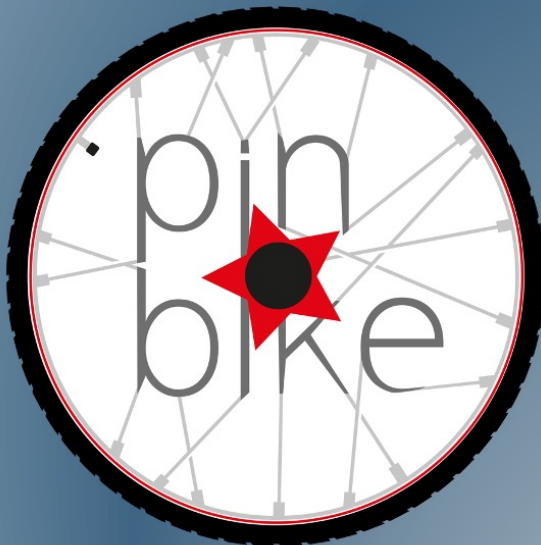


Nico
Capogna
PIN BIKE



Roma
13-14 LUGLIO 2021

Giornate Nazionali del MaaS

Presentazione
*"Linee guida per lo sviluppo dei
servizi MaaS in Italia"*


*"Sistemi di pagamento e accesso per i MaaS.
Linee guida per il trasporto collettivo"*



Platinum Sponsor

Golden Sponsor

Con il patrocinio di:



YOU RIDE
YOU EARN

BIKE SHARING?





[Source: ACI]

INFRASTRUCTURE?

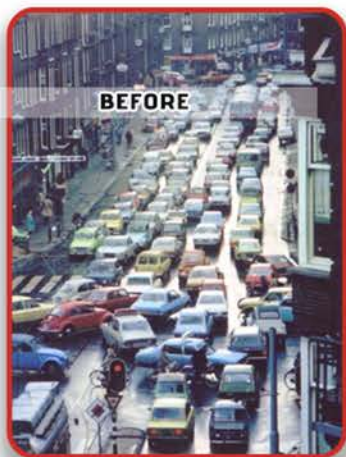
In the Italian municipalities, between 2008 and 2016 the infrastructure related to bicycles increased by 50%, while its use decreased by 0.3%

[Source: ISFORT]



OUR MISSION

- **Get rid of cars**
- **Educate** to sustainable urban mobility
- A **smart city gamification** tool
- **Money** for ride!
- The **only patented** hardware to certify bike incentives!



OUR ACHIEVEMENTS (SO FAR..)

