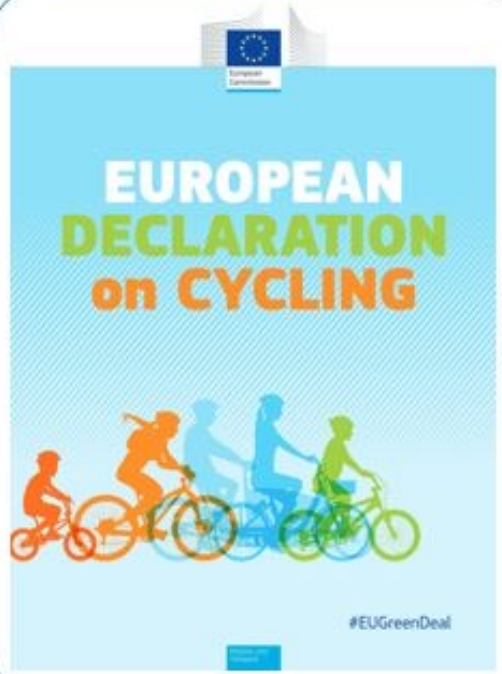
Solid community Flanders - Mobility

Use case: sharing bike data

Why cycling? The time is now!

"Nations, cities & regions strive for safer, more sustainable and resilient transport". To realise these ambitions, **safe and comfortable cycling is critical!**



SUSTAINABLE & SMART
MOBILITY STRATEGY

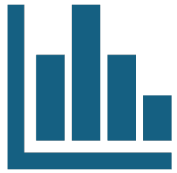
European Commission

SUSTAINABLE DEVELOPMENT GOALS

United Nations

What do policy makers and road authorities need?

Enhance modal shift: getting more citizens on bikes



Great need for floating bike data/trip data to make better data-driven decisions

Data collection, merger and data analysis required, compliant with privacy legislation

Increasing safety and security

What does the employer need?

Healthy employees, better corporate wellbeing

Automation of bicycle allowance

-> time savings

Easy monitoring

Better connection between employees

What does the employee / citizen need?

More movement to, and from work

Automation of bicycle allowance

-> time savings

Easier and more personal health monitoring

Safer cycle conditions

How can we realize this?

Floating bike data!!!

