

# Every Ride Counts



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# Donkey Republic: Flexible, Responsible, Affordable Bike-Sharing Service



**DONKEY  
REPUBLIC**

Our vision is to make city life better for everyone.

We will do so by becoming the preferred micro-mobility partner for cities and citizens

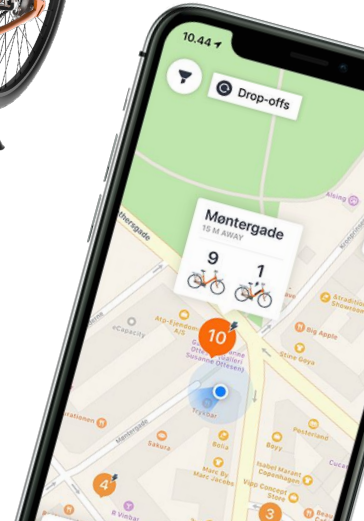
***EVERY RIDE COUNTS!***



**Pedal bike**



**E-bike**



# Why Bike-Sharing?



Congestion



Air quality



Physical exercise



Public space



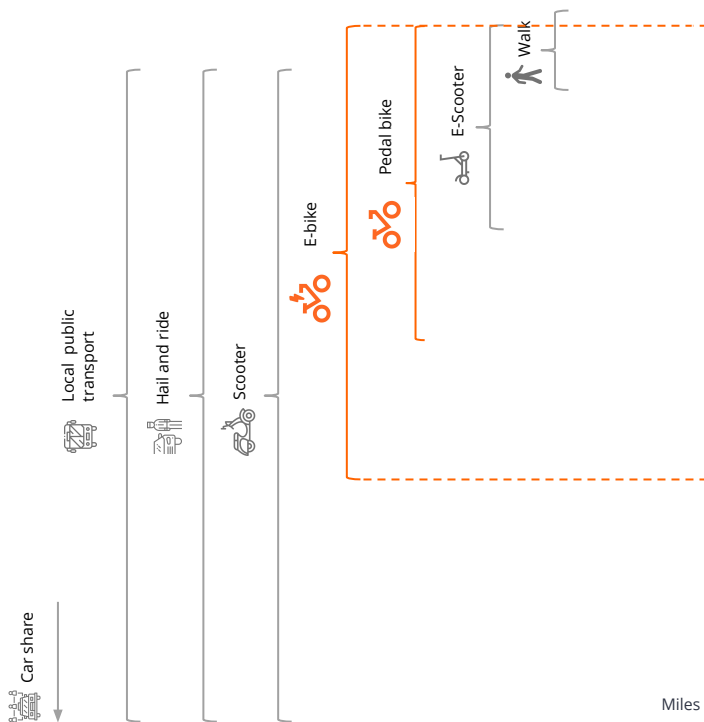
# Bike sharing helps solving a major urban challenge

*"More than half of us live in cities. By 2050, two-thirds of all of humanity — 6,5 billion people — will be urban. Sustainable development cannot be achieved without significantly transforming the way we build and manage our urban spaces." – UNDP.org*

