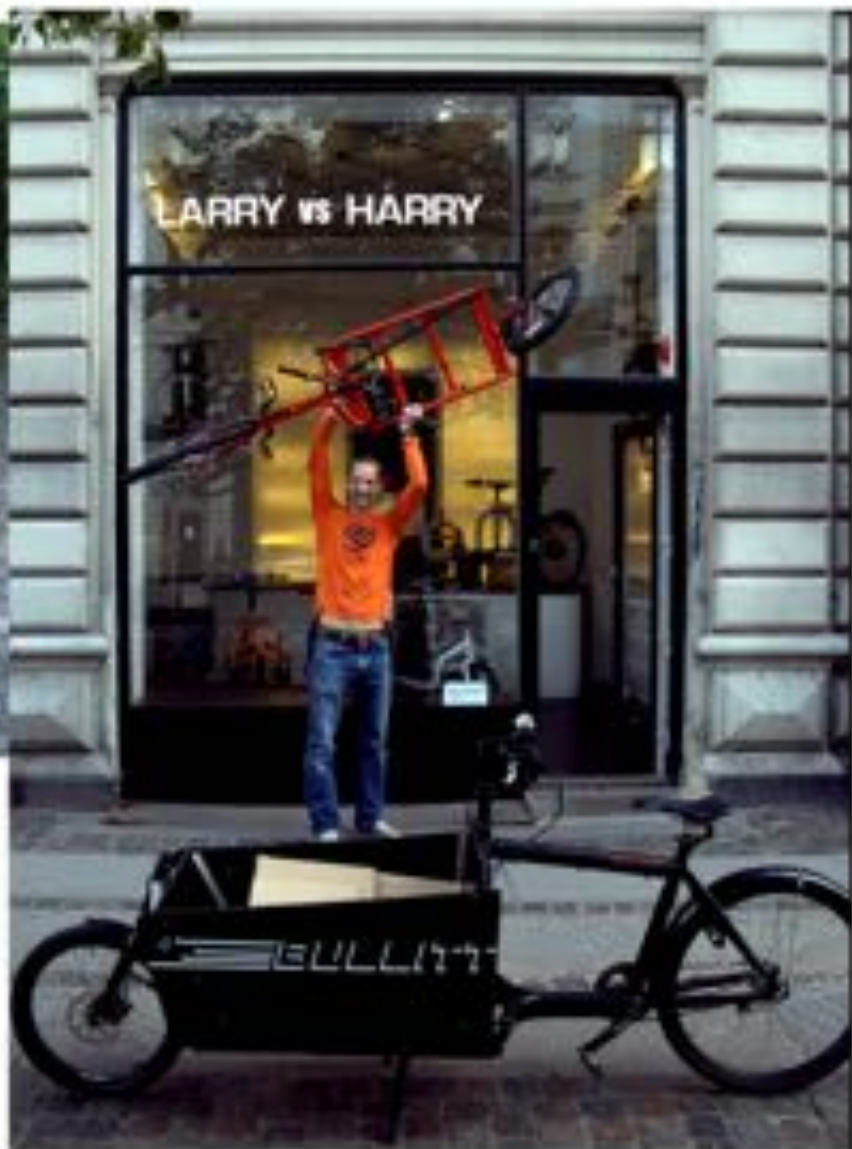


**AND EVERYTHING  
IN BETWEEN**











# PUBLIC SECTOR





# POLICY



## WHAT CAN A CITY DO?

- Regulation
- Taxation and subsidies
- Information
- Procurement



## INSPIRATION FROM EUROPE

- Food
- Retail
- Logistics
- Families
- Community
- The Public Sector





## FOOD

- First movers
- From delivery to disposal



## CASE STUDY: VIENNA'S RITA BRINGTS

- Organic and local ingredients
- Fleet of 12+ cargo bikes
- Benefits from direct funding



## RETAIL

- Response to e-commerce
- Flexible and affordable solution
- From delivery to street sales and PR



## CASE STUDY: COPENHAGEN'S BIKE & BLOOM

- Social enterprise working with refugee women
- Distribution, delivery, and events
- Increasingly common fusion of bikes and social goals
- Benefits from policies facilitating SMEs





## LOGISTICS

- Lifeblood of cities
- Solution to urban congestion and pollution
- The perfect solution
- Suits all scales of logistics companies



## CASE STUDY: BASEL'S KURIERZENTRALE

- Wide range of transport solutions
- Large fleet of trucks, bikes, two- and four-wheeler cargo bikes
- Integrates into commuter transport



## FAMILY

- Facilitates car-free living
- Great for everyday family tasks
- Redefining the modern urban family





## CASE STUDY: OSLO'S BABY BIKING MEETUP

- Organized online
- Social family rides through the region
- Builds community and boosts visibility
- Benefits from tax incentives for families



## COMMUNITY

- A wide range of users and uses
- Cargo bikes carry ideas, big and small, local and global



## CASE STUDY: SAN SEBASTIAN'S CYCLING WITHOUT AGE

- Part of a global movement
- Trishaw's facilitate intergenerational connectivity
- Benefit from municipal funding infrastructure support, publicity





## PUBLIC SECTOR

- Employers, purchasers, and regulators
- Serve as role model and platform
- From engaging citizens to picking up rubbish



## CASE STUDY: STRASBOURG'S VÉLOPTIMISTE

- Cargo bikes as vehicle fleet
- Public works, libraries, road safety
- Benefit from direct policy decisions



# THANK YOU

@MortenKabell

@Copenhagenizers

@CycleLogistics

This presentation reflects only the author's view and the Innovation and Networks Executive Agency (INEA) is not responsible for any use that may be made of the information it contains.



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