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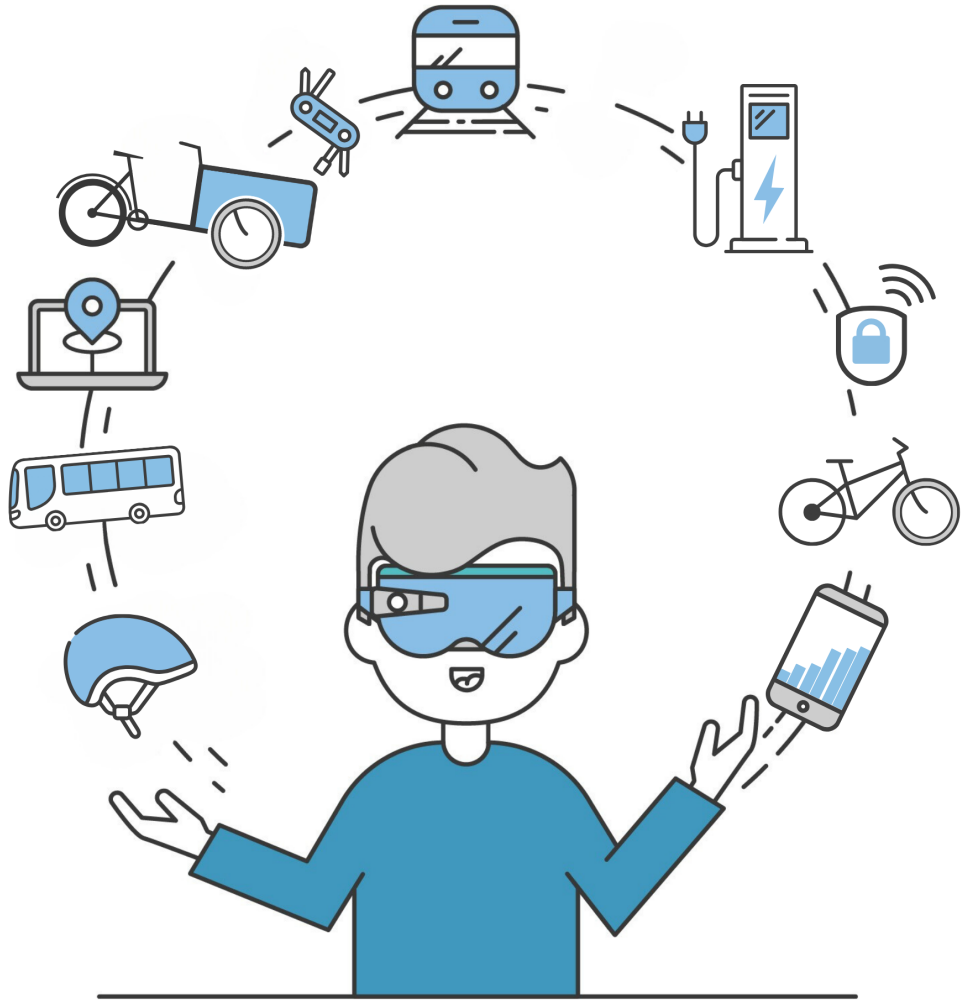
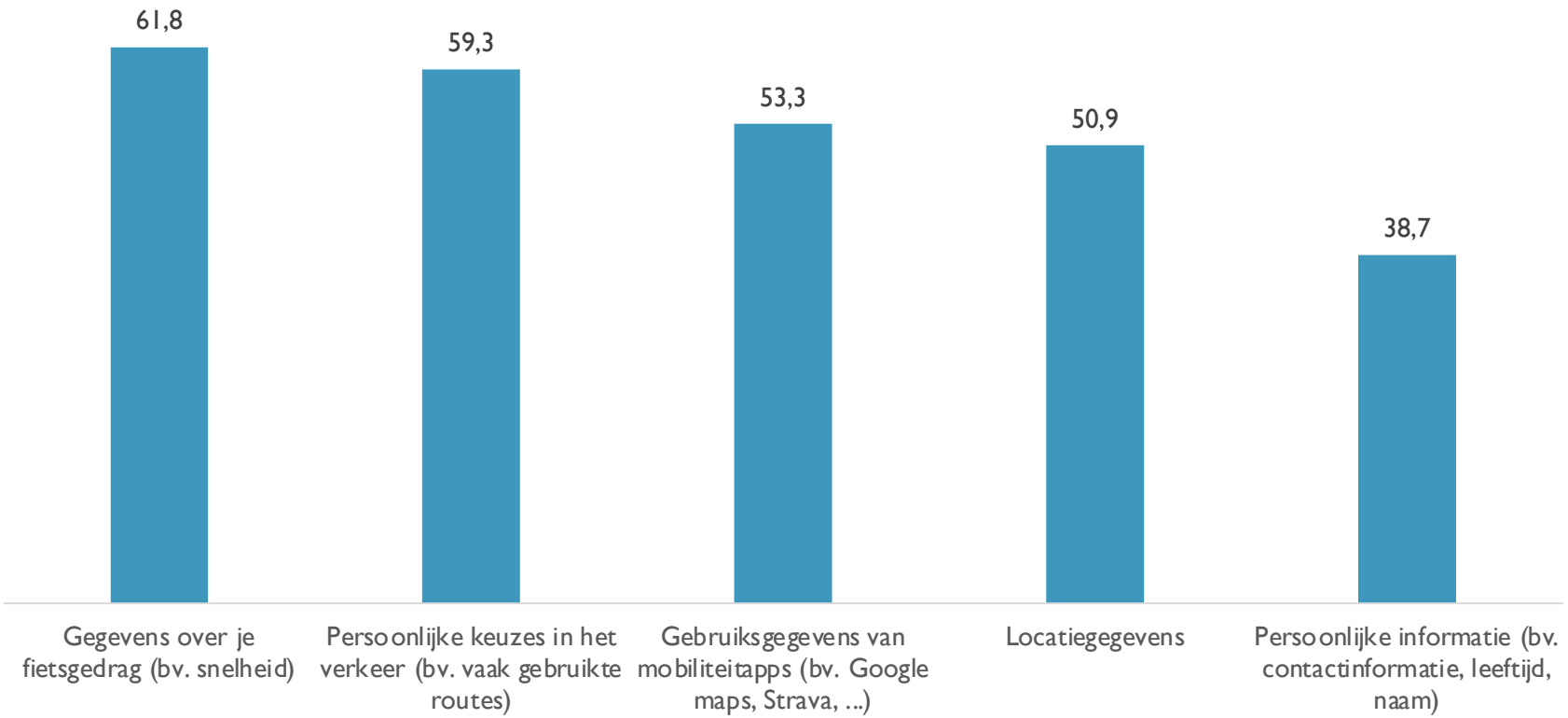


