



carvelo 2go
eCargo-Bike Sharing

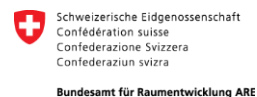
Jonas Schmid, Mobility Academy, Wocomoco 2017



A product of



National Partners

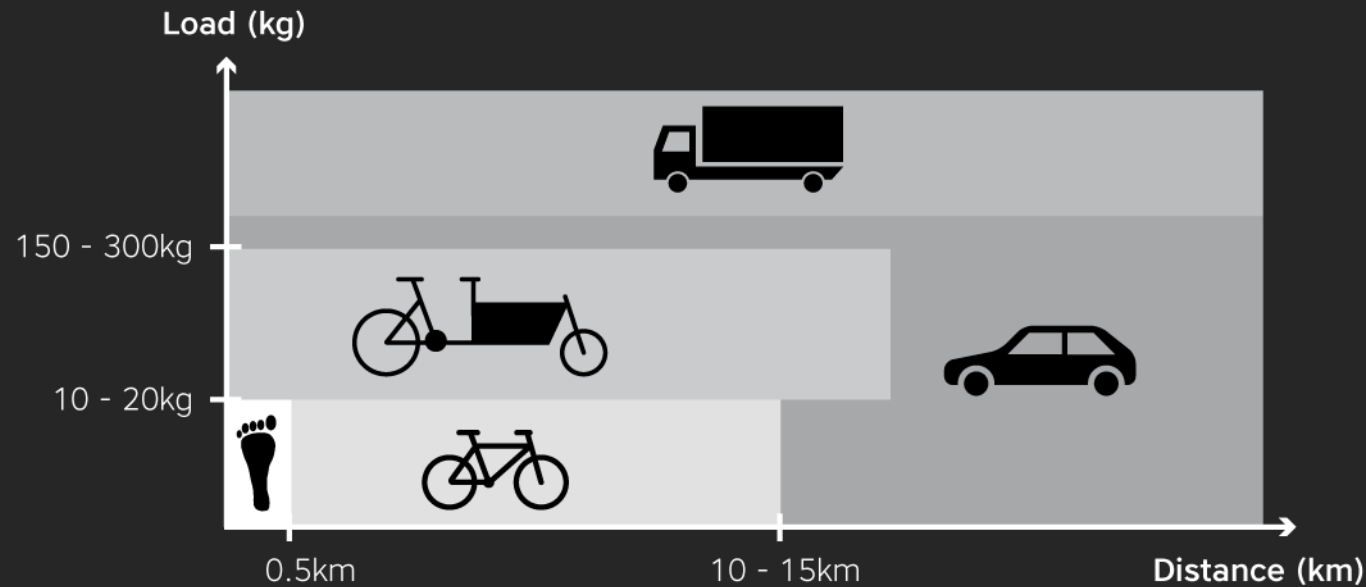


Tech-Partners



RIESE & MÜLLER

The upgrade of the bicycle



51%

of all motorized cargo trips made
by car or van in european cities
could be shifted to cargo-bikes
(cycle-logistics.eu)

A national promotional program



ENGAGEMENT
A DEVELOPMENT FUND OF THE MIGROS GROUP



Bikesharing? Carsharing? Cargobike-Sharing!



Criteria	Classical Bike-Sharing	Carsharing in CH	carvelo2go
Spatial pattern	A => B	A => A	A => A
Trip purpose	commute, leisure	shopping, transport, PT	shopping, children transport
Acces	spontaneous	after reservation	after reservation
Duration of use	a few minutes to a few hours	a few hours	a few hours to a couple of days
Density of stations	extremely high	high, but also standalone stations	high, but also standalone stations

