

Good Practice #6 – Parkl

Organisation in charge of the good practice	
Is your organisation the main institution in charge of this good practice?	No

Location of the organisation in charge:	Country	Hungary
	Region	Central Hungary
	City	Budapest
Main institution in charge:	Parkl Digital Technologies Ltd	

Good practice general information		
Geographical scope of the practice:	Local	
Location of the practice	Country	Hungary
	Region	Central Hungary
	City	Budapest

Practice image:	
Title of practice:	[5/100 characters] Parkl

Good practice detailed information	
Short summary of the practice:	[154/160 characters] A parking app bringing together parking facility owners and drivers so that the latter can easily & safely find, book and pay for short-term parking spots

<p>Detailed information on the practice:</p>	<p><i>[1491/1000-1500 characters]</i></p> <p>The busy, sometimes even hectic urban commute and its challenges have become a part of everyday life – for drivers in Budapest, parking causes one of the biggest problems. Parkl offers a solution through an application which makes it stress-free and convenient. The concept of Parkl – which came up as a spark of an idea in 2016 – started off in 2017, with only the off-street parking feature available back then. Now with three features (on- and off-street parking and electric charging), Parkl aims to give a useful tool to everyone who is dedicated to do something for a sustainable future and convenient urban commuting.</p> <p>By using Parkl, drivers can have knowledge about and access to parking lots that were previously unavailable, e.g. at office buildings, apartment complexes, hotels, blocks of flats and private parking garages. On the supply side of the equation, Parkl's business partners earn extra income for sharing their spots through the app – they can decide how many places they want to provide and also when and for how long they can share them (sharing is possible even for short periods during the day). The drivers can open the entrance of the parking lot via the application and pay based on the number of minutes parked.</p> <p>Overall, Parkl is handy for making parking easier for drivers and turning empty parking spaces into a source of income for Parkl partners – this practice tackles a communal problem by offering a solution that creates a win-win situation for both sides.</p>
<p>Resources needed:</p>	<p><i>[294/200-300 characters]</i></p> <p>Investors have provided more than 230 million HUF for this startup at its inception. Parkl used this money to develop an IT system: a mobile app and hardware to control parking lot gates. Their income consists of a convenience fee per parking lot and commissions (%) from the generated traffic.</p>
<p>Timescale (start/end date):</p>	<p>2017-ongoing</p>
<p>Evidence of success (results achieved):</p>	<p><i>[414/300-500 characters]</i></p> <p>Parkl has started with only five test sites. In 2018 – after having two promotion days for free – they have managed to gather 10,000 registrations in only two weeks. Now they have 26,000 users and are planning to expand throughout Hungary. The next step after that could be to enter the international market, either on their own or with a partner – this is also what the investors expect from them in the long run.</p>
<p>Challenges encountered:</p>	<p><i>[300 characters]</i></p>
<p>Potential for learning or transfer:</p>	<p><i>[560/500-1000 characters]</i></p> <p>Creating a similar system is resource-intensive, but it's not impossible. Cooperation with the company is also an option: they offer a package for (1) parking lots, hotels, shopping malls, outdoor car parks and apartment buildings & (2) companies, SMEs, office building owners and operators. The first – Parkl Connect – maximizes business capacities by integrating smart parking and e-mobility services into one system. The second – Parkl Business – provides corporate solutions for modern business development, user experience, fleet, and employee management.</p>
<p>Further information:</p>	<p><i>Link to where further information on the good practice can be found</i> https://parkl.net/en/</p>
<p>Keywords:</p>	<p><i>Select from existing keywords</i> (something similar to <i>sustainable mobility, mobile app</i>)</p>