Sharing cycling data

High willingness to share personal mobility data to enable applications for the bicycle.

To what extent are you willing to share the following types of personal mobility data to enable mobility applications for bicycles? % (rather) willing to share



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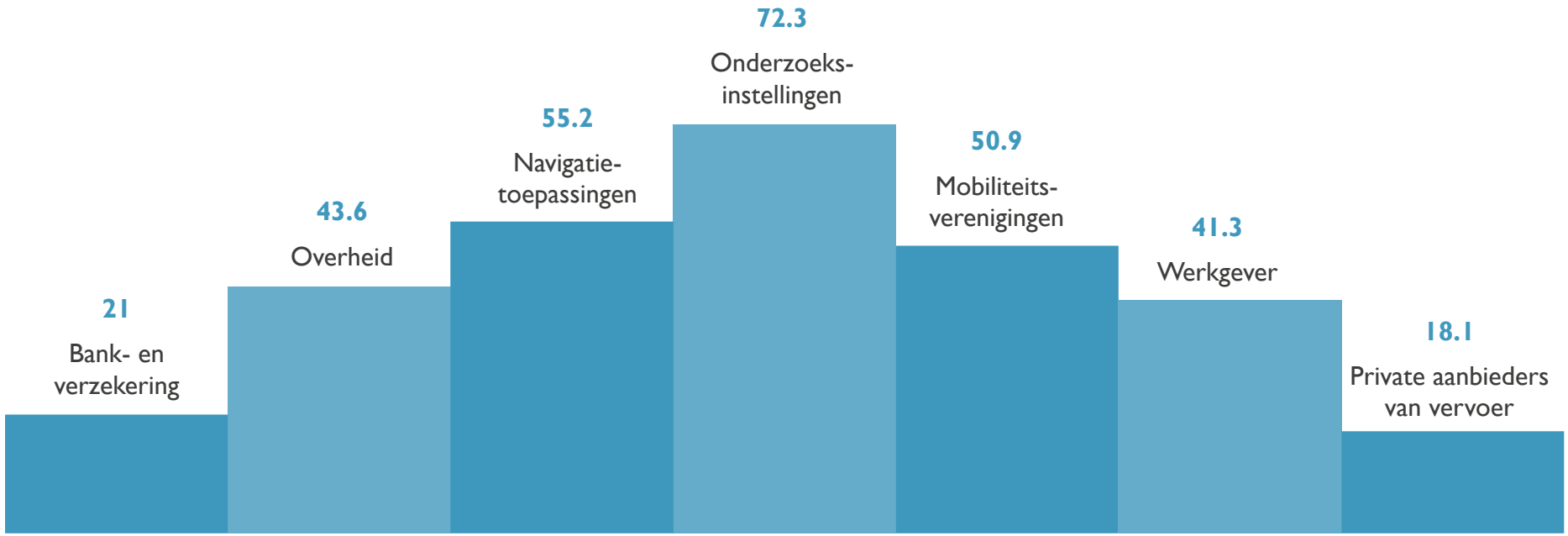
Sharing cycling data

High willingness to share mobility data with research institutions.