The key element of our approach: cargo-bike hosts



Local foothold

Social control

Multipliers in their neighborhood

Technical support

Communication

Sharing potentials

Battery management

Credibility

Maintenance

Local communities

Ambassadors



carvelo

book&ride me!
carvelo2go.ch
RIESE & MÜLLER

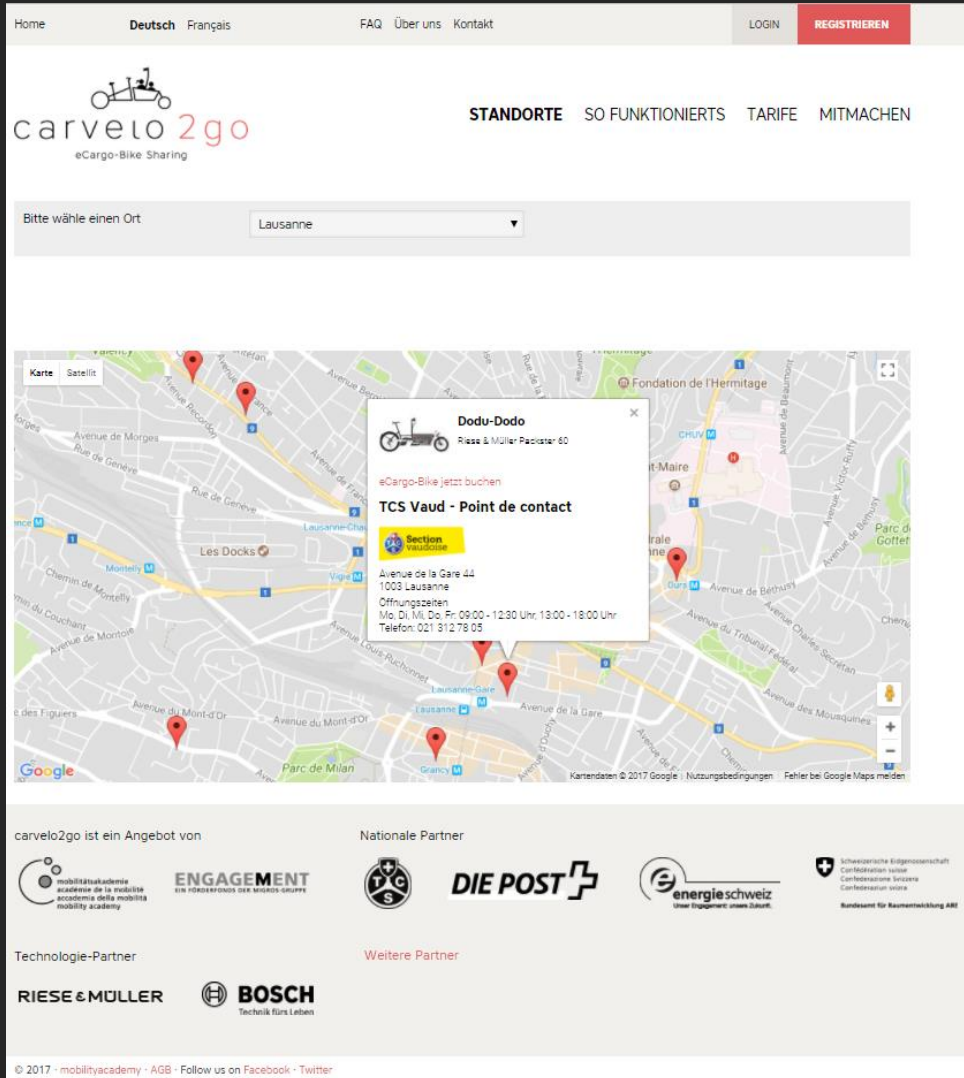




DIE POST

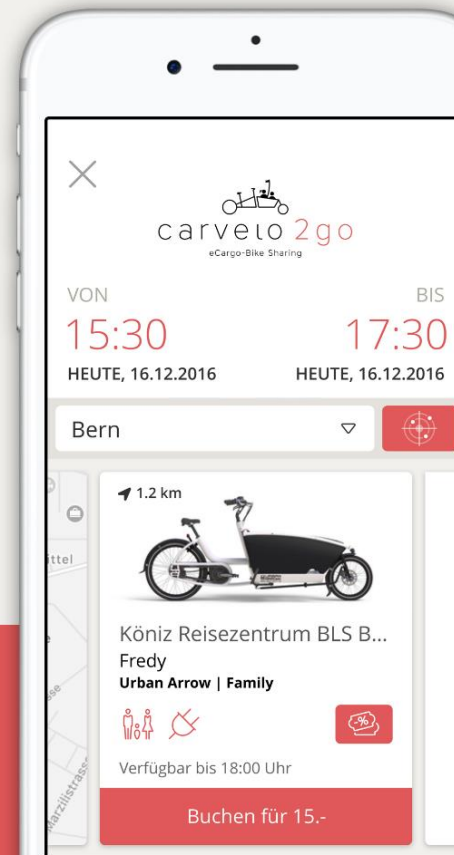
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The booking platform



