

Organizat de



Sub înaltul patronaj al



MINISTERUL CERCETĂRII,  
INOVARII ȘI DIGITALIZĂRII

Parteneri:




Kingdom of the Netherlands

BUCUREȘTI

# UrbanLab for Green Cities

17-19 Noiembrie

 The Entrepreneurship  
Academy

PEOPLE SHAPING SMART/RESILIENT/SUSTAINABLE/FRIENDLY/INNOVATIVE/ GREEN/VISIONARY/ INCLUSIVE/ CULTURAL CITIES



# 8. LibeRIDE

We change minds, we change systems.

UrbanLab for Green Cities  
București, 17-19 noiembrie 2023

# LibeRide

## Flavia Obreja

Product Designer

Volunteer in educational NGOs

Enthusiast cyclist in Bucharest



## Dragoș Hrițuleac

Bikeability cycling instructor

Active Travel Transport Planner

Riding bikes far and wide, for fun and work



## Raluca Hurmuz

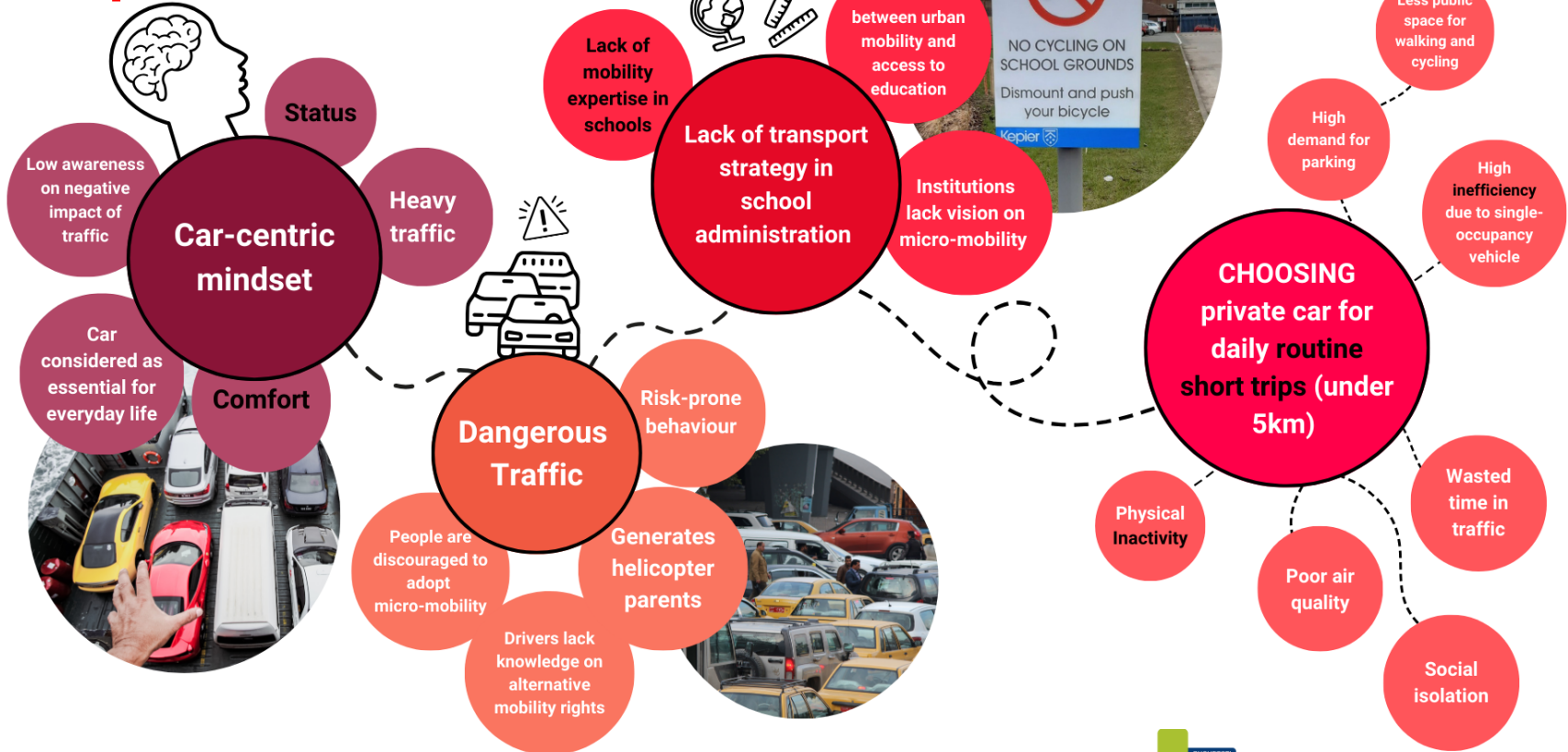
Architect and Urban Planner

Walkability Advocate

Built Environment Wanderer



# The problem



# The problem

What they imagine...



