

# OBIS Project Dissemination and Promotion



Optimising Bike Sharing in European Cities

Sara Basterfield (CTC)

Magdalena Kowalewska (PSWE)

Milan, 17 September 2010

Intelligent Energy  Europe

The sole responsibility for the content of this publication 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.

# OBIS Project Funders

Intelligent Energy  Europe

**Bike Sharing =  
Energy Efficiency**

OBIS - Windows Internet Explorer

http://www.obisproject.com/palio/html.run?\_Instance=obis

File Edit View Favorites Tools Help

OBIS



Optimising Bike Sharing in European Cities

english

login

password

ENTER

[I forgot my password](#)

search

[About OBIS](#) | [OBIS Outputs](#) | [News](#) | [Links](#)

From Velib' in Paris to Bicing in Barcelona, there's no doubt about it, bike sharing schemes across Europe are getting more people on bikes. That's why an international consortium is looking at what makes bike sharing schemes work and assessing best practice. The Optimising of Bike Sharing in European Cities Project (OBIS) will run for three years and will involve reviewing existing schemes and developing a manual of best practice.

Bike sharing has proven to encourage further cycling in a variety of towns and cities throughout Europe and there is a growing number of bike sharing schemes in operation. Some such as Velib' in Paris are funded through cross subsidies from public space advertising incomes, whilst others such as Bicing in Barcelona receive direct public funding.



Done

Internet 100%

start

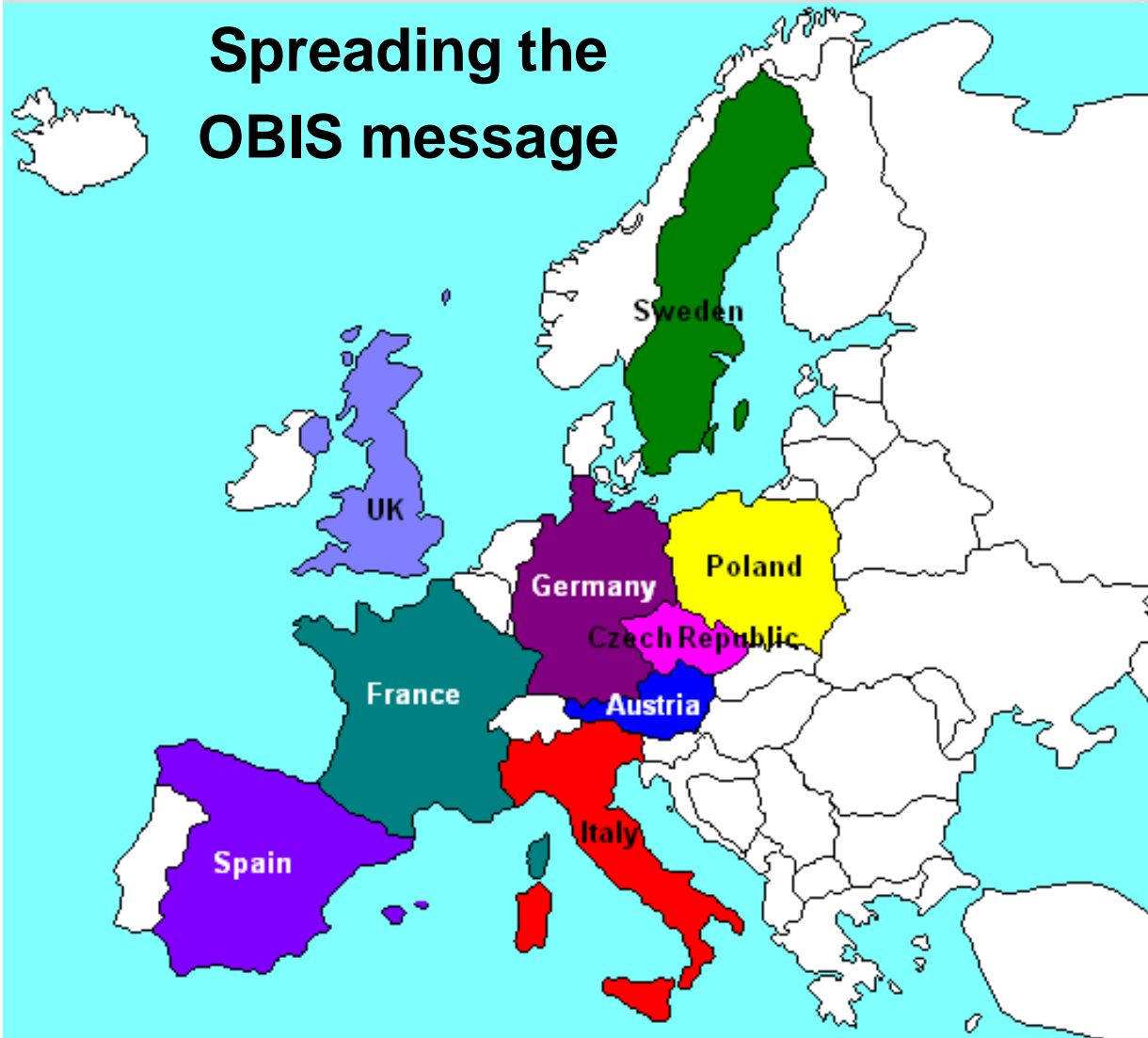
2 Microsoft Office O... OBIS - Windows Inter... Skype™ - sara.baste... 15:31

