

# POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL  
CONFERENCE

# 2023

LEUVEN, BELGIUM • 29-30 NOVEMBER 2023



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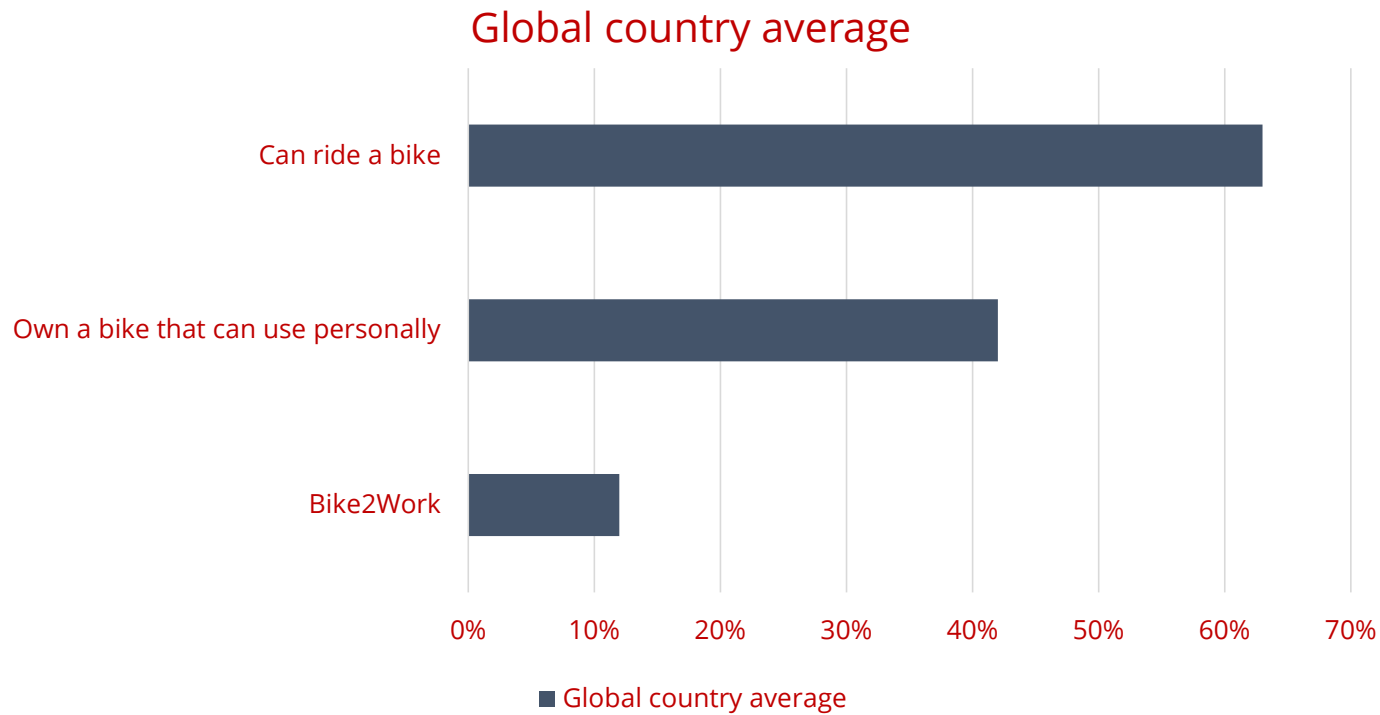
# Pin Bike

Understanding and nudging sustainable urban mobility

Annarita Leserri



# Cycling across the world





# Pin Bike

Pin Bike is the only **patented system** that certifies, monitors, and gamifies urban bike rides.

Our technology is **anti-fraud** thanks to the integration of recordings from the Pin Bike app and the Pin Bike sensor installed on the bicycle.

In other words, Pin Bike is the only tool able to guarantee cities', companies', and schools' mobility managers that the data collected are reliable for the release of **economic incentives**.

Optionally, local storekeepers can be engaged.