18 ACTIVATED MUNICIPALITIES



km 1,640,362 rode

€ 149,152.52 awarded

CO₂ 234,337.42 kg saved

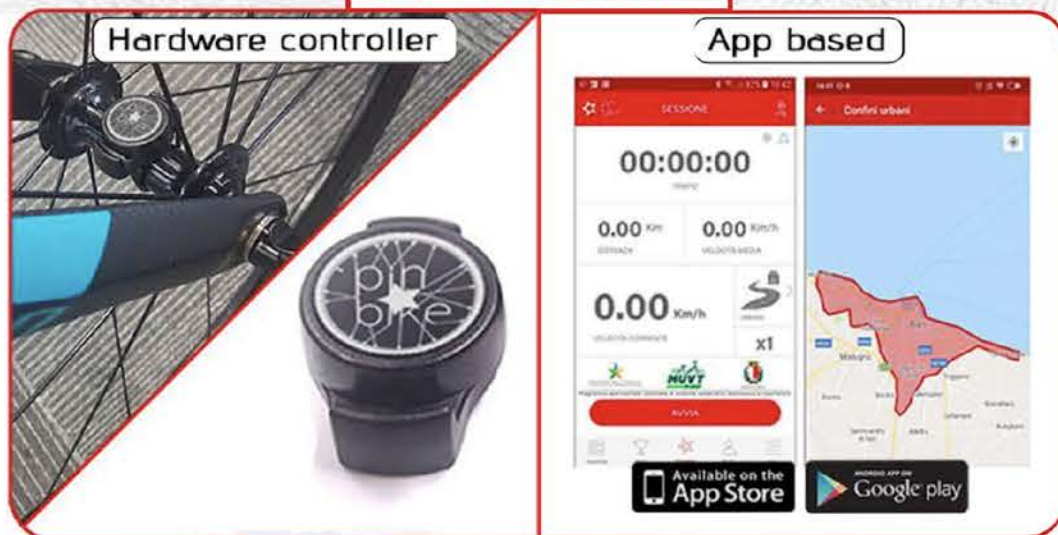


WE HAVE IN COMMON



HOW IT WORKS

THE PIN BIKE KIT



PIN BIKE IS A PATENTED HARDWARE + SOFTWARE ANTI-FRAUD SYSTEM



REWARDS FOR COMMUTING BY BICYCLE/E-SCOOTER

- Cash reward
- Voucher to spend in proximity shops



LOCAL ADMINISTRATION HAS THE KEY

- Decides rules, limits and rewards
- Promote proximity shopping
- Portal to track and analyse traffic data



ENCOURAGE LOCAL SHOPS

- Attracts neighbours
- Refund directly to merchants



Here the video spot regarding proximity trade

tiny.cc/pinbikespot





THE CITY CARPOOLING GAMIFICATION SYSTEM



Certified trips via APP



IT IS NOT A NORMAL CARPOOLING SYSTEM
IT IS A CITY BASED CARPOOLING

- Travelers are citizens (not necessary colleagues)
- The city is divided into different areas of about 600m in diameter
- The user chooses the area closest to the his/her workplace
- Sociality among citizens increases



REWARD BASED ON THE NUMBER OF PASSENGERS

- The user contacts the driver based on the work area chosen by both
- The agreement takes place outside the app, via the phone number
- Feedback and ranking system included



REWARD BASED ON THE NUMBER OF PASSENGERS

- The system multiplies the rewards by how many users are in the car
- The driver always earns double



CERTIFIED PUBLIC TRANSPORT GAMIFICATION SYSTEM [IN DEVELOPMENT]



Certified beacon technology



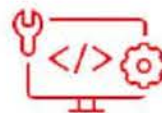
CITIES CAN REWARD FOR COMMUTING BY METRO AND BUS

- Specific reward for work trip
- Specific reward for generic trip
- Travel time based reward
i.e. 0.10€ every 10 min



TICKET PURCHASE IN APP

- It is possible to charge according to the travel time



HARDWARE DESIGN AND INTEGRATION

- Design multipurpose device
- Emphasize eco-design and low environmental impact
- In collaboration with:
UPC - Universitat Politècnica de Catalunya