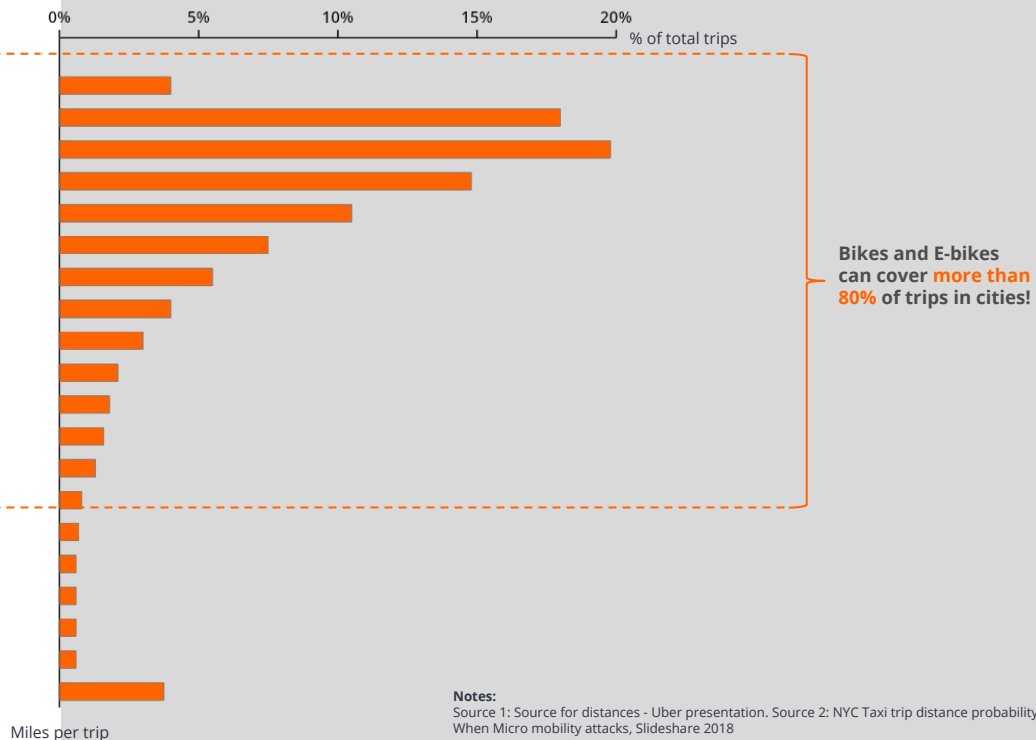


# Bikes Cover More Than 80% of All City Trips

Normal distances for different transportation options<sup>1</sup>



NYC Taxi trip distance probability<sup>2</sup>



**Notes:**  
Source 1: Source for distances - Uber presentation. Source 2: NYC Taxi trip distance probability: When Micro mobility attacks, Slideshare 2018

# The Case for Bike Sharing

## Why society wants it?

Already at current levels, cycling in Europe produces **global benefits of 150 billion euros** per year. The costs for the environment, health and mobility of motorised road transport are **800 billion euros** per year.



### Congestion

The **total costs of congestion** for the EU economy have been estimated at over **240 bn EUR per year or almost 2% of EU GDP**.<sup>1</sup>



### Air quality

The value of reduced air pollution through cycling in EU is **435 million euros**. Air pollution is the single largest environmental health risk in Europe.<sup>1</sup>



### Physical exercise

The socio-economic health effect of extended life and improved health is **0.91 EUR per km cycled**.<sup>2</sup>