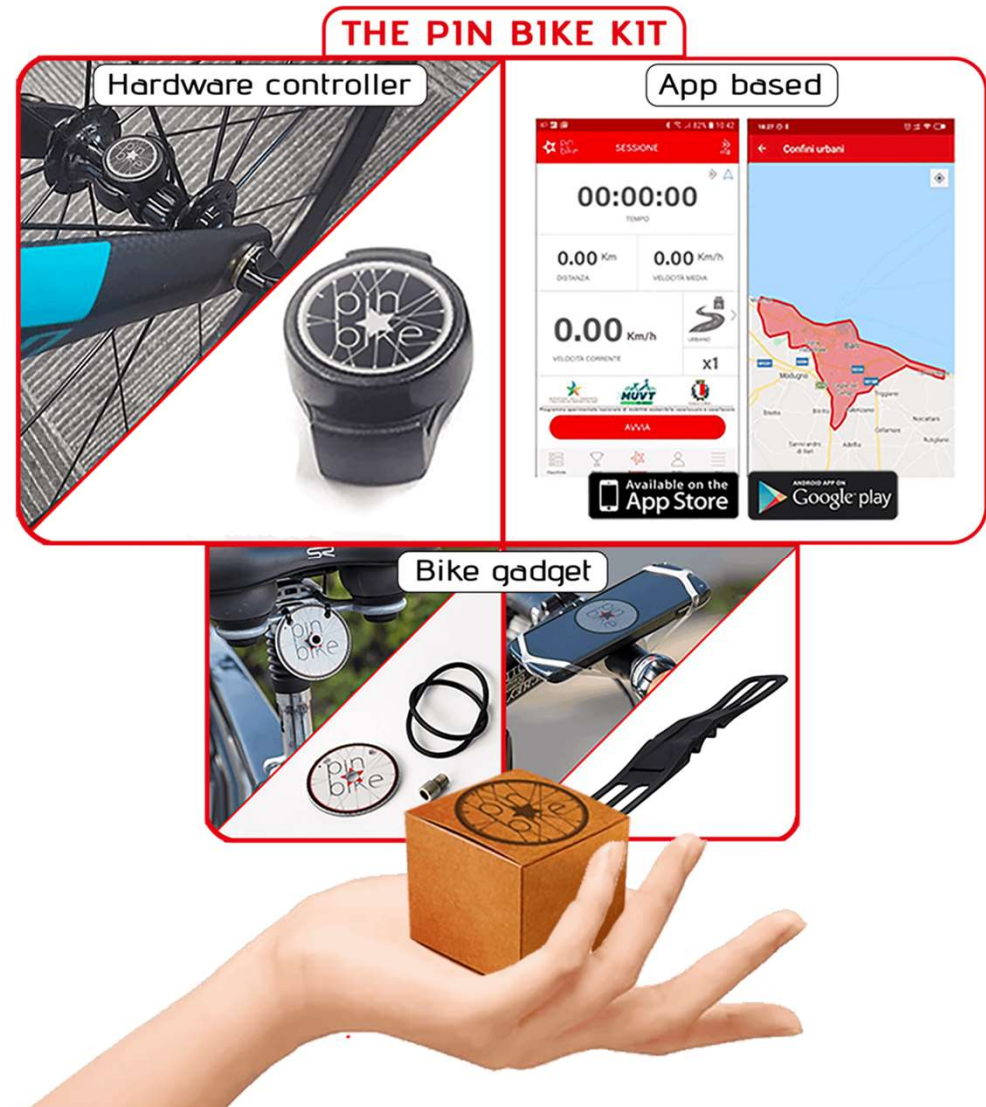
# How it works Private bikes

Patented hardware device

Only tool in the market able to certify the use personal bicycles

Easily installed within minutes

Comes with gadgets for improved security and of practical use





# Certified and rewarded intermodality

## Local governments



Carpooling



Public transport



Walking



Bikes

## Companies



Carpooling



Public transport



Bikes

## Schools



Pedibus



Carpooling



Bicibus





# How it works Public Transport

A beacon identifies users getting on and off the vehicle

Long lasting battery up to 8 years

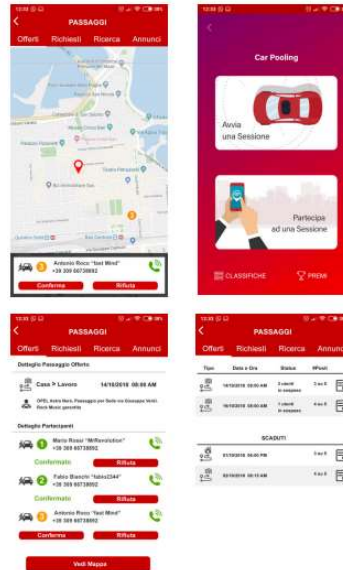
