



CHANGE

<https://change.iti.gr/change/?lang=en>

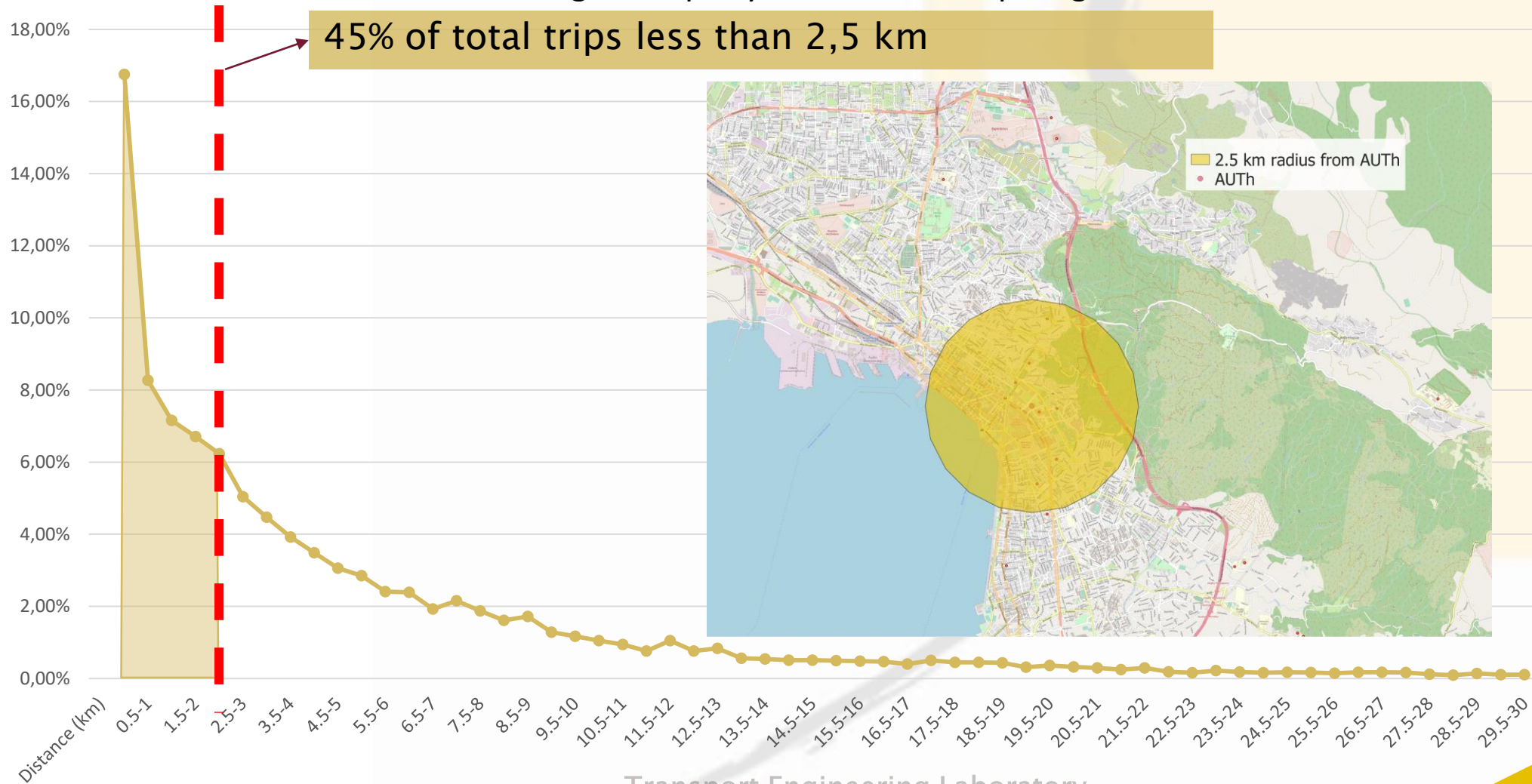
Enhancing the bicycle-sharing economy through innovative services & applications





Trip Distribution by duration in Thessaloniki

Percentage of trips by car based on trip length





Enhancing the bicycle-sharing economy through Innovative Services & Applications



VISION

- Develop a complex **multiparametric** approach of **changing attitude** and **behavior** of the trip makers in urban areas, through the **ICT** usage and their applications