### Public space

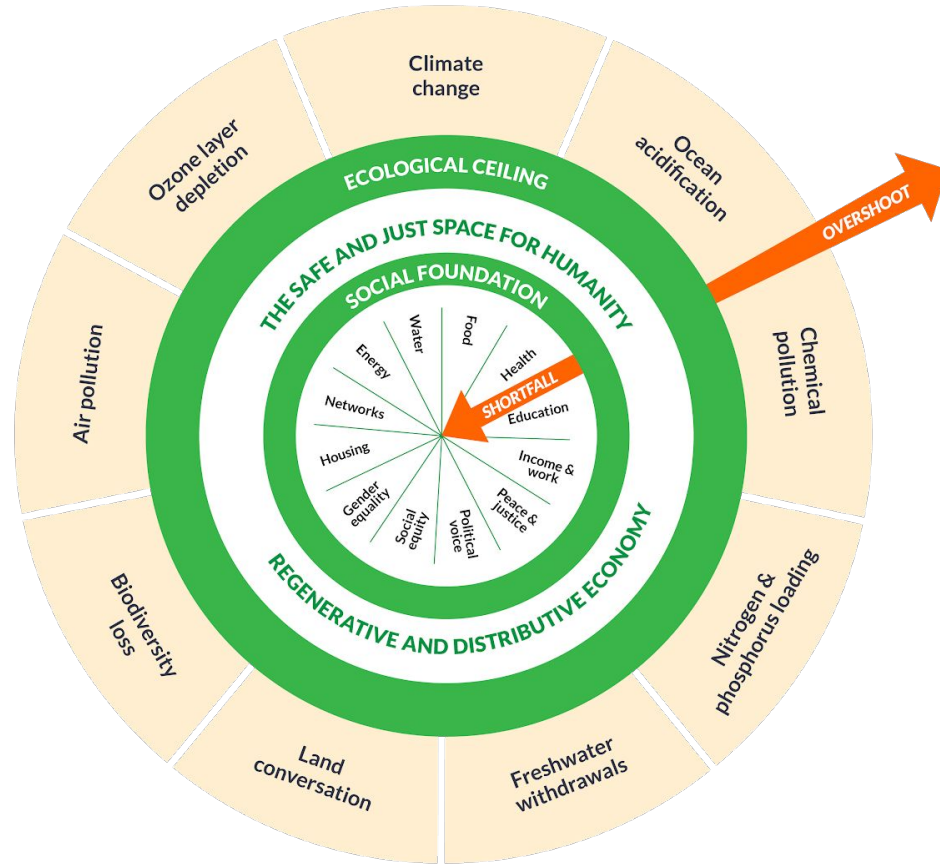
In a motorised city on average **30% of the surface is devoted to roads** while another **20% is required** for off-street parking.<sup>3</sup>



### Affordability

Bike sharing is the **cheapest** on-demand micro mobility sharing service. Price per trip is **2.5 EUR** by e-bike and **1.5 EUR** by bike.<sup>4</sup>

# Doughnut economics!

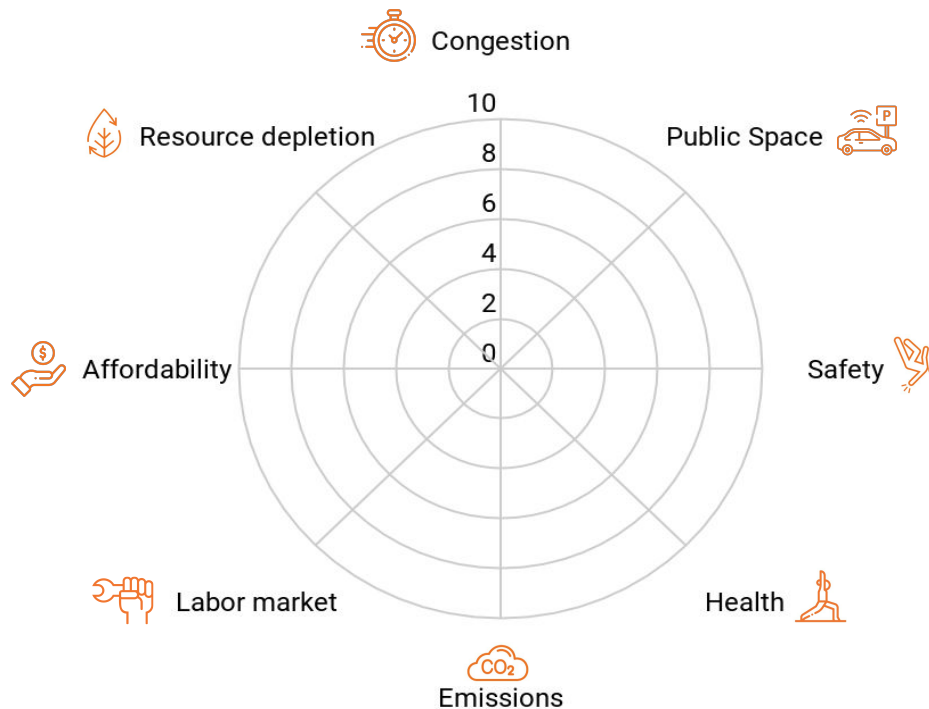


# Mobility services: Social and Environmental scorecard

This is **not** about the value that users get:  
convenience, availability, access, etc.

