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# Bike Sharing in Greece

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**Why Bikeshare Matters for Shared Mobility**

George Voulgaroudis, BRAINBOX  
Founder and CEO

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# Shared mobility today

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The public perception of shared goods has changed substantially in the past few years. While co-owning properties has been widely accepted for a while (e.g., timeshares), the notion of sharing bikes, cars, or even rides on an on-demand basis has started to gain widespread popularity.

The emerging “sharing economy” is particularly interesting in the context of cities that struggle with population growth and increasing density.

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# Sharing business models



Sharing business models have emerged in key sectors of the economy, including :

- goods (e.g., Rent the Runway),
- professional services (e.g., Elance),
- money (e.g., Kickstarter)
- space (Airbnb)
- transportation (e.g., Uber, EasyBike)



# Shared mobility types

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There are three broad types of goods offered in society:  
**public, merit, and private**

Public goods are offered free of charge to citizens

Merit goods provide a positive value in society

Private goods are excludable and rivalrous

**viewing shared mobility as a form of merit good has the potential to optimize access and environmental impact while also minimizing agency conflicts commonly found with the strictly private business models**

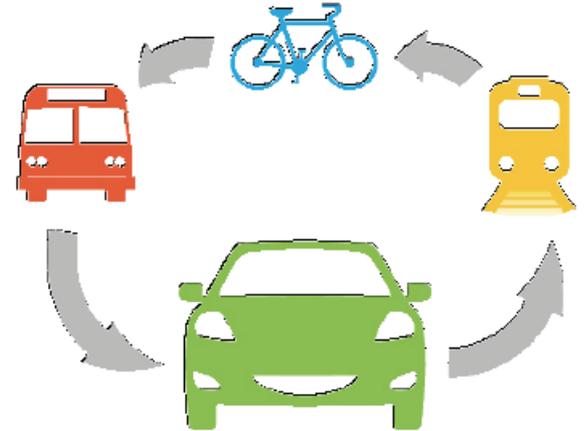
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# Shared mobility in 2017



Shared-use mobility is defined as mobility services that are shared among users including:

- Traditional public transportation services, such as buses and trains
- Vanpools, carpools, shuttles, on-demand ride services
- Carsharing, bikesharing, scooter sharing in all its forms



Can be b2c and p2p

# Complementary services

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Shared modes like bikeshare, carshare and public transit work best when they complement one another, providing a robust network of mobility options that allow riders to get from point A to point B without needing a car.

That's why we are so excited to see the recent growth in the bikesharing industry – and to consider its potential in years to come.

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# Bikesharing System components

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## Bikesharing system components



# Bike Rental procedure

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USER RF ID CARD



APP or SMS



# Bike sharing growth

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The bikesharing industry has grown significantly in the past five years, becoming a major presence both in shared mobility and in cities across Europe, Asia and USA.