CHALLENGE

- Replace the traditional option of private car usage with alternative modes such as the bicycle by promoting in parallel the common vision of sustainable transport
- Gradually **replace the ownership approach** and philosophy with the new approach of **shareship**



AMBITION

- Promote the **role of bike sharing** as a means of transport in urban areas, enhancing life quality, lowering carbon emissions, reducing the time spent on the road, accidents, etc.
- Create a complete **client-oriented Business Model Canvas** for companies in the market by evaluating peer to peer accessibility-based business models



CHANGE Ecosystem

Potential Users



Users



Bicycle



Bicycle Infrastructure



Easy mov GR



Project Actions

Car Usage



Walking



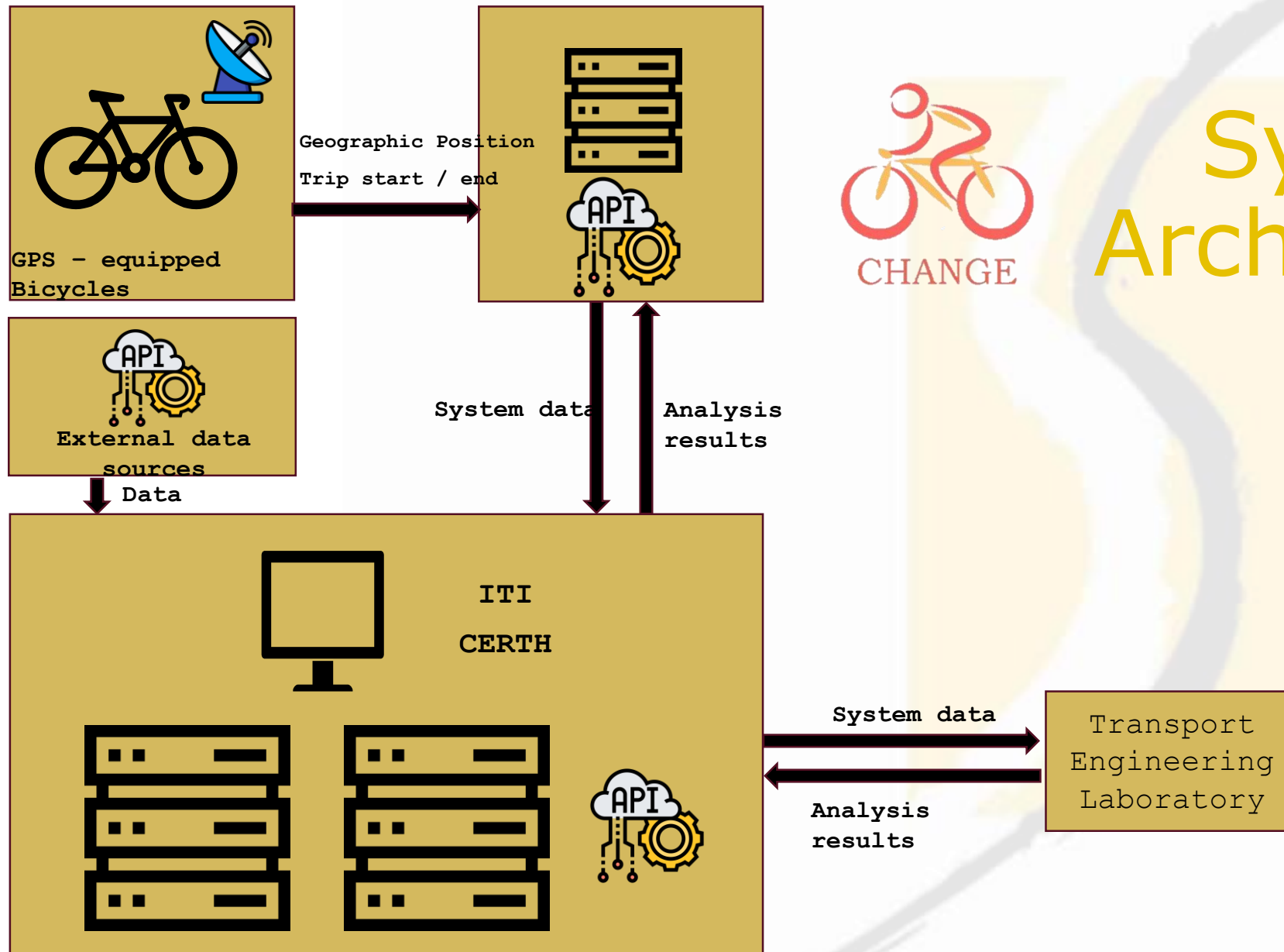
Available Mass T



Weather



Social Media



System Architecture

Characteristics of the new dockless BSS



Street

on S

Urban Mobility

CHANGE Web-App

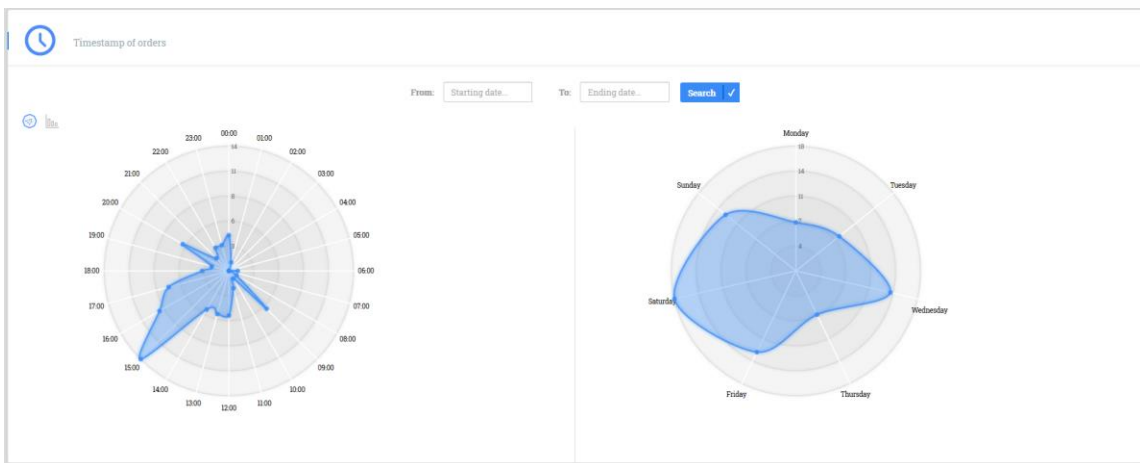
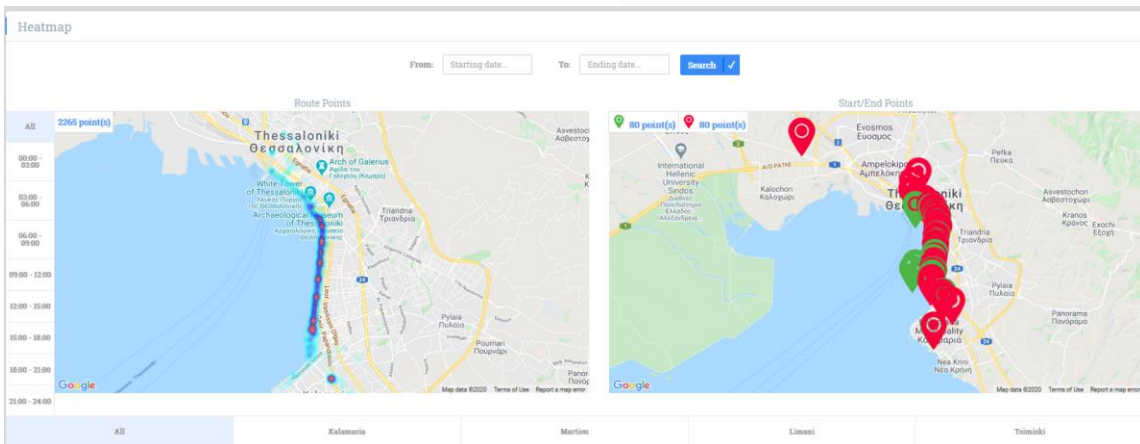
Interactive map visualization for live fleet management.



Statistics and indicators that allow the operator to easily and intuitively assess the current state of system operations.