Easily installed within minutes





# How it works

## Carpooling



Users can offer and receive rides

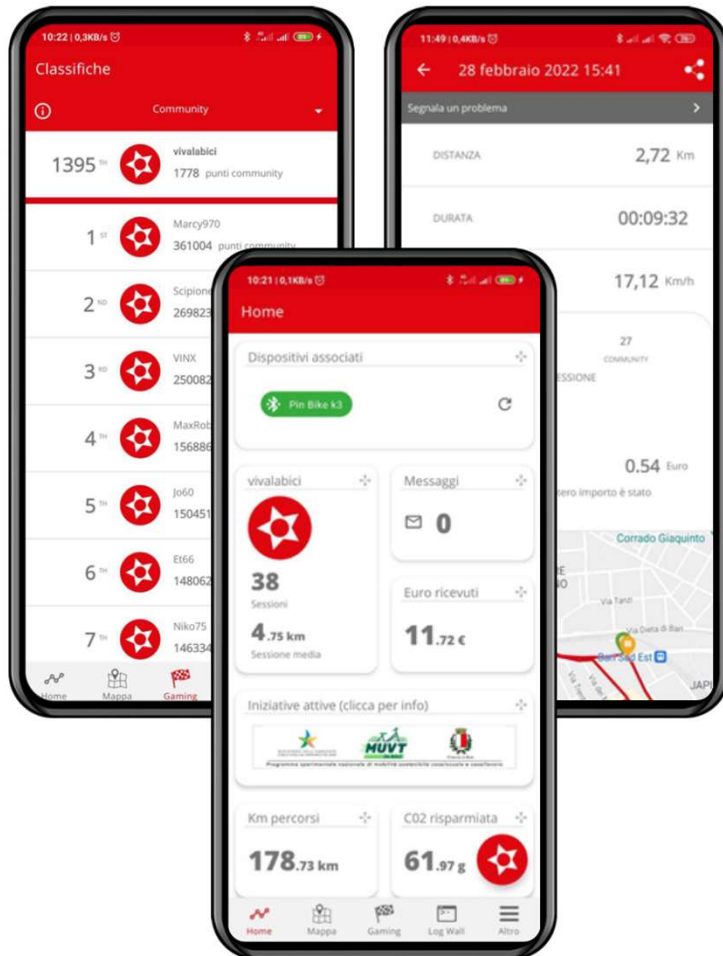
Targets Schools and Companies

Unified ranking and points with other means of transport

Geo-tagged reports

Certified with anti-spoofing technologies





# How it works The app

The free app for Android and iOS allows users to record their multimodal sessions, get **rewards** and incentives, and challenge international PinBikers. Special discounts and coupons are dedicated to the community of PinBikers. The app also allows users to communicate with their city through **reports** and **notifications**.