To what extent are you willing to share your personal mobility data for mobility applications for bicycles with the following organisations? % (rather) willing to share



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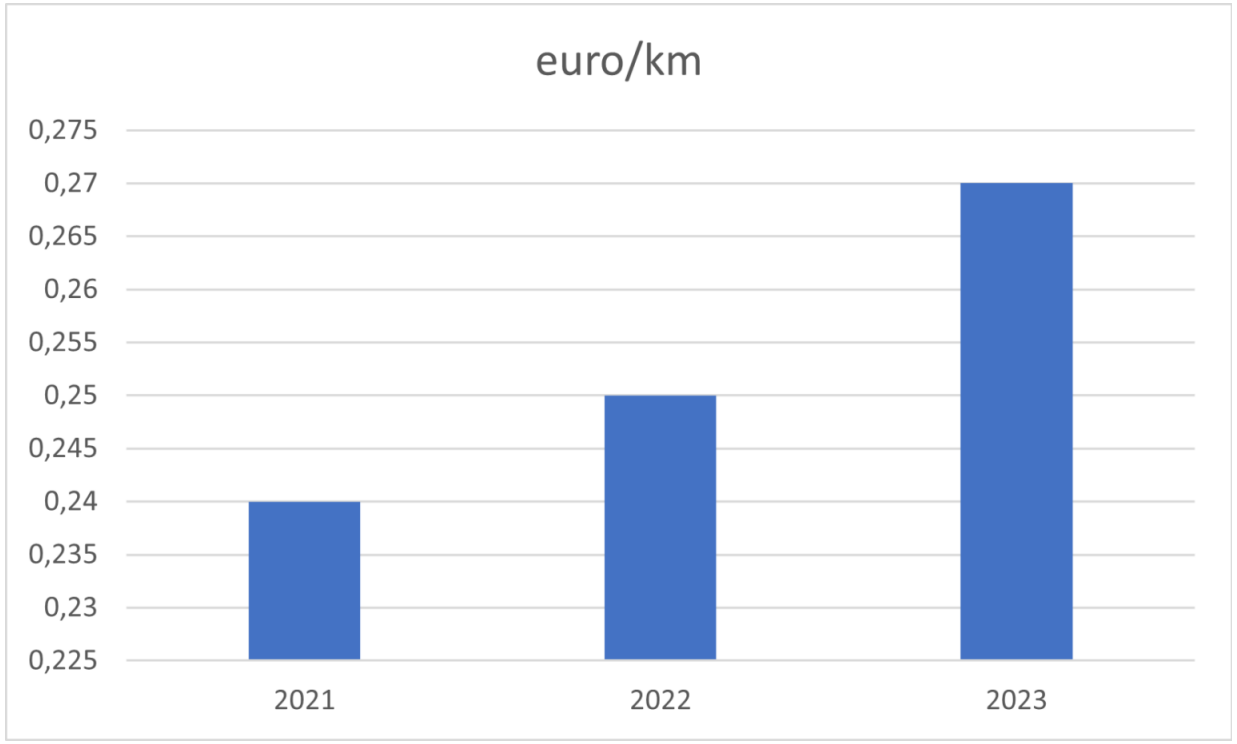
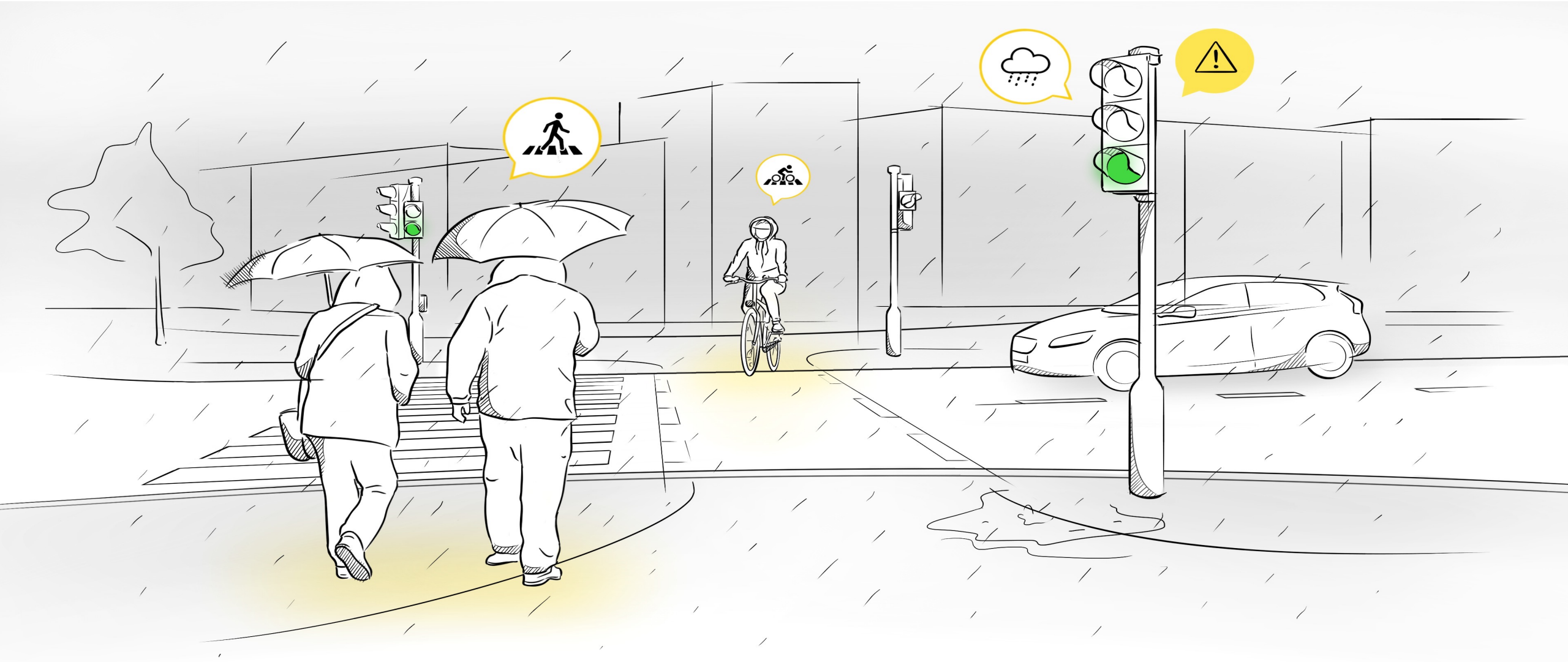
Benefits

