

# POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

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CONFERENCE

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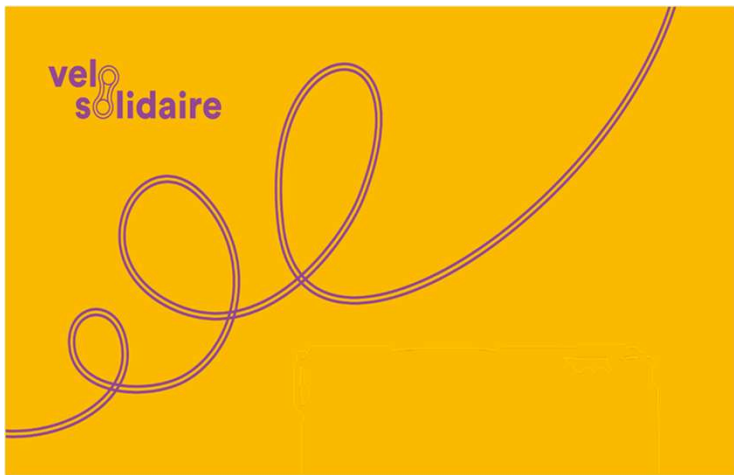
# Velo Solidaire

A bike leasing scheme to support cycling school process for disadvantaged residents

Christophe de Voghel  
Brussels Mobility



## Focus on bicycle ownership to boost life-long cycling



BRUXELLES MOBILITÉ  
BRUSSEL MOBILITEIT  
BRUSSELS MOBILITY

SERVICE PUBLIC RÉGIONAL DE BRUXELLES  
GEWESTELIJKE OVERHEIDSDIENST BRUSSEL  
BRUSSELS REGIONAL PUBLIC SERVICE

Les  
Ateliers  
de la rue  
Voot

**CYCLO** Pro Velo

- Free leasing of a bike for one year with the opportunity to buy it afterwards
- Trainings : basic riding skills, how to ride in the traffic, mechanics
- Public reached through field organisations