Live status updates on all the bicycles of the fleet that allow for immediate action in case of displacement or misplacement of a bicycle.



Battery	Total Distance (meter s)	Total Time (seconds)	Total Ascent (meters)	Total Descent (meter s)	Orders	Action	Position
0	1054	3900	23	9	13	✓ Everything seems ok!	Live 📍
0	23508	6256	140	142	7	⚠️ Bike has more than 20 km covered!	Live 📍
0	9713	3685	40	41	6	✓ Everything seems ok!	Live 📍
54	12724	11595	58	59	5	✓ Everything seems ok!	Live 📍
0	5750	4028	18	23	5	✓ Everything seems ok!	Live 📍
0	14218	6085	59	63	4	✓ Everything seems ok!	Live 📍

Incentivizing Actions



Commuting

Action to increase the BSS modal share for commuting, through giving potential users incentives to know and use the system.

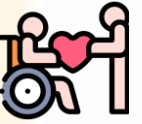


Bicycles for Tourism

Action that aims to promote using the BSS by city visitors and tourists. This can turn the BSS into an additional pole of attraction for the city as well as highlight the city's other points of attraction.



Bicycles for Handicapped users



Action that aims to open the shared bicycle mode to an entire group of users that will be able to ride a shared vehicle on a wheelchair with an escort.

Electric Bicycles



Action that aims to utilize the electric motors of the fleet's bicycles to promote using the BSS for trips with increased altitude difference.



The **first** shared bicycle for handicapped users in Greece:



Opens a new transport mode to a whole – so far excluded – group of users



Constant improvements on accessibility, safety and functionality taking advantage of feedback from the handicapped community



Two electric bicycles will be made widely available to users by booked appointments



Due to the vehicles' high cost, this is an unapproachable investment for individual handicapped users, making it an even more desirable shared

CHANGE's handicapped bicycle through the

parallaxi*

Επικαιρότητα ▾ Parallax View ▾ Θεσσαλονίκη ▾ Life ▾ Agenda ▾ Γεύση ▾ Το

iefimerida

Θεσσαλονίκη | ΠΑΡΑΛΙΑΚΟ | STORIES | ΠΟΛΙΤΙΚΗ | ΕΛΛΑΔΑ | ΠΑΝΕΛΛΗΝΙΕΣ | ΟΙΚΟΝΟΜΙΑ



Διαγωνισμοί
Δωρεάν
Επικοινωνία

cityporta

{ Τελευταία νέα }

τελευταία νέα | σινεμά | θέατρο | μουσική | εκδηλώσεις | arts & culture | παιδιά | εκπαίδευση | υγεία

τι γίνεται στη Θεσσαλονίκη σήμερα, αύριο »»



Κορωνοϊός: Αναλυτικός οδηγός από τον ΕΟΔΥ Θεσσαλονίκη: Πορεία διαμαρτυρίας γονέων για την ασφαλή επιστροφή των μαθητών στα σχολεία για τη μη χρήση μάσκας στα σχολεία. Βίντεο Τρίτη 8 |



Διαγραμ...

Θεσσαλονίκη: Το πρώτο ποδήλατο για ΑμεΑ έκανε βόλτα στο παραλιακό μέτωπο

Παραχωρήθηκε στον Σύλλογο Παραπηληγικών... παραλιακό μέτωπο της Θεσσαλονίκης.

ΕΘΝΟΣ ΠΟΛΙΤΙΚΗ ΟΙΚΟΝΟΜΙΑ ΕΛΛΑΔΑ ΕΚΚΛ
Η ΚΑΘΗΜΕΡΙΝΗ

Ποδήλατο τώρα και για ΑμεΑ



Στο ποδήλατο υπάρχει θέση συνοδού-οδηγού ο οποίος χρησιμοποιεί τα πετάλια για να κινείται το τροχοφόρο, ενώ διαθέτει και ηλεκτρική υποβοήθηση.