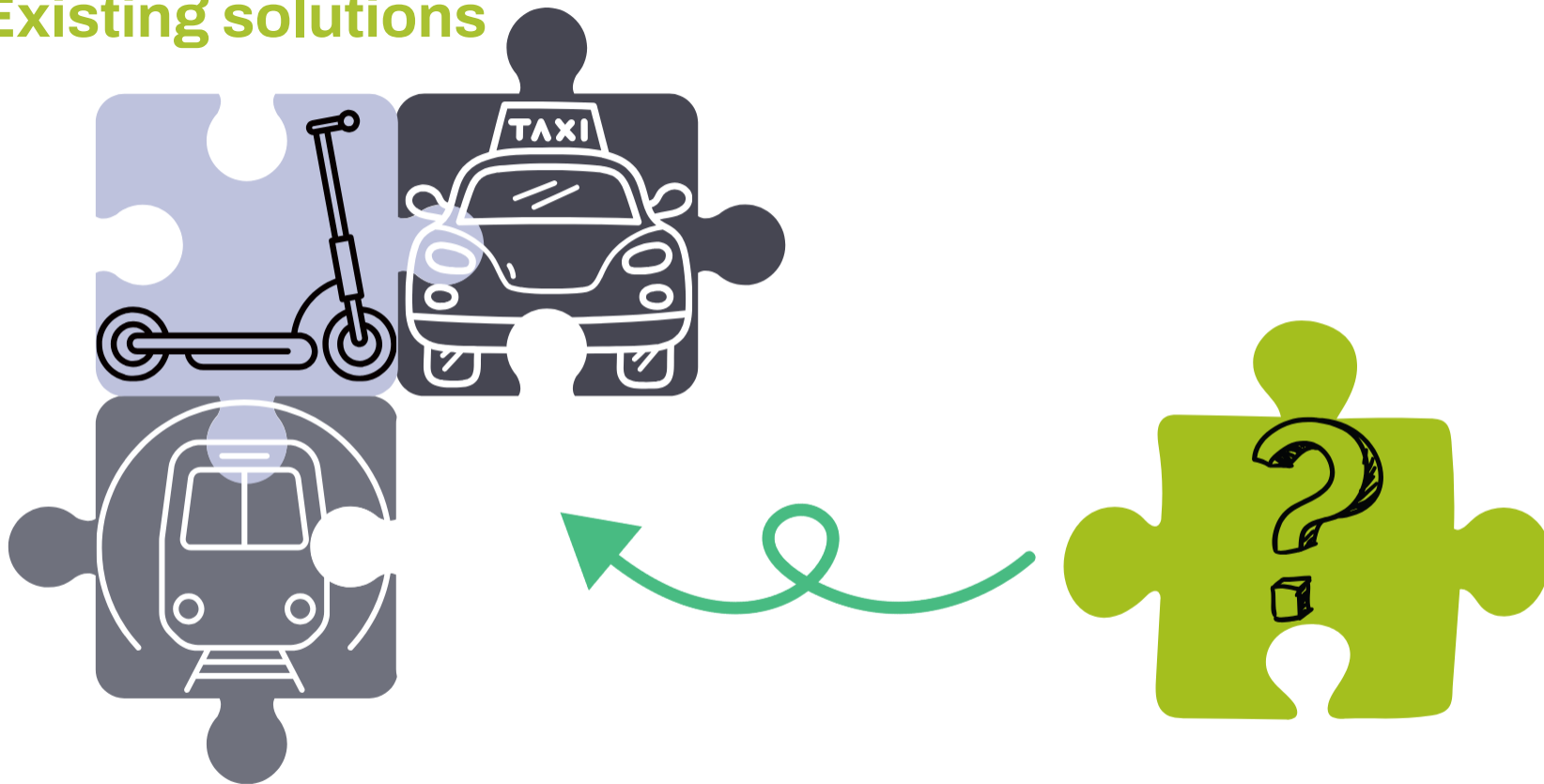
**BUCHAREST 1ST DAY OF SCHOOL**



What it's like...