# OBIS Website

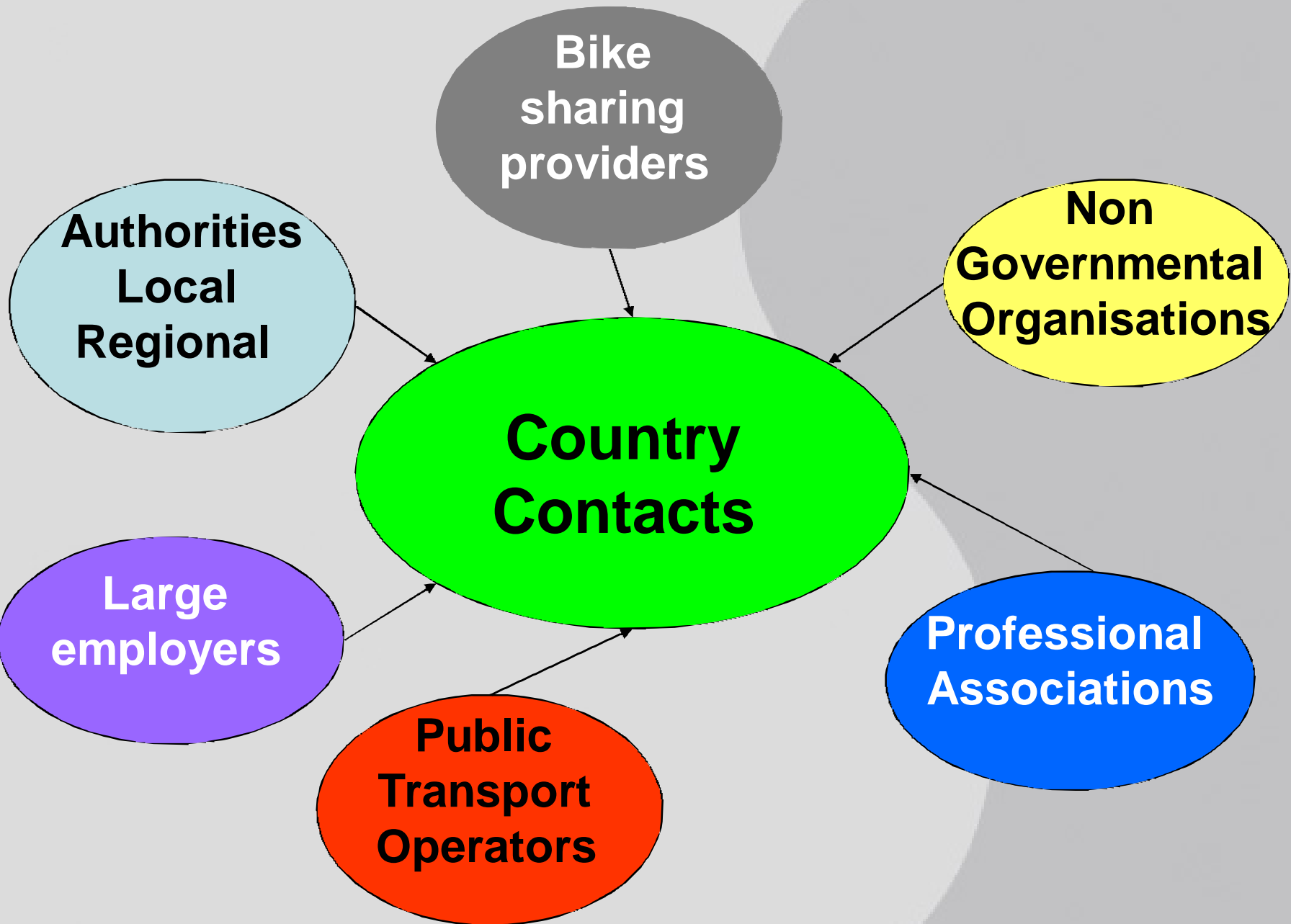
[www.obisproject.com](http://www.obisproject.com)

- Newsletters
- Links to other sites
  - Fact Sheets
  - News
- Country Reports

## Spreading the OBIS message



Austria  
Czech Republic  
France  
Germany  
Italy  
Poland  
Spain  
Sweden  
UK