■ Γιάννης Ελαφρός
02.08.2020 • 18:29 μμ



Μια βόλτα με ποδήλατο για τα άτομα με ειδικές ανάγκες δεν είναι πια απαγορευμένος καρπός, ούτε ανήκει στη σφαίρα της φαντασίας. Με την πρώτη διάταξη ποδηλάτου για ΑμεΑ που παρουσιάστηκε χθες στη Θεσσαλονίκη το όνειρο γίνεται πραγματικότητα και πολλοί συμπολίτες μας με αναπηρία θα μπορούν να απολαμβάνουν ποδηλατικές βόλτες με συγγενείς ή φίλους. Με αυτό τον τρόπο και τα άτομα αυτά θα μπορούν να συμμετέχουν στην εμπειρία της μετακίνησης με ποδήλατο, που αναπτύσσεται και στη χώρα μας.

Av

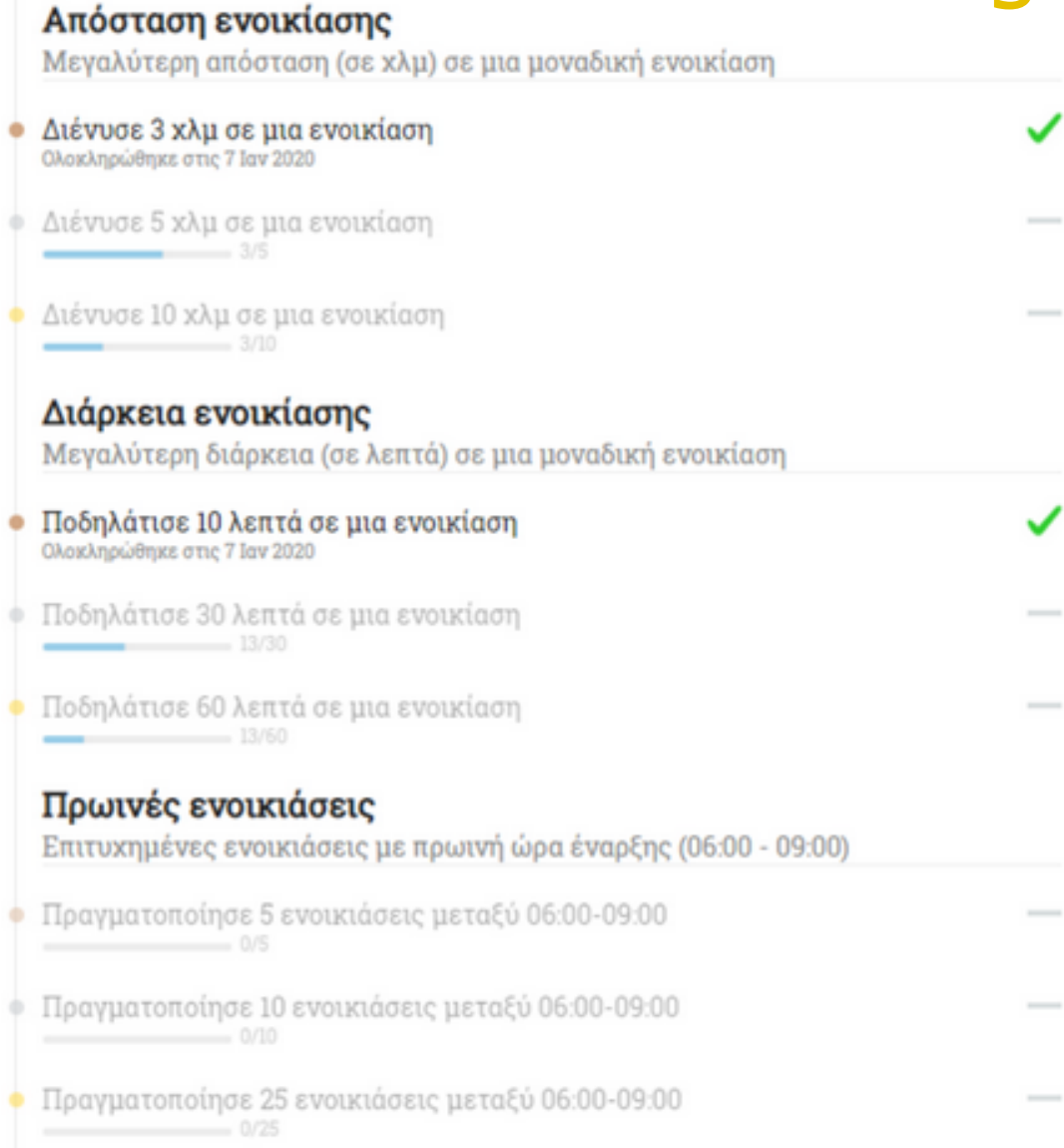
ΤΑ ΠΙΟ ΔΗΜΟΦΙΛΗ ΤΟΥ CITYPORTAL

του ερευνητικού προγράμματος «Παίζω, εκτός από το πετάλι λειτουργεί και με CITYPORTAL

