

WORKSHOP 2

Gender and diversity in biking BUSINESS MODELS THAT PROMOTES BIKING FOR ALL

TUESDAY 20TH OCTOBER 2020 10.00 – 12.00

SMART BIKING LIVING LAB

During 2019-2021 VTI and University of Copenhagen host a **Smart Biking Living Lab** that aims to explore the mobility needs of diverse groups of citizens. We develop smart biking design and planning approaches that consider differences. **By exploring the diversity of mobility, the living lab aims to widening mainstream transport planning and research.** The Living Lab include the establishment of a **stakeholder network** with representatives from the Oresund region, including the public and private sector, NGOs and grass roots movements. **The living lab host a series of workshops** where problems and possibilities with smart biking are explored and defined. The living lab generates collaboration with stakeholders with the aim to share ideas and spark mutual learning. **You are hereby invited to the second workshop.**

WORKSHOP PROGRAM

Previous studies about bike sharing services conclude that “one size fits all” is the dominating business model. Previous studies also point to that users predominately are affluent and young white men. In this workshop we present alternatives to the “one size fits all” business model” and ask how to widen the scope of bike sharing in the Oresund region.

10.00-10.30: Introduction to the workshop and a resumé on what have we done since we met a year ago with a focus on BSS user’s and non-user’s experiences.

Break (15 min)

10.45-11.05: Emma Kangas: the Bicycle Library – the Swedish municipality Helsingborg offers the citizens to borrow a variety of bikes for free

11.05-11.25: Jonna Tabor: Kajteroz – the Chorzów city bike system that include 460 bicycles of varies models
11:25-11.45: Agne Milukaite: Cycle.Land – the peer to peer social market place that provides a global platform for people to share and borrow bikes

11.45-12.00: Summing up

VENUE

This time we will meet on the online platform Teams. Register no later than the 16th of October:

<https://www.netigate.se/a/s.aspx?s=915471X245176018X82062>. When you RSVP you will get a link for the workshop.