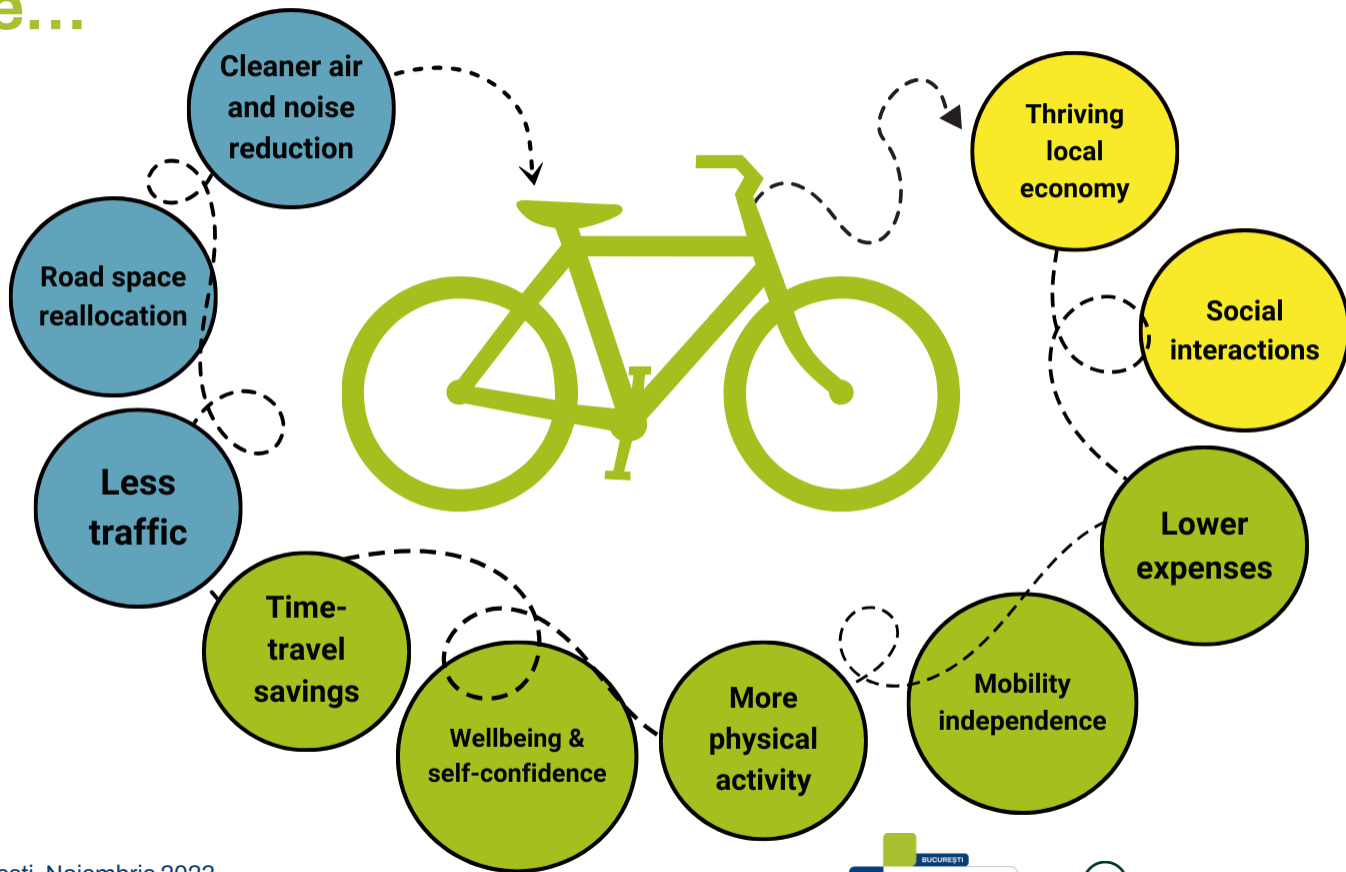


# Existing solutions



# Our response...

Bike as an educational  
**TOOL**  
to enable  
**BEHAVIOUR CHANGE**





We change minds, we change systems.

## for schools

### Practical lessons (including traffic)

- ✓ Safe riding skills
- ✓ Safer traffic environment for all

### Experiential learning

- ✓ Openess to utility cycling
- ✓ Desire to ride
- ✓ Reclaiming independence
- ✓ Critical thinking

### Facilitate transition to cycle friendly schools

Knowledge of best practices for:

- ✓ Cycle parking
- ✓ School streetscape collaborative re-design support

Dangerous  
Traffic



Car-centric  
mindset



Lack of  
transport  
strategy in  
school  
administration





# What we propose



## Cycle training

A "driving school", but for cyclists.

### Basic - all ages

2  
trainers

8-12  
kids

1.5h x 4  
sessions



Level 1 (traffic free)



Level 2 (quiet streets)



Informal accreditation  
(badge)



### Advanced - age 14+

2  
trainers

6-10  
kids

1.5h x 4  
sessions








Level 3 (normal traffic)



Informal accreditation  
(badge)



# Solution - Competitive advantage

|                                  | <i>LibeRide</i><br> | <i>Echiliber</i><br> | <i>Strazi pentru oameni</i><br> | <i>Urban Bike Revolution</i><br> | <i>Pedallez</i><br> | <i>Bikeability UK</i><br> |
|----------------------------------|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Inclusive access to training     | <input checked="" type="checkbox"/>                                                                  | <input type="checkbox"/>                                                                              | --                                                                                                                | --                                                                                                                  | -                                                                                                      | <input type="checkbox"/>                                                                                     |
| Generate enthusiasm              | <input checked="" type="checkbox"/>                                                                  | <input checked="" type="checkbox"/>                                                                   | <input checked="" type="checkbox"/>                                                                               | <input checked="" type="checkbox"/>                                                                                 | <input checked="" type="checkbox"/>                                                                    | <input checked="" type="checkbox"/>                                                                          |
| Cycling seen as                  | UTILITY                                                                                              | RECREATIONAL                                                                                          | UTILITY                                                                                                           | UTILITY                                                                                                             | UTILITY                                                                                                | UTILITY                                                                                                      |