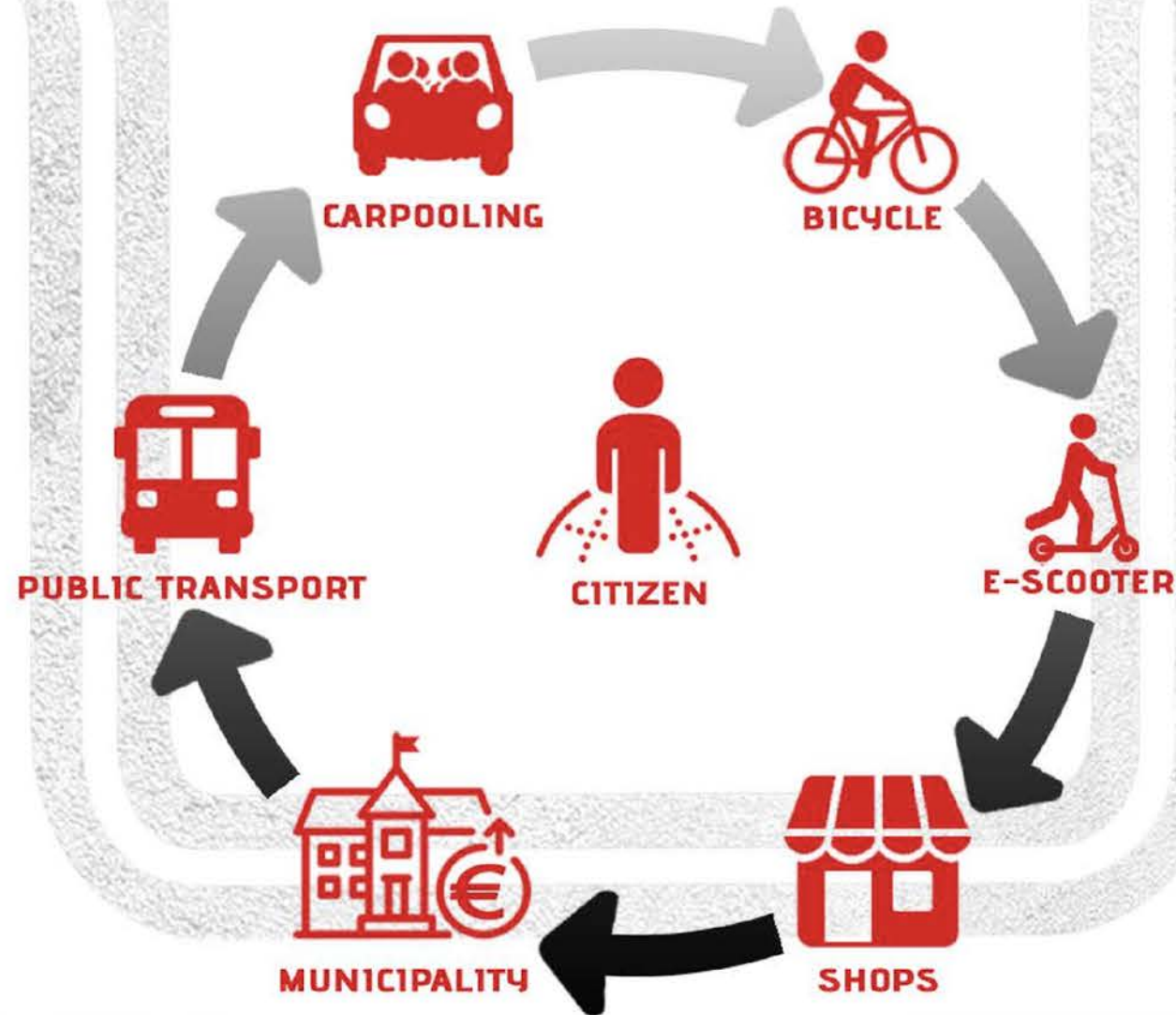
COMPATIBILITY

- Software compatible with pre-existing hardware (where available)
- No need for new hardware/beacon

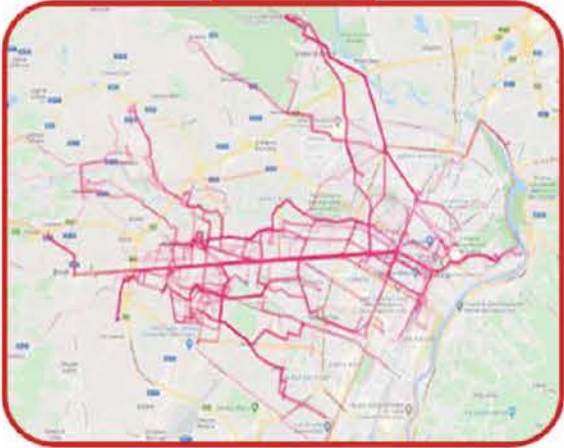
OUR VISION

IMPLEMENTING

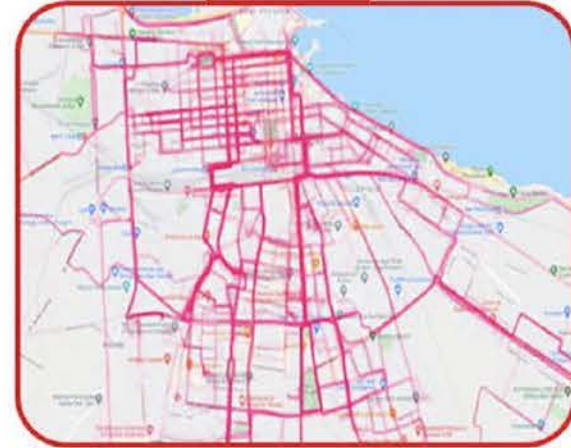
360° INTERMODALITY CERTIFICATION AND GAMIFICATION TOOL FOR SMART CITIES



TURIN



BARI



A STORY RICH IN AWARDS

Certified



Corporation

PENDING

2021



2020



PREMIO
NAZIONALE
ANGI

DIGITHON

Mid
2019



TIM#WCup
ACCELERATOR

Early
2019

TRENOverde
2019 a zero emissioni
In viaggio verso una mobilità

Start
Cup
PUGLIA 2018

End
2018

SPRINT



ready +0
START
wake UP
Rotary
Distretto 2120

Mid
2018

startup
UNIVERSITY

Titolo II
P
PUGLIA
FESR-FSE
2014/2020

Early
2018

End
2017

P I N
pugliesi innovativi



ACTIVE PROJECTS

Pilot in **Corato**
Municipality

2018



May 2019



Nov. 2019

11 councils:
leader Collegno
Alpignano,
Buttiglieria Alta,
Druento, Gruglias
co, Pianezza,
Rivoli, Rosta, San
Gillio,
Venaria Reale,
Villarbasse



Comune di Pescara

July 2020



COMUNE DI BERGAMO

Sept. 2020



Comune di Sassuolo

Feb. 2021



Comune di Bologna

Apr. 2021



Comune di Foggia

May 2021

Next
activation...