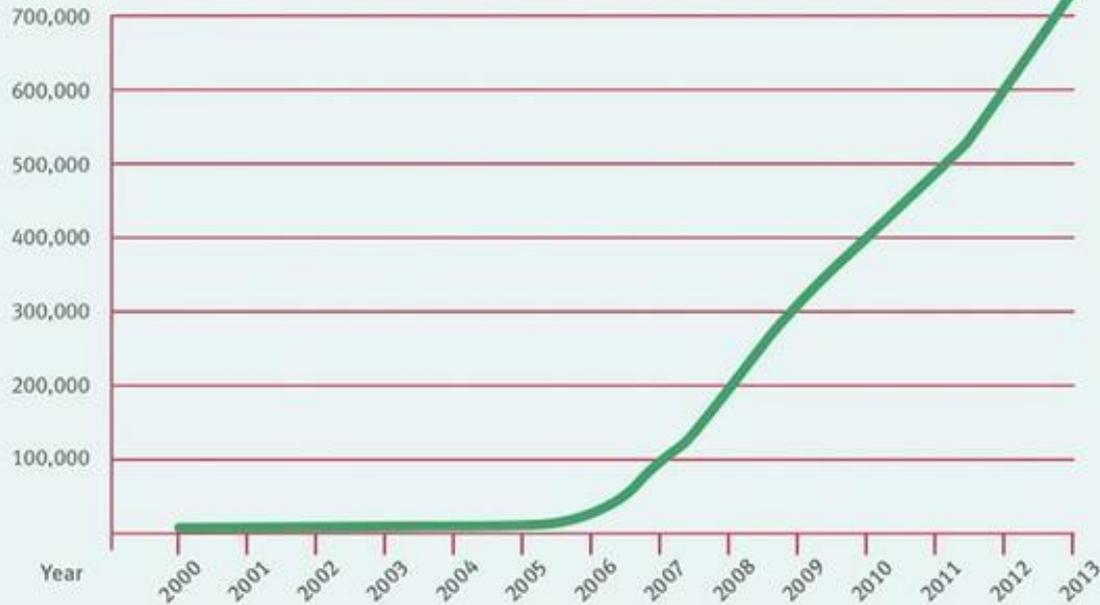
Evidence suggests that growth will only continue. A recent report predicted that the bikesharing sector is likely to be worth \$6.3 billion worldwide by 2020.

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# Bike Sharing since 2013



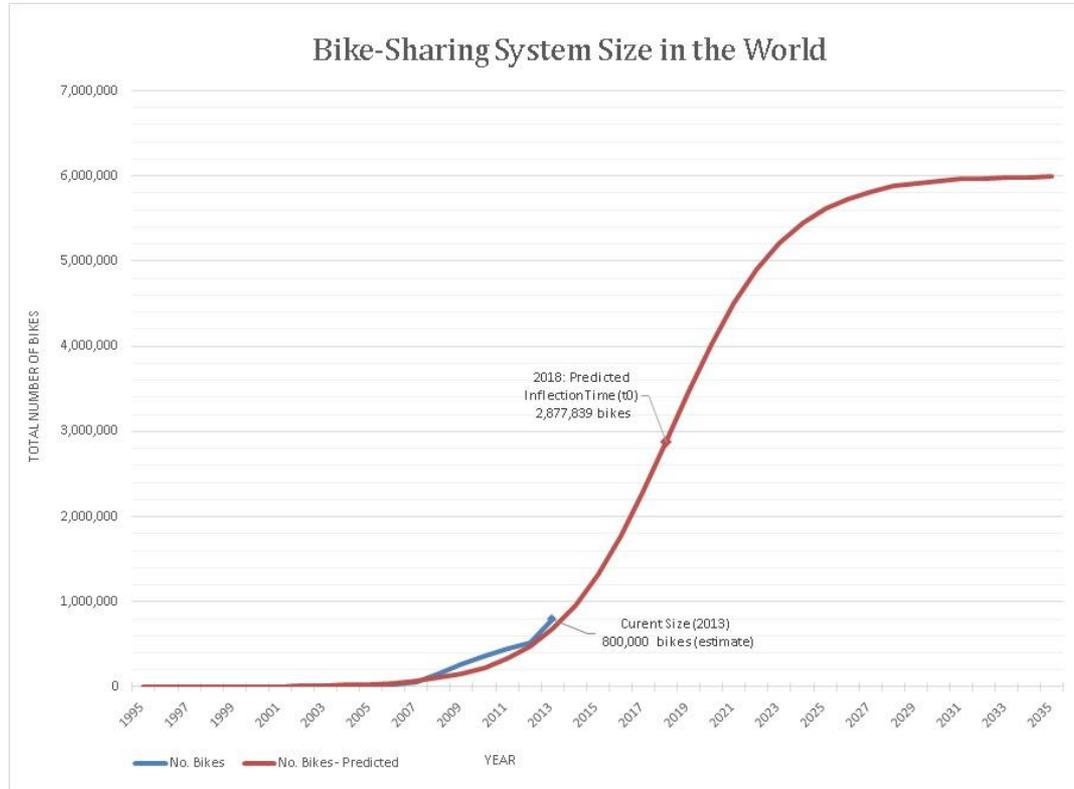
Fig. 1: Growth of Bike-share Worldwide (January 2000–July 2013)



When the first bike-share opened in the 1960s, bike-share growth worldwide was relatively modest. It wasn't until after the turn of the century and the launch of Velo'v in Lyon, France, in 2005 and Vélib' in Paris in 2007 that growth in bike-share exploded.