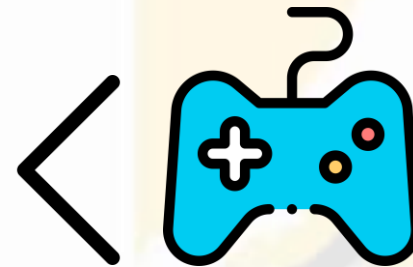
ΠΟΔΗΛΑΤΟ ΓΙΑ ΑΜΕΑ
ΘΕΣΣΑΛΟΝΙΚΗ
(+VID)
23 | από Voria.gr



Active interaction between the system and the users through Gamification



Incentivization to use the system more through credits and prizes



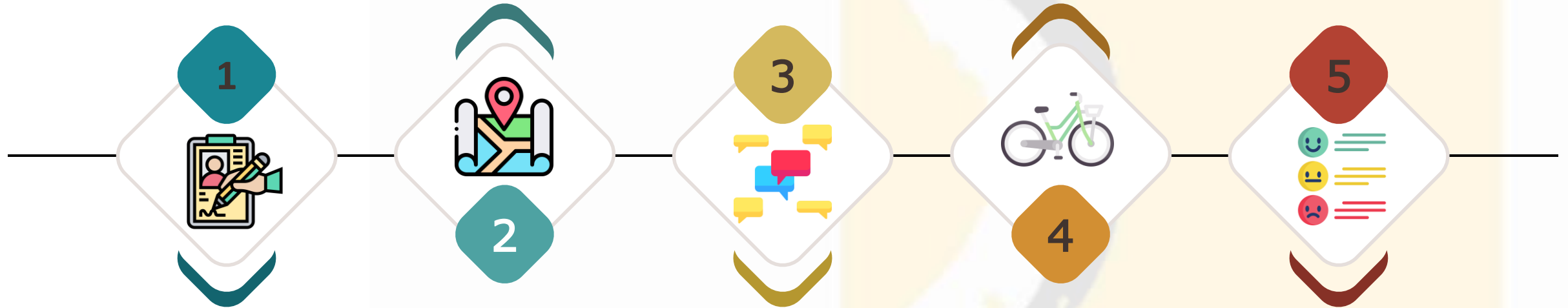
Gamification allows for a more active interaction with the system

Defining the System's area of operations

Based on the participants, the system's precise area of operations will be defined, with the main criteria of accommodating the largest number of commuters possible, while keeping close to the city center – Kalamaria axis, in order to make the daily redistribution of the fleet feasible.

Mapping the participants' trips

The trips made by the participants will be mapped, as well as the willingness they displayed to take advantage of the benefits they were offered to use the system for commuting. It should be noted that the process of monitoring and quantifying the participants' trips will be done through **anonymizing** their trips, stops and personal data.



Expression of Interest

Expression of interest by municipality and company employees, after they're briefed on the action by the relevant administration. The employees will be called to fill their personal details on an online form, including a geographical location close to their place of residence.