# How it works

## The dashboard

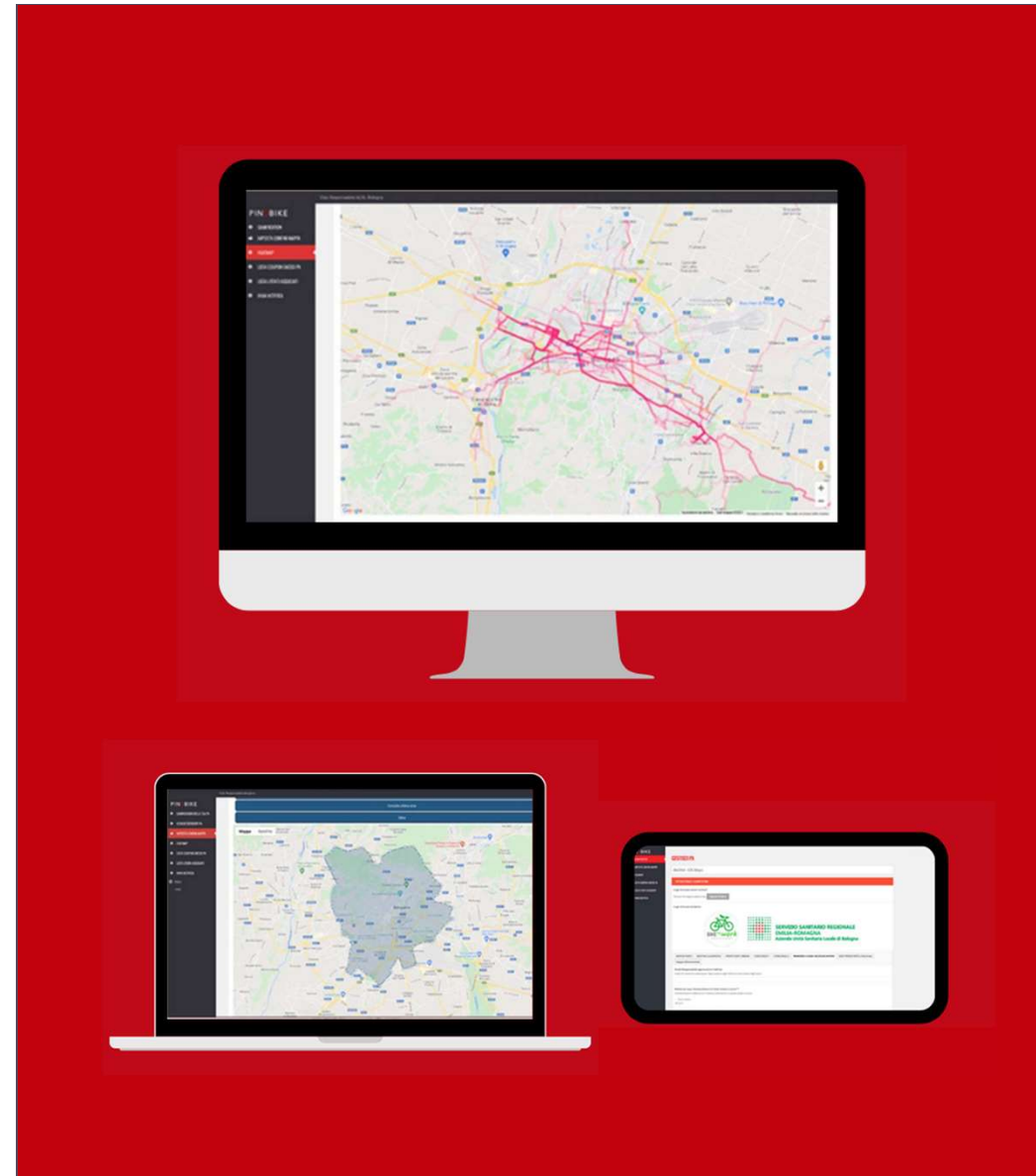
Heat maps with layered information for each mean of transport