Private gains are expressed in what we pay to  
the operator.

**Here, we explore public impact that does  
not get addressed in the transaction.**



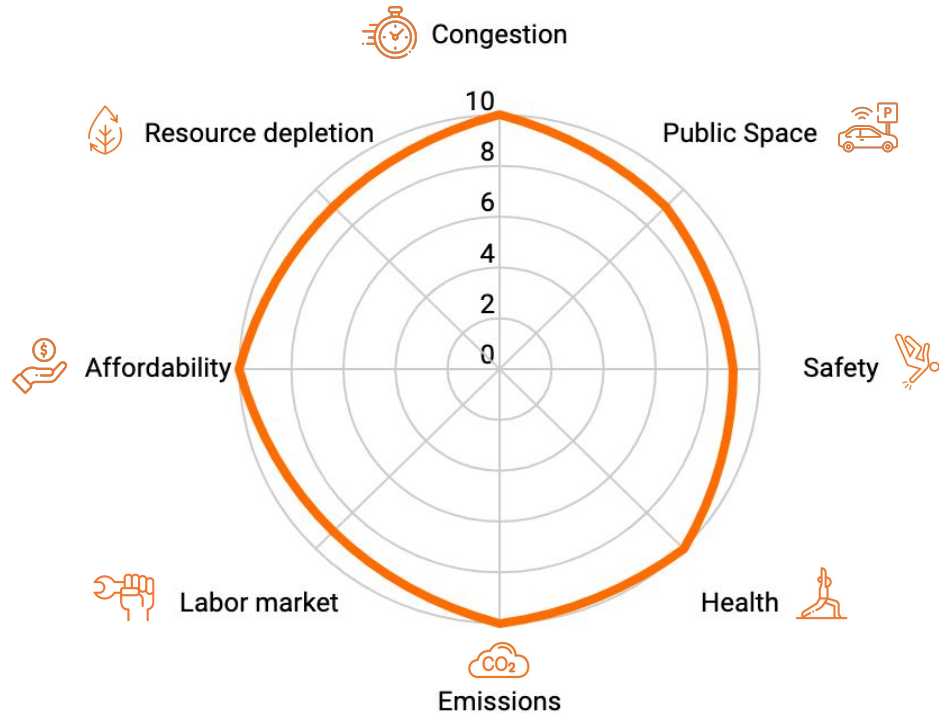


# Donkey's social and environmental scorecard

Sustainability score:

**95%\***

\*Symbolic value, not  
calculated value.