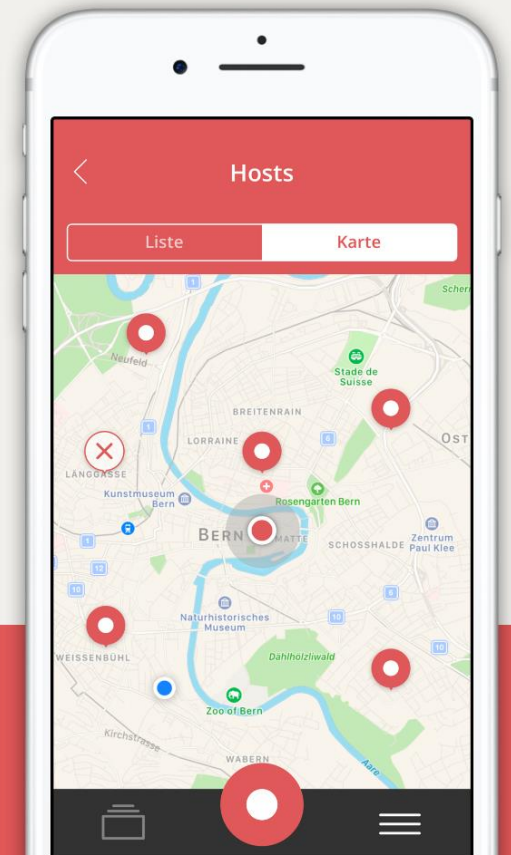
The screenshot shows the desktop version of the carvelo 2go website. At the top, there are navigation links for Home, Deutsch, Français, FAQ, Über uns, Kontakt, LOGIN, and REGISTRIEREN. The main header features the carvelo 2go logo and navigation tabs for STANDORTE, SO FUNKTIONIERTS, TARIFE, and MITMACHEN. A search bar prompts the user to "Bitte wähle einen Ort" with "Lausanne" selected. Below this is a map of Lausanne with a pop-up for "Dodu-Dodu" at "Riese & Müller-Pacister 60". The pop-up includes the text "eCargo-Bike jetzt buchen" and "TCS Vaud - Point de contact" with contact details for "Section Vaud". At the bottom, there are logos for partners: Nationale Partner (mobilitätsakademie, ENGAGEMENT, TCS, DIE POST, energie.schweiz) and Weitere Partner (RIESE & MÜLLER, BOSCH). The footer contains copyright information for 2017 and social media links.

Verfügbare Carvelos auf einen Blick



The screenshot shows the mobile app interface for checking bike availability. It displays the carvelo 2go logo and the text "eCargo-Bike Sharing". The availability period is shown as "VON 15:30 HEUTE, 16.12.2016 BIS 17:30 HEUTE, 16.12.2016". The location is set to "Bern". A card shows a bicycle icon, the name "Köniz Reisezentrum BLS B... Fredy Urban Arrow | Family", and the status "Verfügbar bis 18:00 Uhr". A red button at the bottom indicates "Buchten für 15.-".

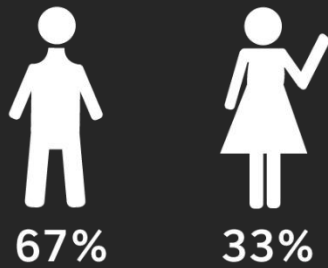
Orientierung dank Kartenansicht



The screenshot shows the mobile app interface for the map view. The title is "Hosts" and there are tabs for "Liste" and "Karte". The map displays the city of Bern with several red circular markers indicating bike locations. A red circle with a white dot is highlighted in the foreground, representing the selected bike location.