| Type of training                 | FORMAL                                                                                               | INFORMAL                                                                                              | --                                                                                                                | --                                                                                                                  | --                                                                                                     | FORMAL                                                                                                       |
| Real traffic lessons             | <input checked="" type="checkbox"/>                                                                  | <input type="checkbox"/>                                                                              | --                                                                                                                | --                                                                                                                  | --                                                                                                     | <input checked="" type="checkbox"/>                                                                          |
| Partnership working in school    | <input checked="" type="checkbox"/>                                                                  | <input type="checkbox"/>                                                                              | <input checked="" type="checkbox"/>                                                                               | <input checked="" type="checkbox"/>                                                                                 | <input checked="" type="checkbox"/>                                                                    | <input type="checkbox"/>                                                                                     |
| Partnership with local police    | <input checked="" type="checkbox"/>                                                                  | <input type="checkbox"/>                                                                              | <input checked="" type="checkbox"/>                                                                               | <input checked="" type="checkbox"/>                                                                                 | <input checked="" type="checkbox"/>                                                                    | <input type="checkbox"/>                                                                                     |
| Lobby for public policies change | <input type="checkbox"/>                                                                             | <input checked="" type="checkbox"/>                                                                   | <input checked="" type="checkbox"/>                                                                               | <input checked="" type="checkbox"/>                                                                                 | <input checked="" type="checkbox"/>                                                                    | <input checked="" type="checkbox"/>                                                                          |
| Community activation             | <input checked="" type="checkbox"/>                                                                  | <input type="checkbox"/>                                                                              | <input checked="" type="checkbox"/>                                                                               | <input checked="" type="checkbox"/>                                                                                 | <input checked="" type="checkbox"/>                                                                    | <input checked="" type="checkbox"/>                                                                          |