Business case

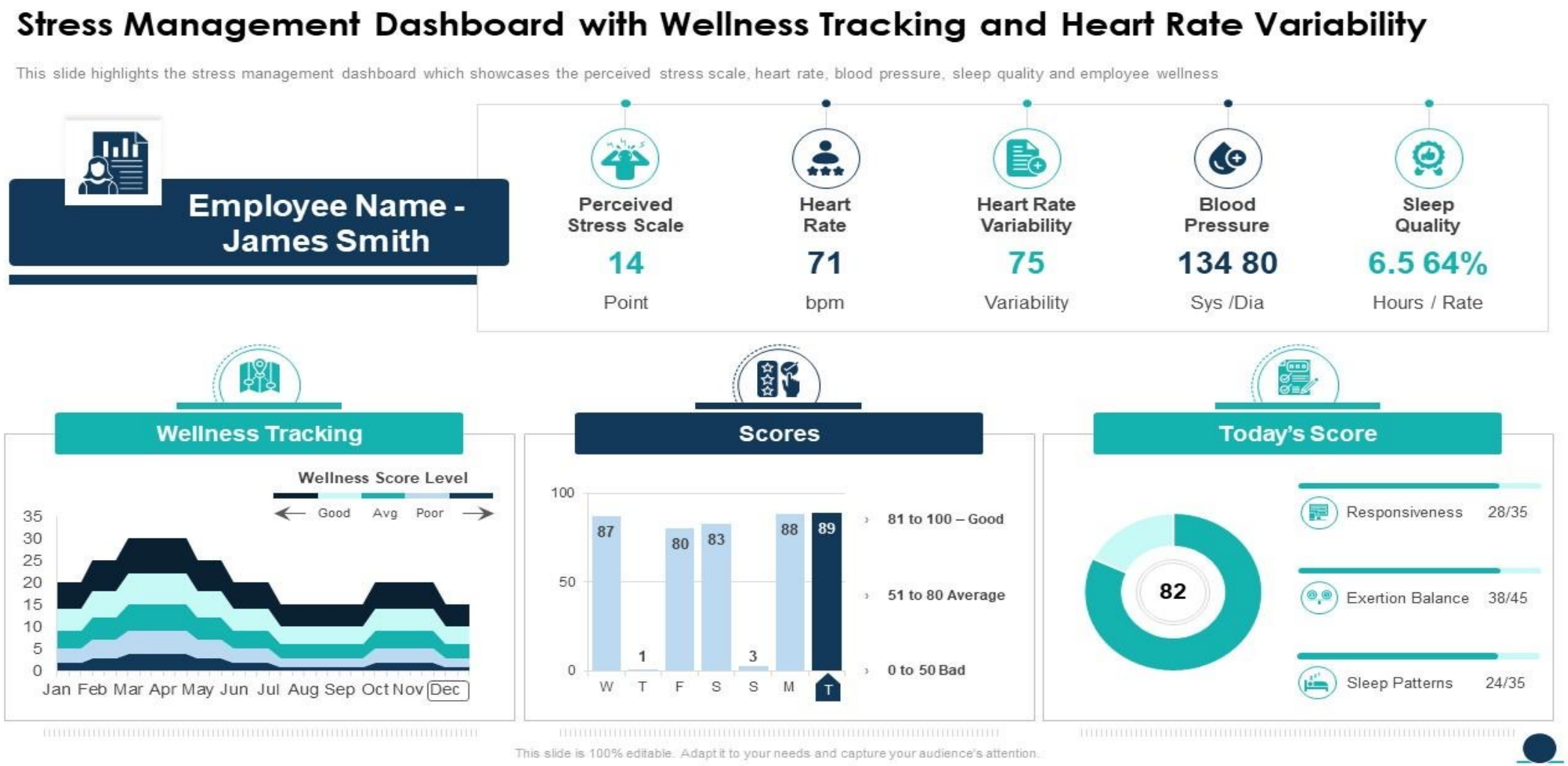
Need for automatic tracking system that calculates bicycle allowance without violating privacy



Increased safety and comfort



Health monitoring



- Health-data
- Traffic-data

Goal: to make a link between mobility data and health data and to investigate the possibility of reusing this data in a privacy-compliant manner

Employee	Road authority	Employer	Policy maker
- Better monitoring of health aspects - Automatic trip registration - Access to real-time alerts	- Accurate commuting info - Real-time alerts - Increasing road safety	- Accurate commuting/staff data - Time-saving (automatic granting of bicycle allowance) - Better corporate well-being	- Better insights to optimize cycling routes - Feedback on the condition of cycle paths - Cost-efficiency: better budget allocation

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