Support for data driven investments in the infrastructure

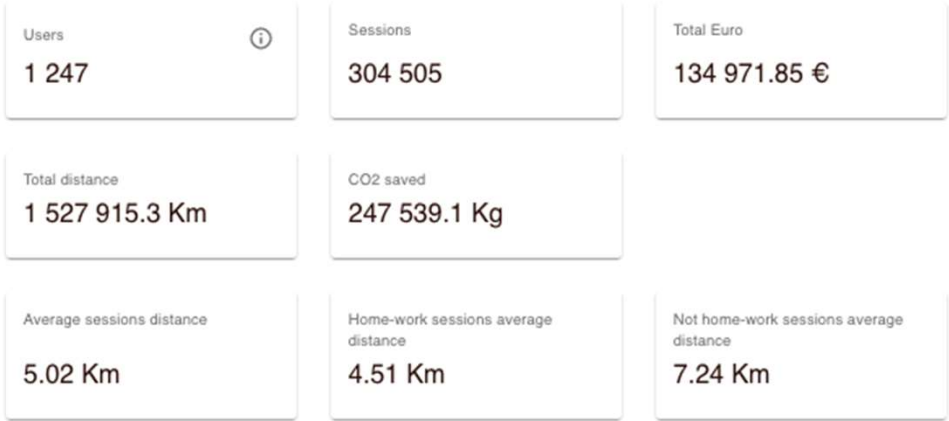
Detailed statistics

Management of rewards and shops

Communication with users



# Key Performance Indicators (KPIs)



Volumes By hour



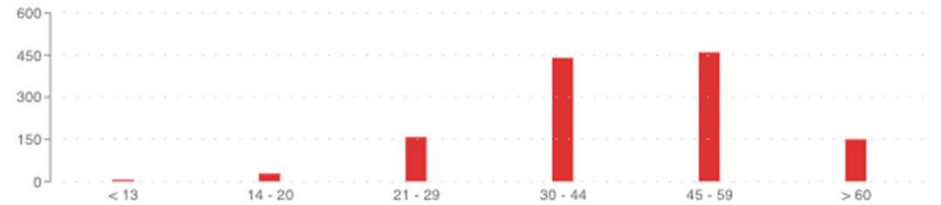
Volumes By day



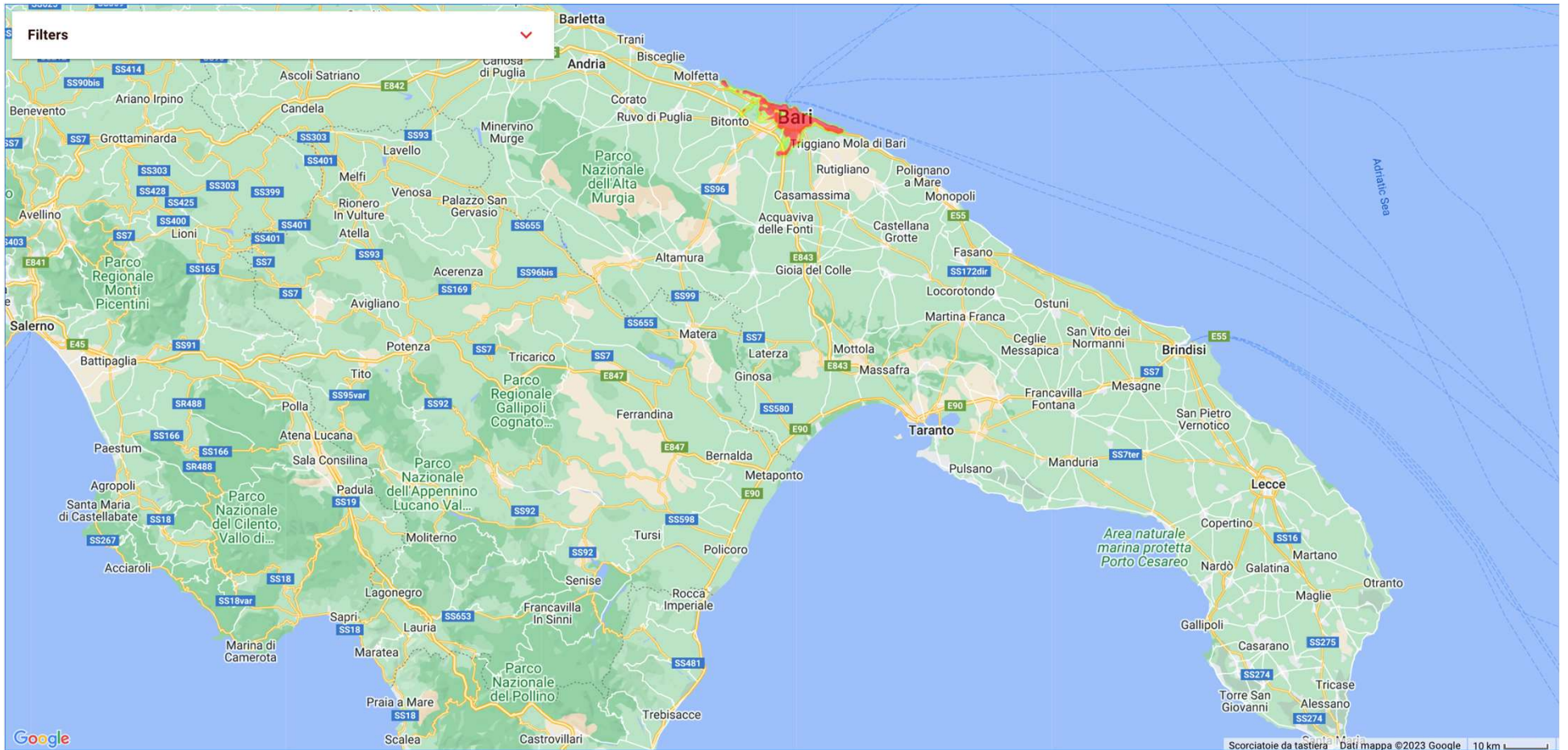