CASA BIKE SHARE MAP BY OLIVER O'BRIEN, SYSTEM WEBSITES, PUBLICBIKE.NET

# Bike Sharing since 2035



# Bike Sharing map in 2011



Europe bike sharing  
map back in 2011

# Bike Sharing map in 2017



Greek bike sharing map in 2017

# Bike Sharing cities

Some of Greek cities with bike sharing schemes



# Bike Sharing private domain customers

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COSMOTE

NATIONAL BANK OF GREECE

STAVROS NIARCHOS CULTURAL CENTER



# Bike Sharing SNFCC

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# Bike Sharing Athens

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# Bike Sharing Thessaloniki



# Bike Sharing Patra



# Bike Sharing Samos

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www.easybike.com

# Bike Sharing Ioannina / Didymoteicho

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# Bike Sharing Kavala / Karditsa

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# Bike Sharing as Public transport

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Bikeshare plays a vital role in complementing other modes of shared mobility.

According to the University of California, Berkeley's recent study, bikeshare systems help to expand and establish new connections within public transit networks – especially in more dispersed communities and small to mid-sized cities without dense urban cores.

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# Bike Sharing Impact

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## Impact of Bikesharing

- Increased Connectivity
- Health & Exercise Benefits
- Makes Areas More Vibrant and Livable
- More Equitable Transportation to Lower Income Areas
- Minimal Carbon Emission



# Bike Sharing Impact

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## Impact of Bikesharing

- Gas consumption reduction
- Personal Savings from Less Driving
- Bikesharing Stimulates Local Commerce
- Bicycling and Bikeshare Provides a Return on Investment for sponsors and cities



# EasyBike Impact in Greece

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2.000 Bikes



30.000 Users



3 million Bike Km

2 YEARS EASYBIKE ENVIRONMENTAL RESULTS

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# EasyBike Impact in Greece



52

Houses electricity for 1 year



332

acres of forest

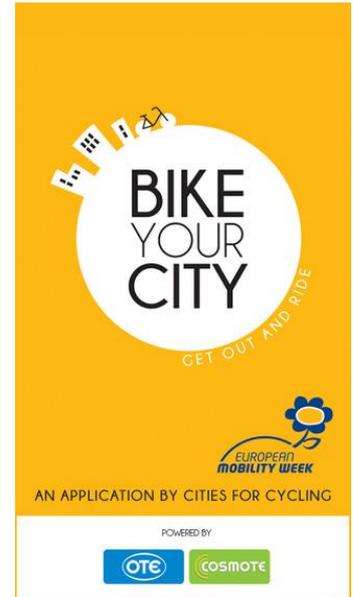
# Shared mobility in 2015

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## Trends in Bikesharing

- Introduction of helmet vending machines
- Advances in addressing bike social equity
- Maturation of the industry and use of new technologies
- Growth of flexible bike-sharing concepts
- Cooperation between cities and systems



# Bike Sharing is caring...

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<http://bikesharing.gr>



[http://facebook.com/  
bikesharingblog](http://facebook.com/bikesharingblog)



<http://easybike.gr>



<http://brainbox.gr>

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# Join the future with us...

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# Bike Sharing is caring...



THANK YOU

## References

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- *Bike-sharing: History, Impacts, Models of Provision, and Future - Paul DeMaio*
- *Introduction to Shared-Use Mobility - Susan A. Shaheen, Ph.D. University of California, Berkeley*