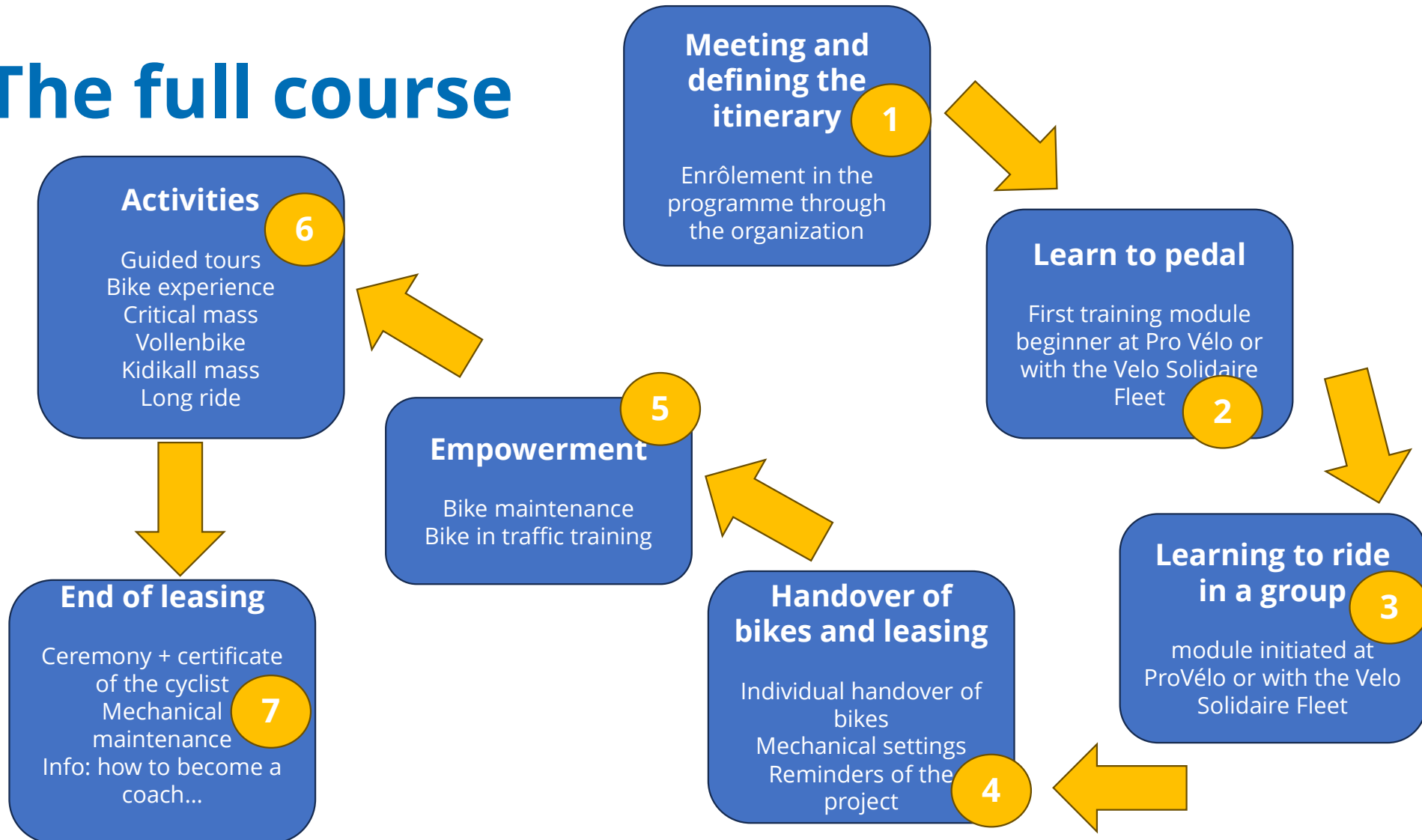
# The organisations

- Literacy
- Health
- Social cohesion
- Culture
- Socio-professional reintegration
- Help for young people
- Emancipation





# The full course





# Challenges



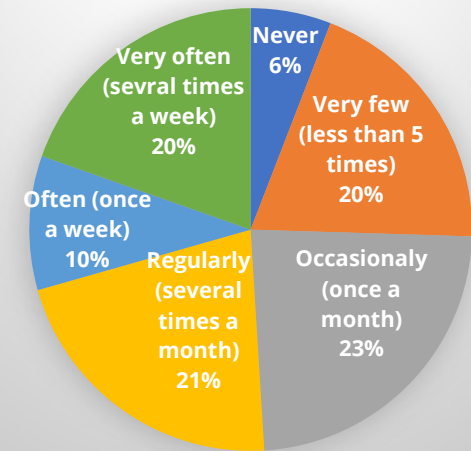
- **Circular economy:**
  - Difficulties to provide appropriate bikes (open frame, small size)
  - Appropriation of the bike
- Growing autonomy of the organizations (steps 2,3,4,6 of the course)
- Process towards life-long cycling takes more than 1 year
- Safe parking



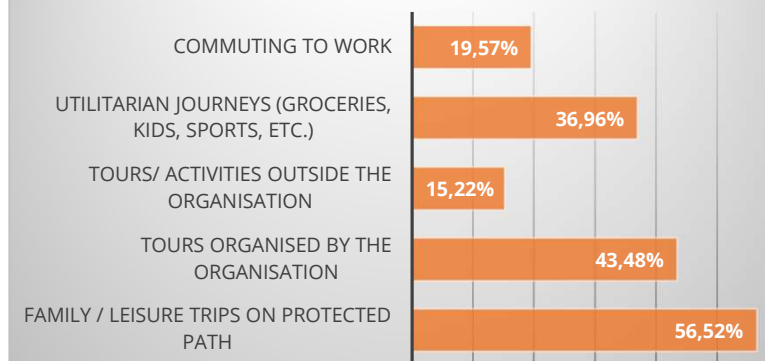
# Results

- 65%-70% of the beneficiaries buy the bike after the lease period
  - 16% bikes given back to the project
  - 12% « no news »
  - 5% bikes stolen (including one fleet)
- 
- **Velo Solidaire Fleet :**
    - 11 training bikes
    - 17 tour bikes

How often do you use the bike ?



Usage of the bike





# Social impacts

- Increased sporting activity
- Increased self-esteem and confidence
- Independence, freedom, autonomy
- Sense of achievement, pride
- Sense of belonging
- Meeting others and creating links
- Pleasure, joy
- Development of a community
- Doing activities with the family
- Being able to repair things on the bike
- Sharing experiences







**Thank you for  
your attention!**



## For information:

Christophe de Voghel  
cdevoghel@sprb.brussels

 [@POLISnetwork](https://twitter.com/POLISnetwork)

 [POLIS Network](https://www.linkedin.com/company/POLIS-Network)

 [polis.network](https://www.instagram.com/polis.network)

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