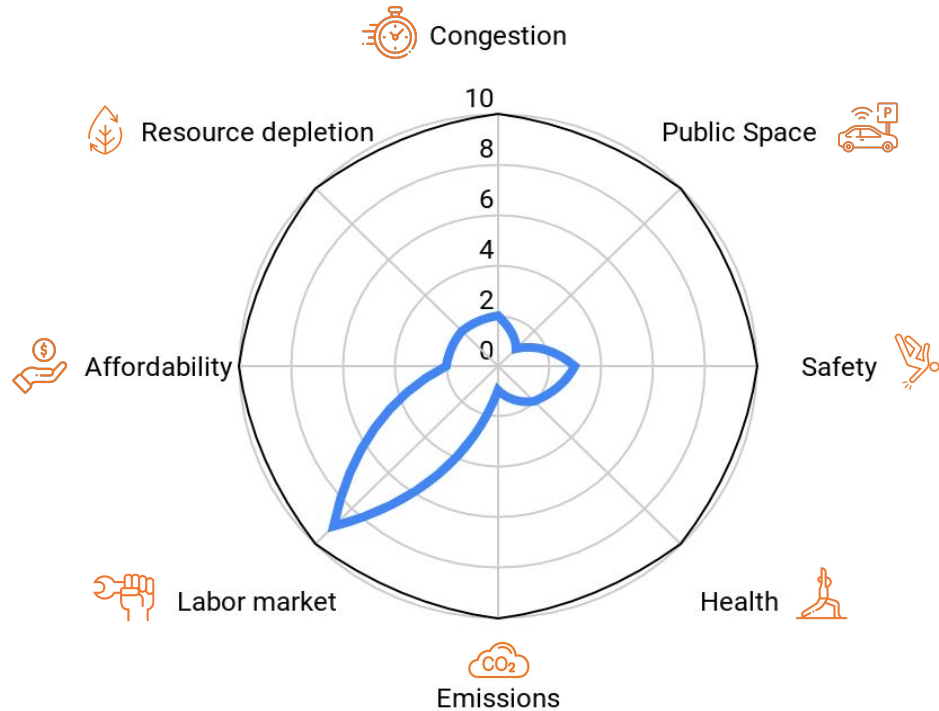


# Private cars' social and environmental scorecard

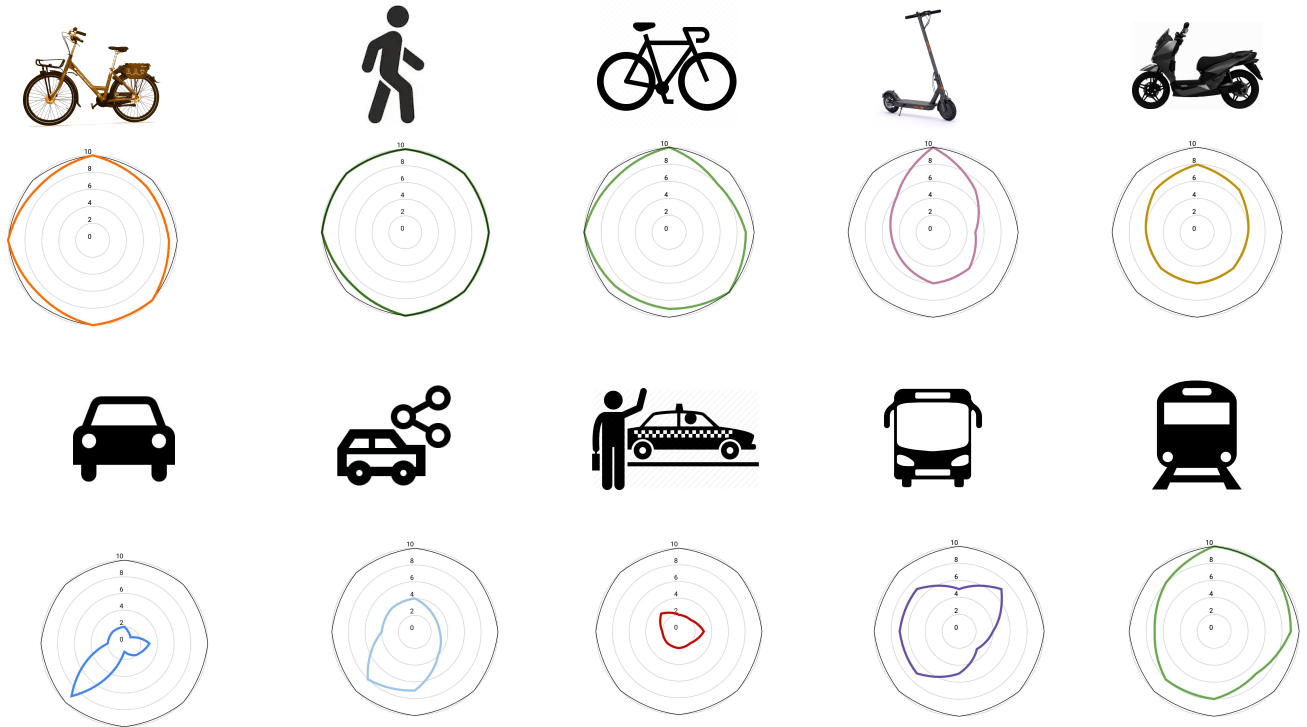
Sustainability score:

**26%\***

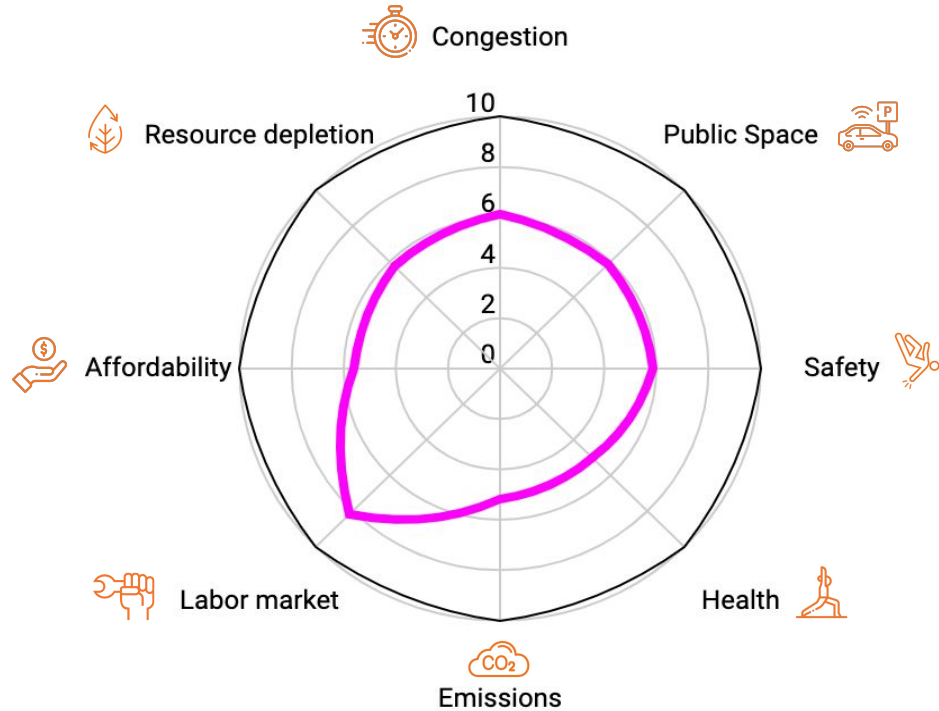
\*Symbolic value, not  
calculated value.



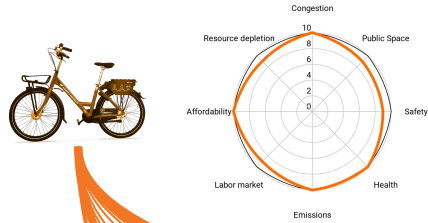
# Exploring social and environmental footprint of every mode



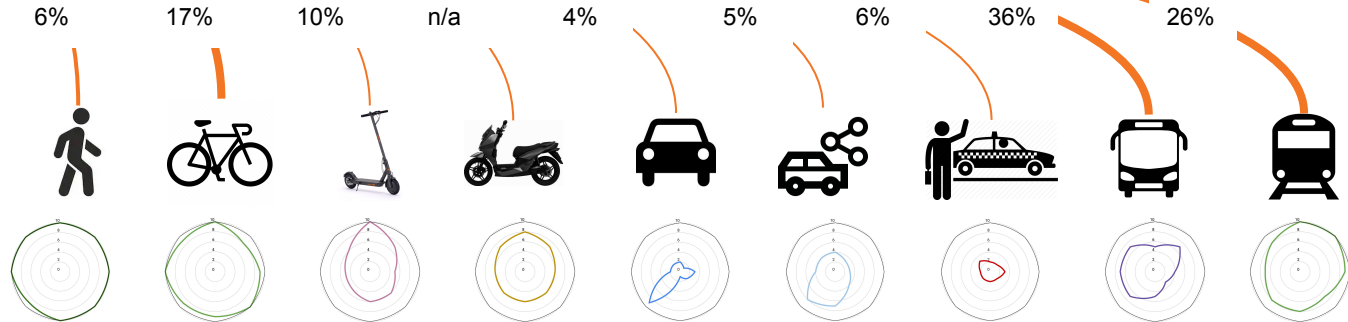
# Footprint of mobility mix in your city - your quality of life!