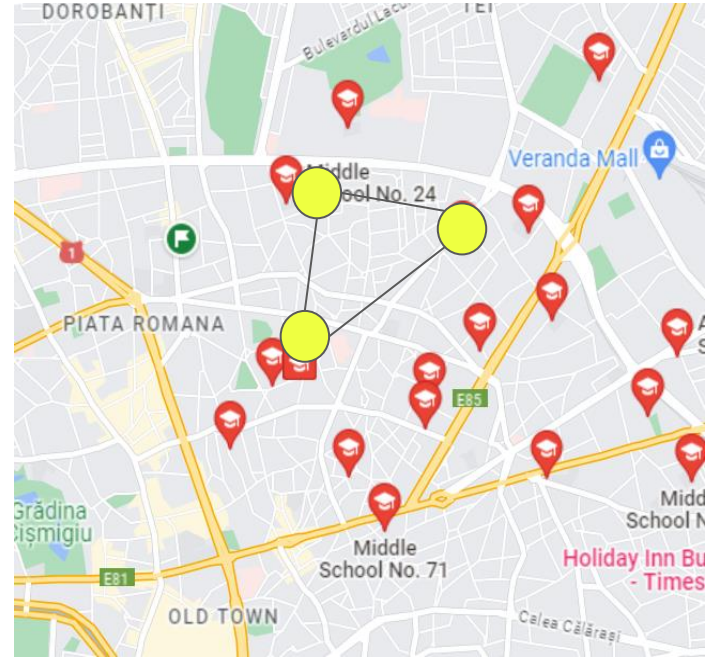
# Potential of replicability

**Stage 1:** Add more schools where adjacent cycling infrastructure is present or on quiet streets (and share resources, local pilot project).

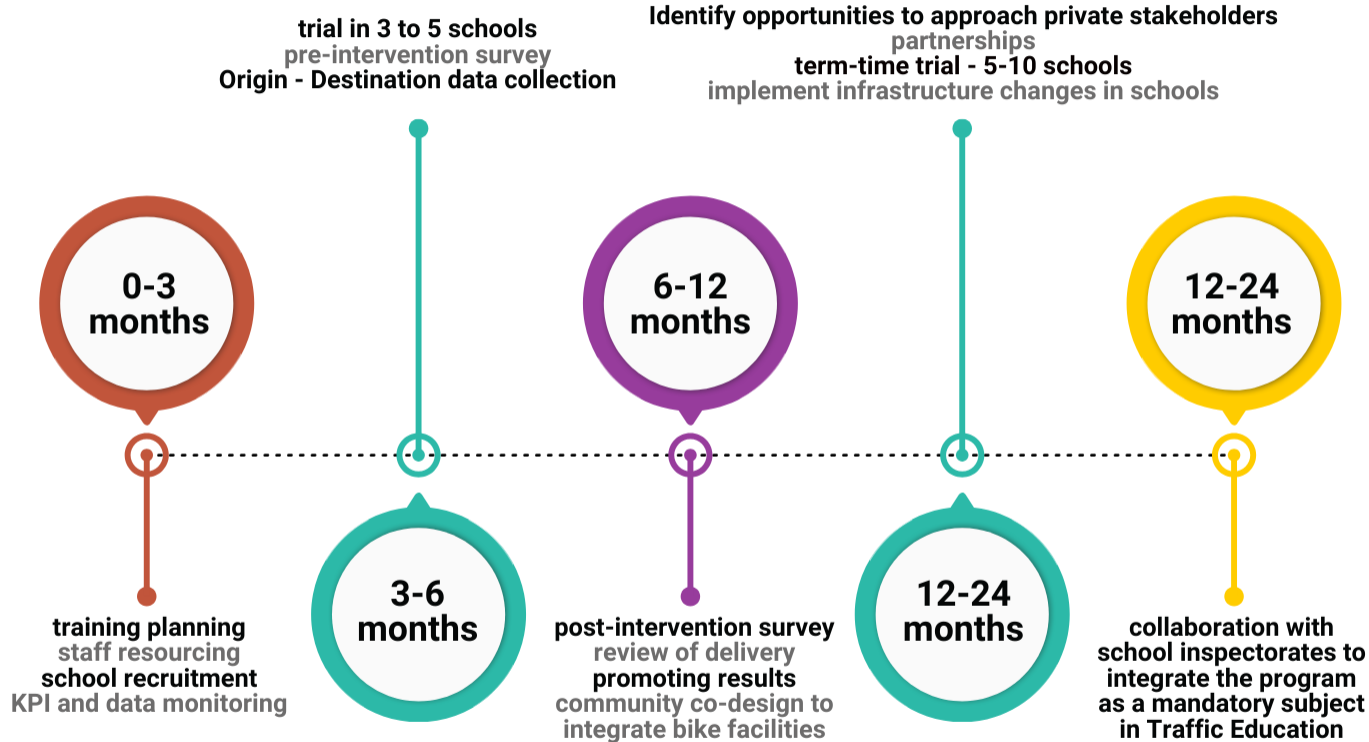
**Stage 2:** Scale up at School Inspectorate Level/ Local Authority Level.