Contact with the Participants

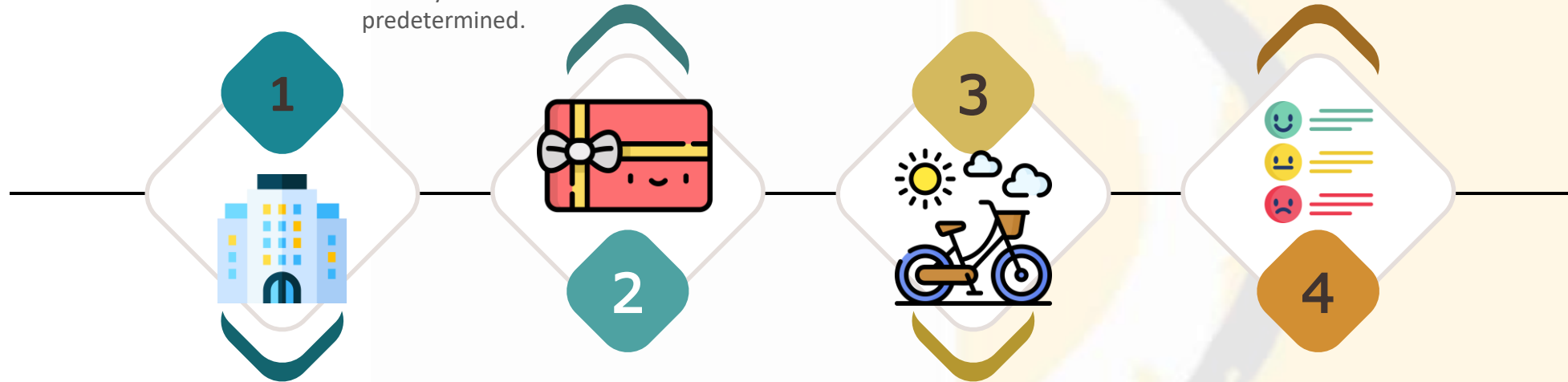
First active contact with the action's participants that can be included, based on the system's area of operations. At this point a 20 € voucher will be given to the users.

Participants' feedback

Finally, the participants are called to fill in a questionnaire about their experience, using the BSS, their comments or remarks and any suggestions they might have towards improving the system's service in the future.

Preparing the Hotels

Participating hotels will be provided with promotional material regarding the project in general as well as the tourism promotion specifically, as well as vouchers that will in turn be distributed to their guests. Hotel staff will be briefly trained, in order to be knowledgeable regarding the project and optimal locations for the bicycles' allocation around the hotel will be predetermined.



Participants' feedback

Finally, the participants are called to fill in a questionnaire, about their experience, using the BSS, their comments or remarks and any suggestions they might have towards improving the system's service in the future.

Securing Hotel Participation

Contact with Hotels that are close to the BSS's area of operations and accommodations with the ones that are interested to participate.