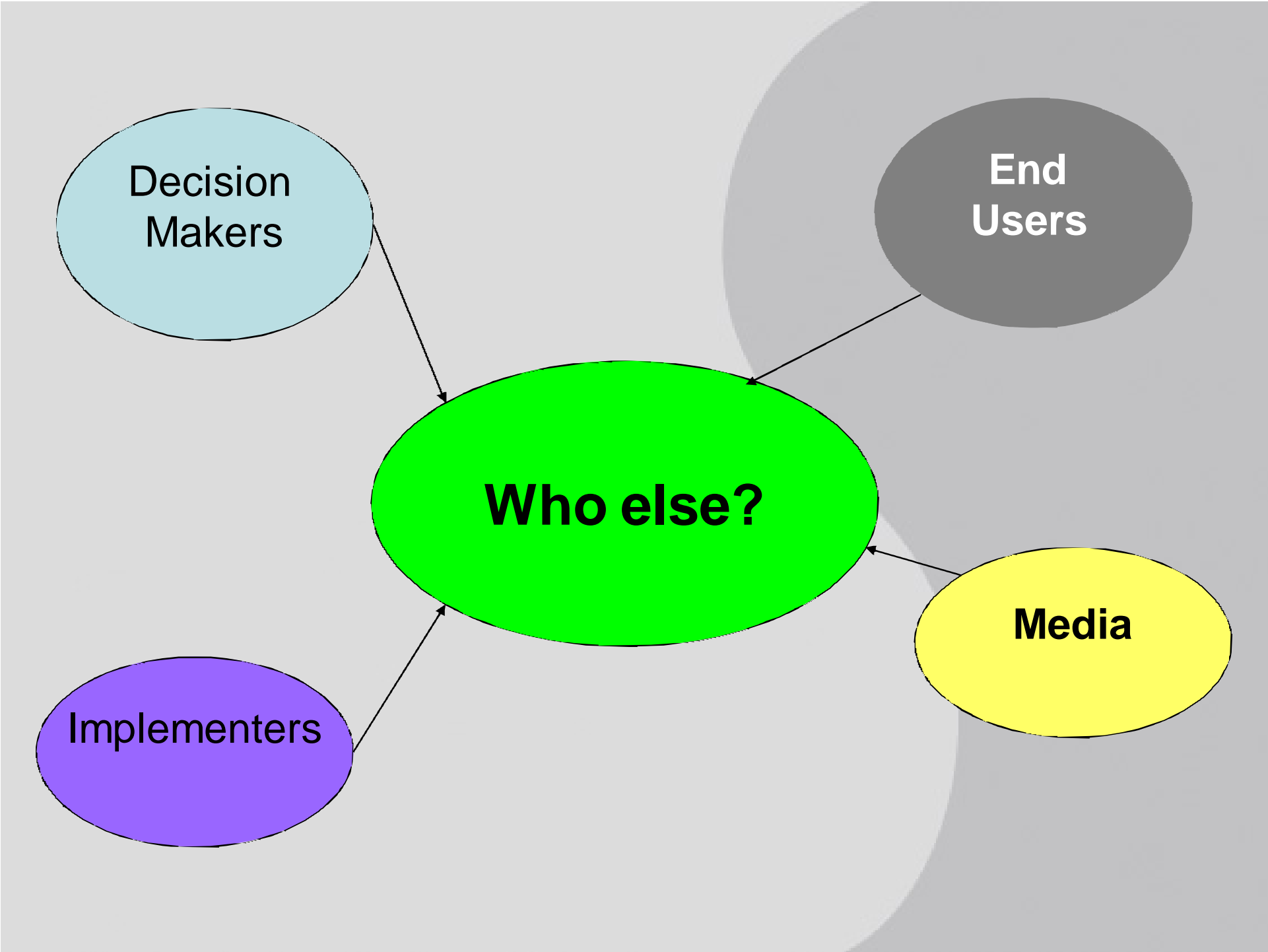
Decision  
Makers

End  
Users

**Who else?**

**Media**

Implementers



# Timing



# UK - London



Photo - CTC

# UK

- London = Global City
- Media – Radio 4, newspapers
- CTC magazine – 65,000 + readers
  - Cycling Organisations
- Other cities – Dumfries, Scotland
  - Dublin, Ireland
  - The public

# OBIS Manual

Identify Good Practice

Success Factors

Limits

Market Potential

**Electronic**

**Printed**

**August 2011**

# OBIS Project Dissemination and Promotion

Sara Basterfield  
CTC UK National Cyclists' Organisation

Magda Kowalewska  
PSWE

[www.ctc.org.uk](http://www.ctc.org.uk)

[www.pswe.org](http://www.pswe.org)

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