**Stage 3:** Mobilise and activate communities and parents.

**Stage 4:** Generate momentum within the Education system, aiming to be embedded in the informal education offer.



# Implementation plan



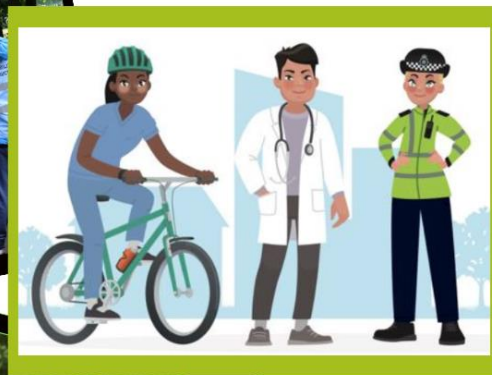
# Potential revenue sources

- LibeRIDE for business
- LibeRIDE for neighbourhood communities
- Train the trainers

for communities



for business



for trainers



# libeRIDE

We change minds, we change systems.

## THANK YOU!



# Initial investment

| <b>Investment</b>                                 | <b>Price</b>          | <b>Number of pieces</b>                      | <b>Total (price per unit)</b> |
|---------------------------------------------------|-----------------------|----------------------------------------------|-------------------------------|
| IT (laptop) / Licences / Paperwork & Legal        | 2000 EUR              |                                              | 2000 EUR                      |
| Pool bikes + cargo bike                           | 500 EUR +<br>3000 EUR | 15 pool bikes (different sizes) + 1<br>cargo | 10.500 EUR                    |
| Promotion/ materials/ brochures                   | 1000 EUR              |                                              | 1000 EUR                      |
| Kit/ Spare (lights, hi-vis, helmets, etc.)        | 50 EUR                | 16                                           | 800 EUR                       |
| <i>Exchange program training / CPD (optional)</i> | <i>500 EUR</i>        |                                              |                               |
| <b>Total costs (no VAT)</b>                       |                       |                                              | <b>14.300 EUR</b>             |



# Monthly costs

| Type of costs                              | Price    | Units | Total    |
|--------------------------------------------|----------|-------|----------|
| Staff time                                 | 1700 EUR | 3 FTE | 5100 EUR |
| Storage/ rent                              | 1500 EUR |       | 1500 EUR |
| Subsidies & staff expenses (food, mileage) | 300 EUR  |       | 300 EUR  |
|                                            |          |       |          |
|                                            |          |       |          |
| Total costs (no VAT)                       |          |       | 6900 EUR |