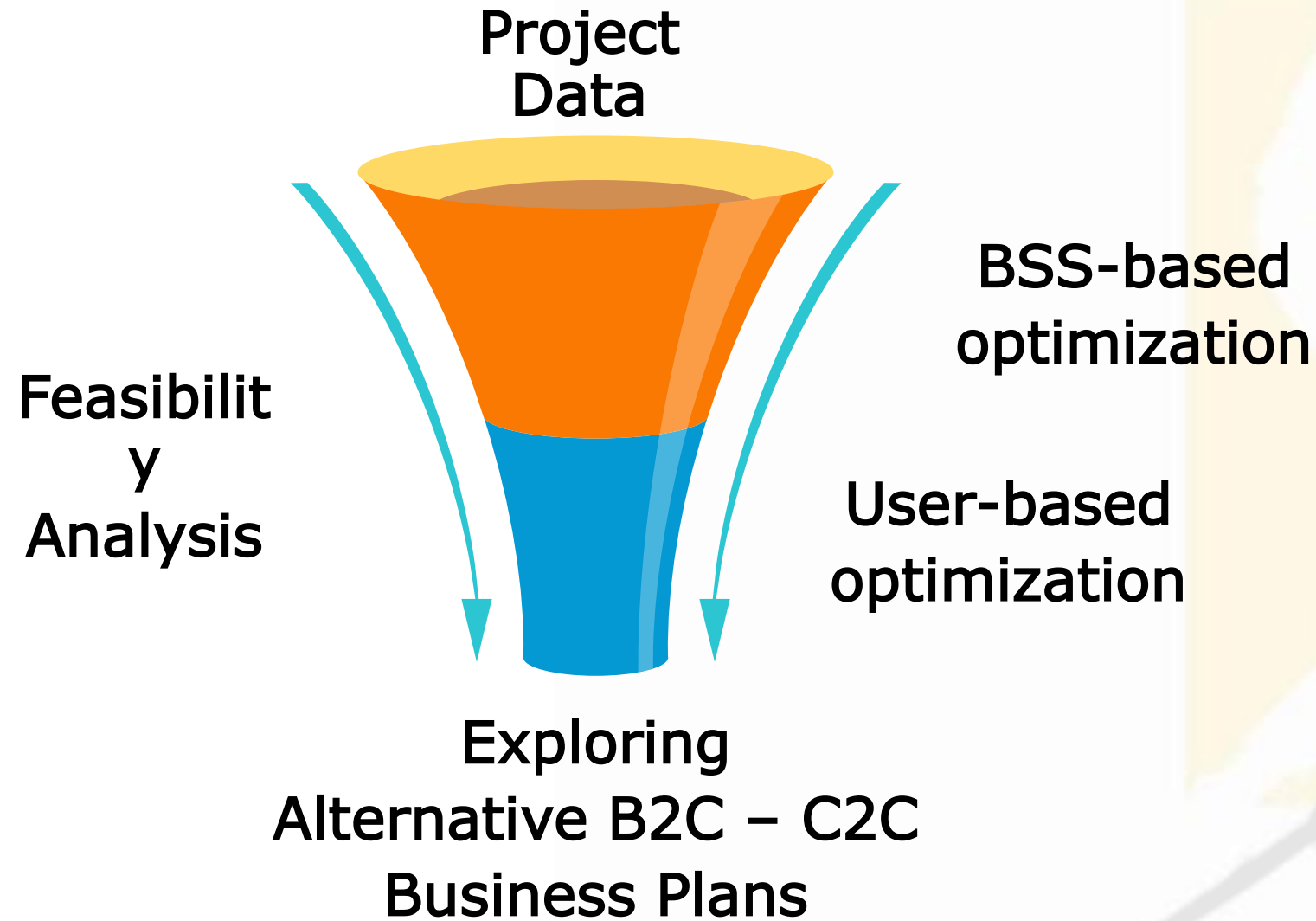
Using the BSS

Hotel Guests will be able to use a voucher that will add 20 € to their account, after they have already added the minimum amount of 5 € of their own funds, so that they are properly identified by the BSS.

Summary of the vouchers distributed through the project

Type	Voucher	Description	Number of Uses (Predetermined or Expected)	Value (€)	Total Value(€)
Horizontal	Climb Incentive	Reward for the users with the greatest total trip elevation using the BSS each month	5 (for 5 months)	100	500
Horizontal	Distance Travelled	Reward for the users with the largest total distance covered with the BSS each month	5 (for 5 months)	100	500
Commuting	Introductory Incentive	Participation gift for every participant in the commuting action	50 (expected number)	20	1000
Commuting	Best Commuter of the Month	Reward for the commuting participant with the largest total distance covered with the BSS each month (regardless of trip purpose)	3 (3 months of the action's duration)	100	300
Commuting	Engagement Incentive	Reward for the commuting participants that actively use the BSS for commuting each week (at least for 3/5 of each week's working days)	300 - 600 (Expected - Theoretical Maximum of 50 participants through 12 weeks)	10	3000-6000
Tourism	Tourism Incentive	Introductory coupons that are distributed to tourists through affiliated hotels	100	20	2000
				Total	7300-10300

The Next Steps



Project data that will be collected through the fleet's normal day-to-day operations, as well as in response to the project's actions will be utilized towards quantifying their effect on **both** the system and the city and exploring new alternative business plans for bike sharing

Cycling has encountered more enemies than any other exercise.

Louis Baudry de Saunier

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Ευρωπαϊκή Ένωση
Ευρωπαϊκό Ταμείο
Περιφερειακής Ανάπτυξης



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΥΠΟΥΡΓΕΙΟ
ΟΙΚΟΝΟΜΙΑΣ & ΑΝΑΠΤΥΞΗΣ
ΕΙΔΙΚΗ ΓΡΑΜΜΑΤΕΙΑ ΕΠΑ & ΤΣ
ΕΔΚΗ ΥΠΟΥΡΓΕΙΑ ΔΙΑΧΕΙΡΙΣΗΣ ΕΠΑ-ΕΚ

ΕΠΑΝΕΚ 2014-2020
ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ
ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ
ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ
ΚΑΙΝΟΤΟΜΙΑ



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης

ICTR 2019.