# Making a Rigorous Impact Assessment



Sustainability impact:  
( modality we replace) x  
(  $\Delta$  of footprint of whom we replace )





# Converting public value to financial incentives

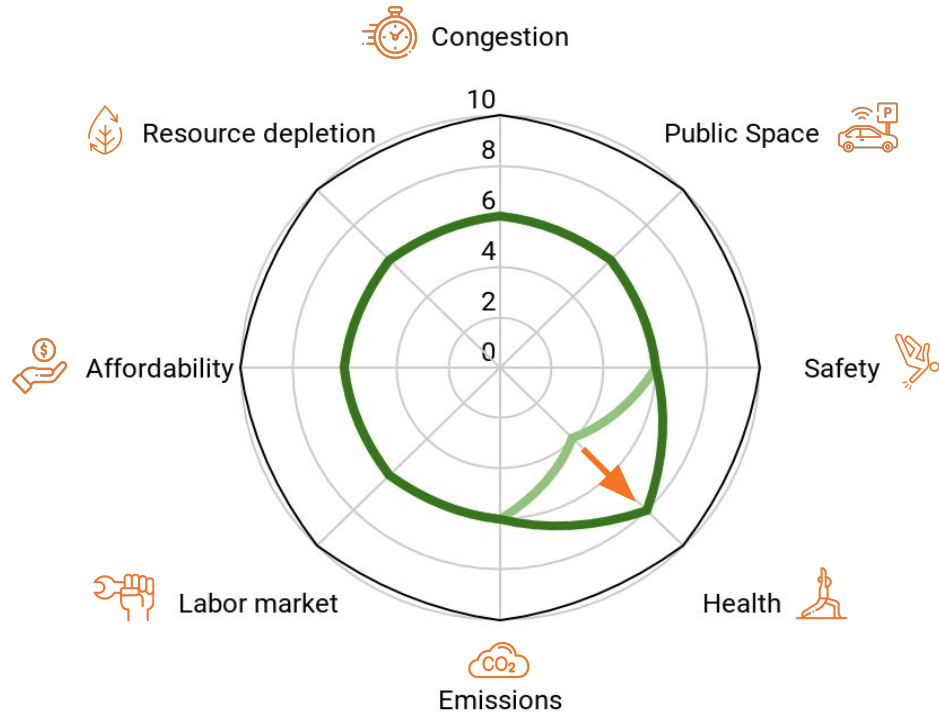
**Cost based approach:** What does public pay for it?

- Health:  
**€1.0 per bike ride** public saving due to health outcomes\*

- Congestion:  
Cost of building a new road. (Also logic of congestion pricing!)

- Public space:  
Cost of real estate in the city.

**We can measure public impact, and pay or tax services based on their cost to public.**



# Examples of KPIs and incentivised subsidies

KPI	How	Why
<b>Increase mobility in target areas</b>	Track trip start and end location	Incentivise coverage in areas lacking mobility options by paying subsidies for trips starting or ending in target zones
<b>Availability at certain times</b>	Track trips at certain times e.g. 21:00 - 06:00	Fill gaps and missing service levels of public transportation in the city in times that are expensive for e.g. having a bus running by giving additional subsidy for trips at specific times.
<b>Accessibility for certain demographics</b>	Memberships or mobility budgets for specific people	Target subsidies at specific demographics to incentivise sustainable and healthy transport
<b>Healthy trips</b>	Track vehicle type used for trip	Define societal benefit of trips on vehicle types and base subsidies accordingly

# **Subsidies based on success is the future**

**Long-term, single-player tenders based on purchasing outputs, not outcomes, don't deliver best social outcomes (impact, competition, innovation, etc)**

**Policy makers recommend the approach of establishing success metrics and rewarding all market players accordingly**



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**THANK YOU**