

POLIS

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How to recycle micro-mobility fleets and increase the modal share in your city!

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Free Vélo'v

- ❖ First operation of this scale in Europe
- ❖ Covering the Lyon Métropole (ca. 1.4 mio inhabitants)
- ❖ 10.000 bikes to be refurbished and lent to 18-26 y/o in Lyon
- ❖ Free transportation mode
- ❖ 3 workshops (refurbishing and repairing)
- ❖ 20 jobs created (15 through social inclusion)
- ❖ So successful that it is now open to all students
(waiting list)



How to recycle?

- ❖ Ensure a high quality of frame and fork
- ❖ Get a fleet with a limited amount of models
- ❖ Preference for bikes where most components can be sourced in any EU country



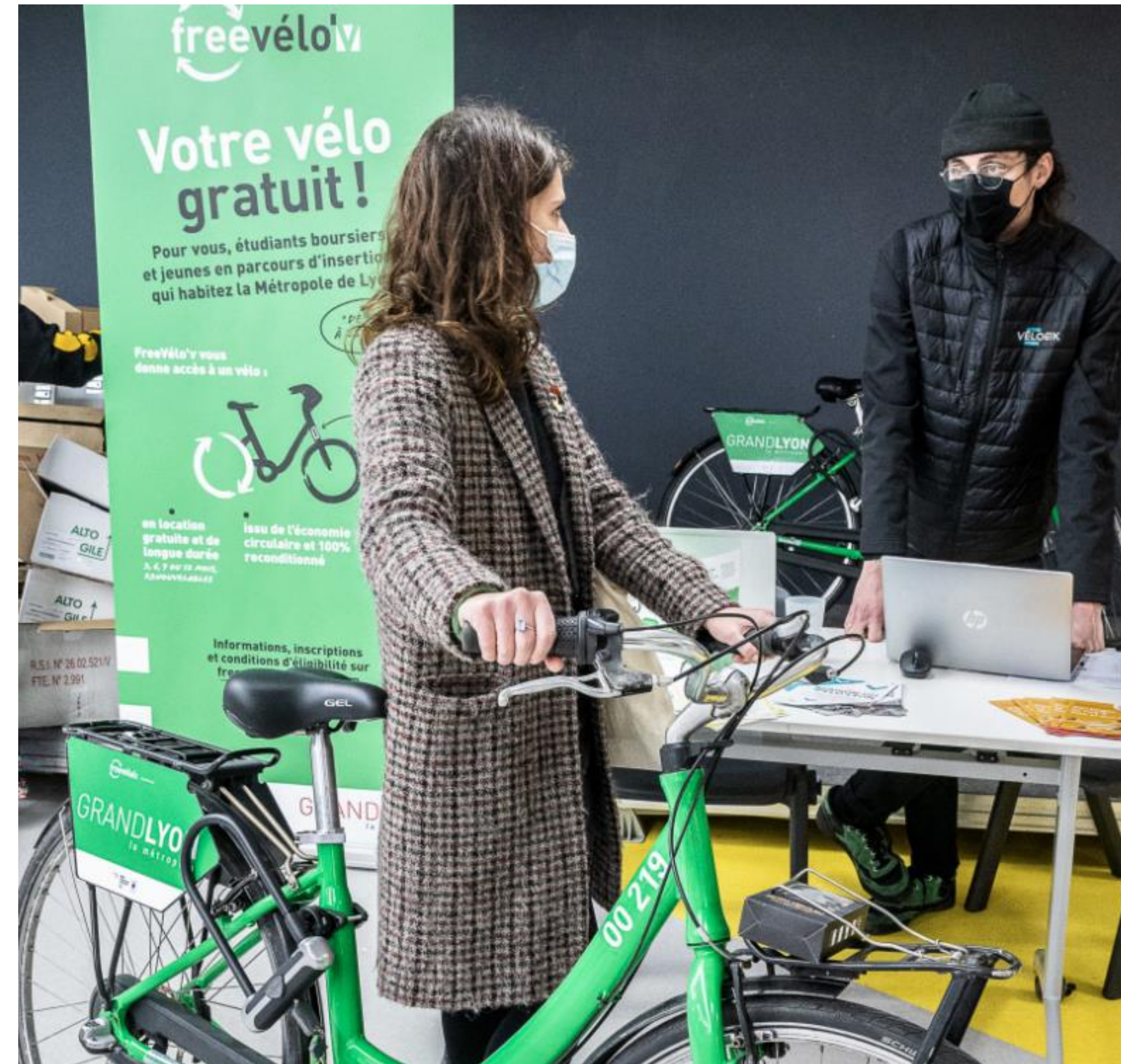
Providing means of mobility to low income youth

- ❖ Prepare the cyclists of tomorrow
- ❖ Better access to job opportunities
- ❖ Health focus: increase physical activity

Vous allez vous dépenser sans rien dépenser

Votre vélo gratuit pendant 1 an avec freevélo'v

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Social inclusion

- ❖ 20 jobs created
- ❖ Local structures involved
- ❖ Alternative job training
- ❖ Learn skills that are useful on the job market



Challenges

- ❖ High volume with a 5 year planning based on the book value
- ❖ Impossible to follow up on the delivery schedule due to:
 - New management: sustainability focus starts at home: bikes are still working after 6 years and should not be recycled prematurely
 - The bikes are written off and still make money
 - Supply chain challenges (covid impact and Ukrainian war)
 - Longer timelines
 - Shipping and raw material costs increased drastically
- ❖ A medium sized company on a competitive market: ESG



How about you?

An amazing operation launched and supported by Grand Lyon.

We need you and your bikes!

Are you able to contribute?

Thank you for your attention!

For questions:

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