Users statistics



Users By age range

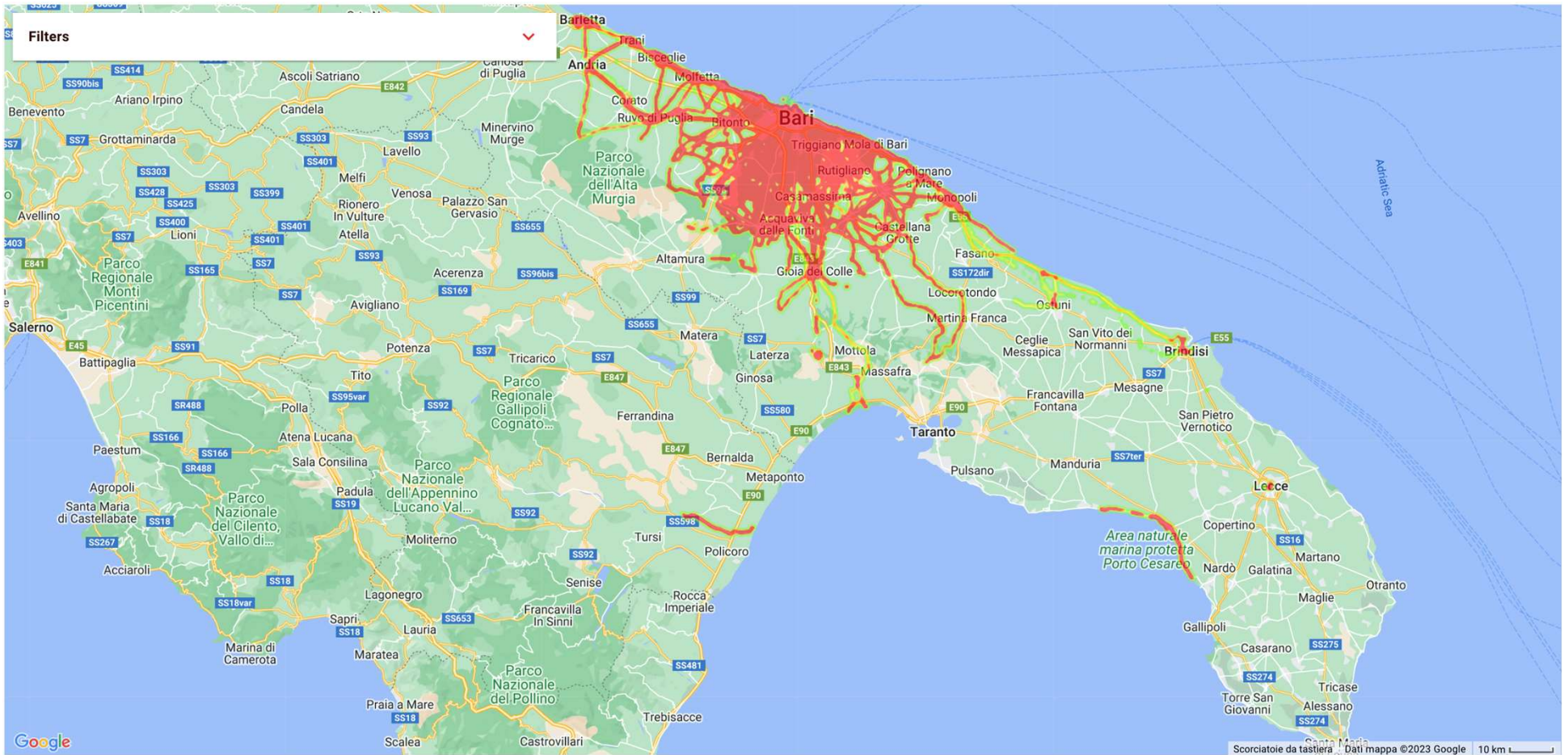


# Heatmap (Nov 21)

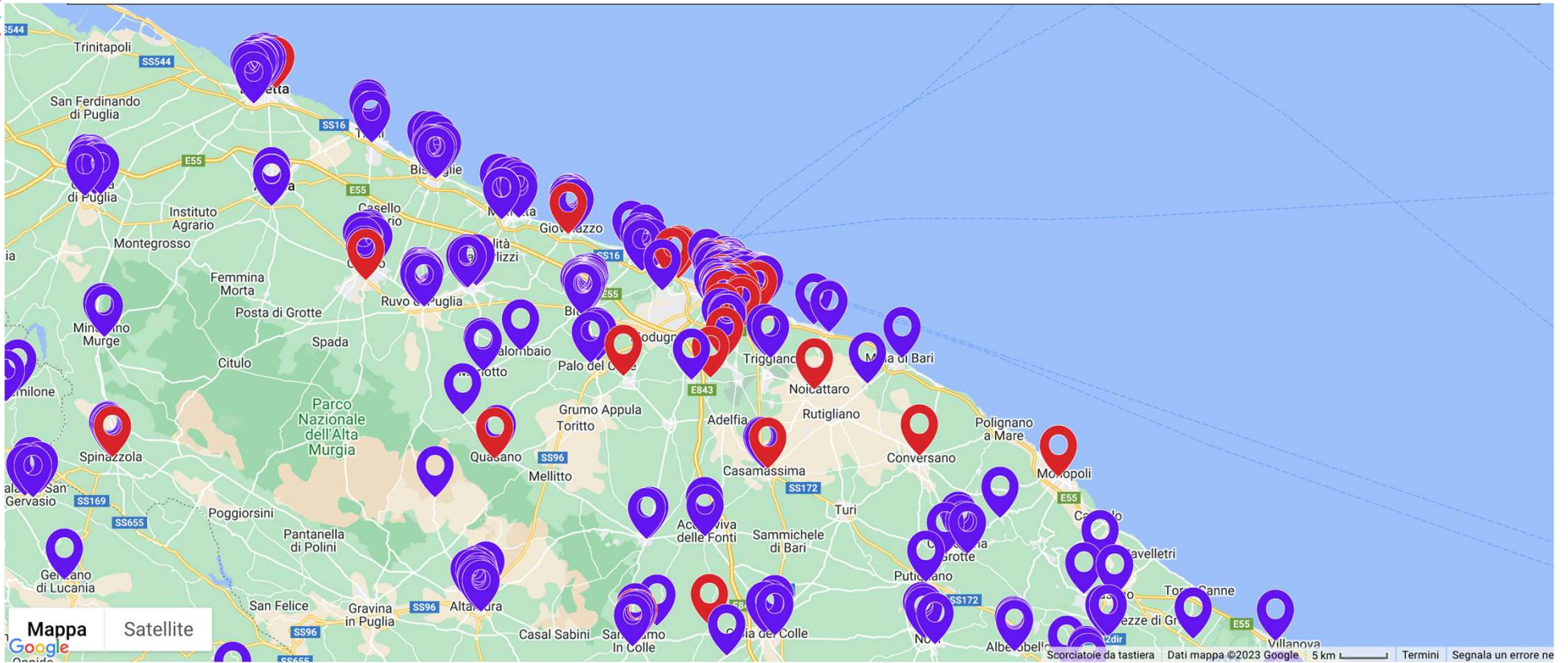




# Heatmap (whole project)



# Reports and cooperative maps by users









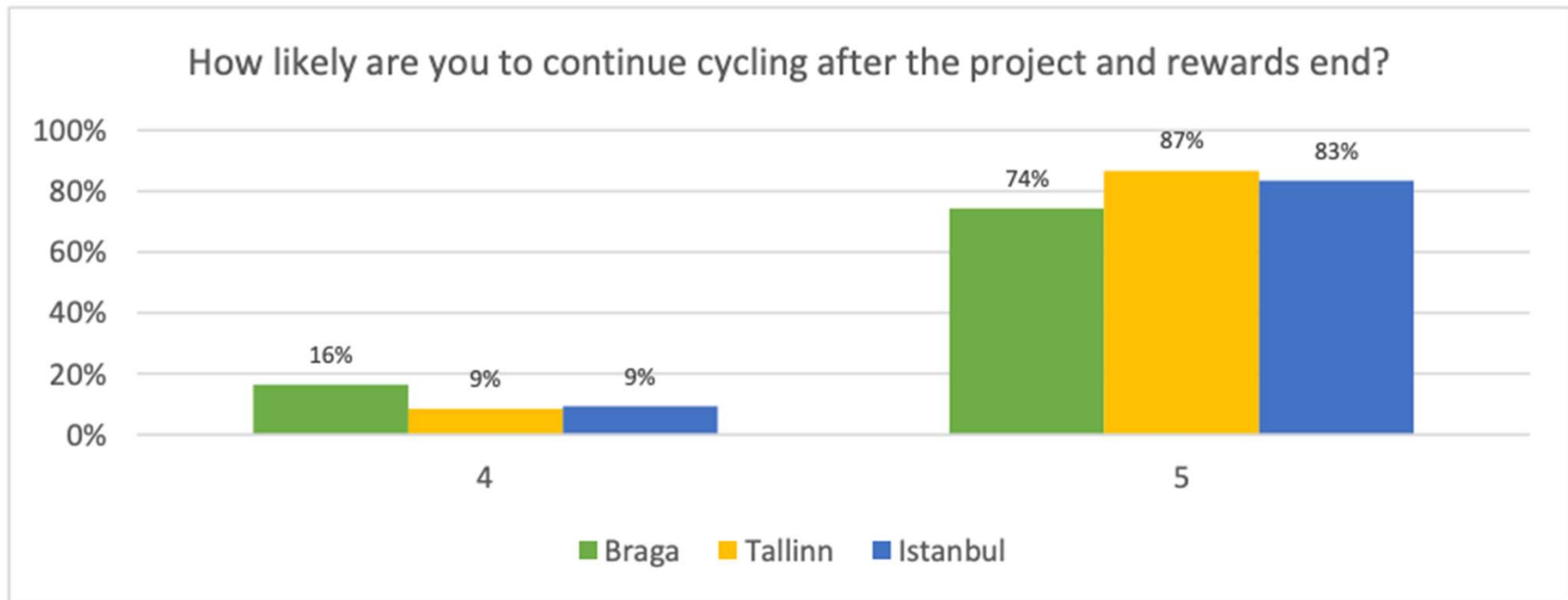
# Our projects



 3,5M km

 374k+ awarded

 550+ tons CO2

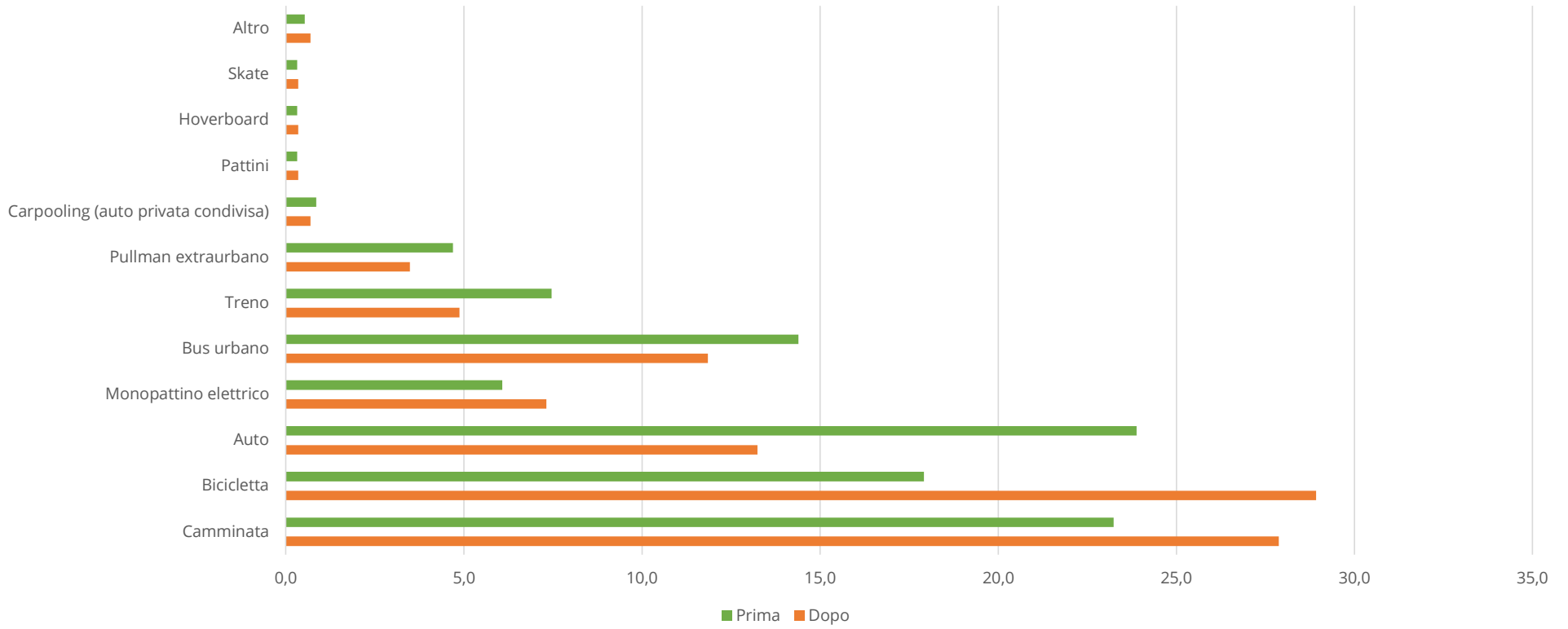


**Figure 29: Comparison of the likelihood of continuing cycling after the end of the project (Braga, Tallinn, Istanbul)**

M. Konstantinidou, "BICIFICATION Qualitative assessment results for extended period ". Available online at: [https://marketplace.eiturbanmobility.eu/files/best\\_practice\\_file/original/normal/c23fa5f4-bd01-42eb-87e6-c9c17dd875dd.pdf](https://marketplace.eiturbanmobility.eu/files/best_practice_file/original/normal/c23fa5f4-bd01-42eb-87e6-c9c17dd875dd.pdf)



### REACTIVITY in Lecce: before and after



 + 11%

 +4.7%

 - 10.7%



# Thank you for your attention!





## For information:

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