Users and use patterns

User profile



about 80%

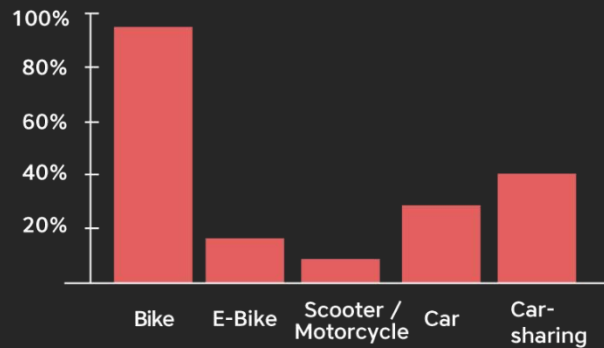
High education

More than 50%

Age
25 - 44

Households
with kids

Access to transport



Trip purposes

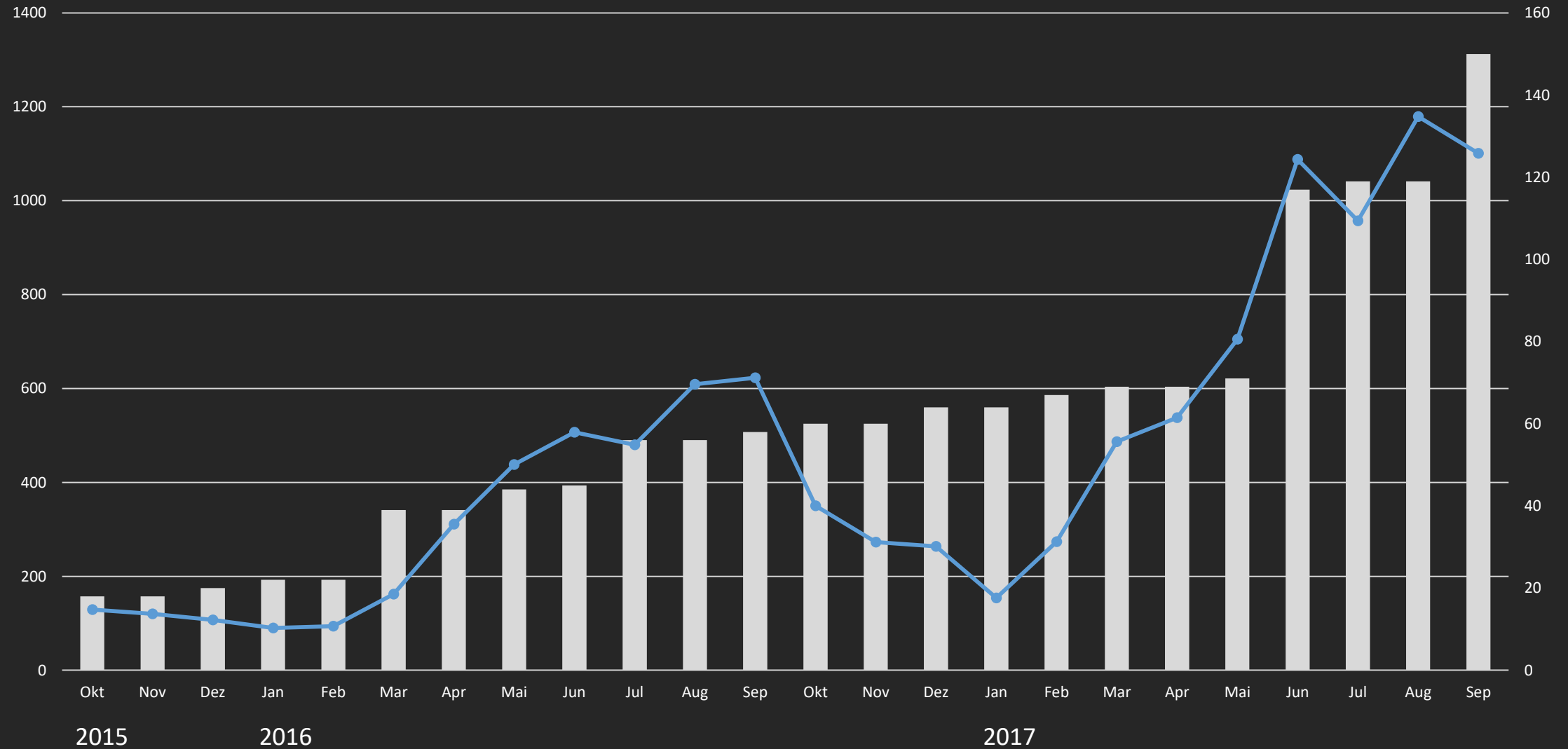


50%
Shopping



33%
Children transport
for leisure

A massiv growth within 2 years





 6000 users
 150 stations







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