Naples
Brindisi
Taranto



Urban Mobility

Istanbul [TK]
Tallinn [Est]
Braga [Pt]



EIT Urban Mobility is supported by
the EIT, a body of the European Union

BICIFICATION PROJECT

Scheduled for 2022

PARTNERS (6 nations involved):

- **CERTH** National Centre for Research and Technology-Hellas (Greece)
- **KTH** Royal Institute of Technology in Stockholm (Sweden)
- **ISTANBUL MUNICIPALITY** (Turkey)
- **TALLINN MUNICIPALITY** (Estonia)
- **BRAGA MUNICIPALITY** (Portugal)
- **PIN BIKE** (Italy)
- **NEXTOME** (Italy)



CERTH
CENTRE FOR
RESEARCH & TECHNOLOGY
HELLAS



KTH
Royal Institute of Technology



CITY OF BARI REPORT



urban Km traveled

km 518,214

Euros issued

€ 31,232.00

Average cost to the PA/km

€ 0.065

CO₂ saved

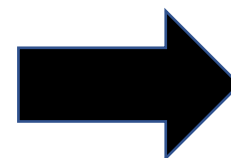
kg 74,031.78



COMUNE DI BARI



Mobilità Urbana Vivibile e Tecnologica



Incentives for the
purchase of bicycles



Incentives for the purchase of bicycles

- 50% of the cost
- Up to 250 € per e-bike
- Up to 150 € per traditional bicycle
- Up to 100 € per reconditioned bicycle

Incentives for the purchase of bicycles

In two months :

- 3001 purchased bicycles
- including 451 children bikes

Incentives for the use of bicycles

Mileage reimbursement for work/school trips

0.20 € /km (traditional bicycle)

0.10 € /km (e-bike)

Mileage reimbursement for generic urban trips

0.04 € /km (traditional bicycle)

0.02 € /km (e-bike)

Max reimbursement

1.00 € /day

Leaderboard awards

10 prizes of 50 € /month (traditional bicycle)

4 prizes of 100 € / edition (e-bike)

2 prizes max per user



New gamification features: REWARDS BASED ON CUPS

If the monthly rewards have the objective to put everyone against each other, the cups rewards will be designed and implemented in order for the user to challenge him/herself.

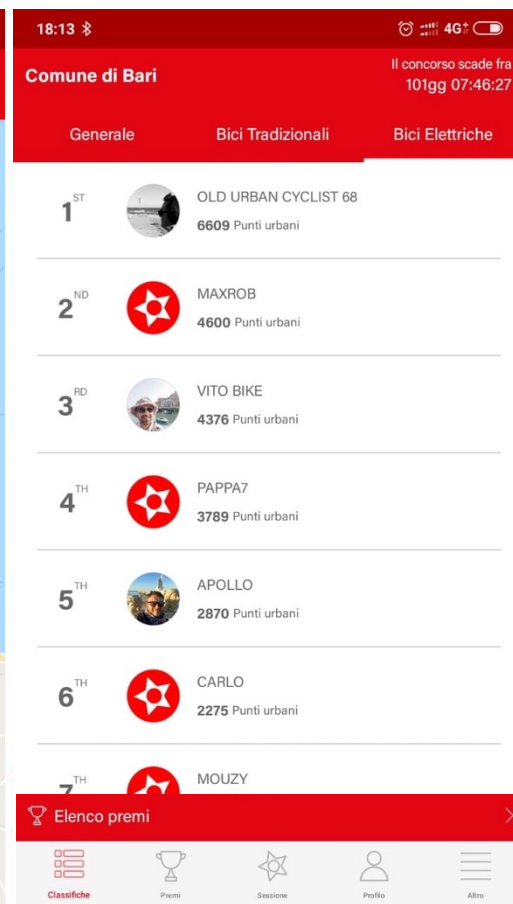
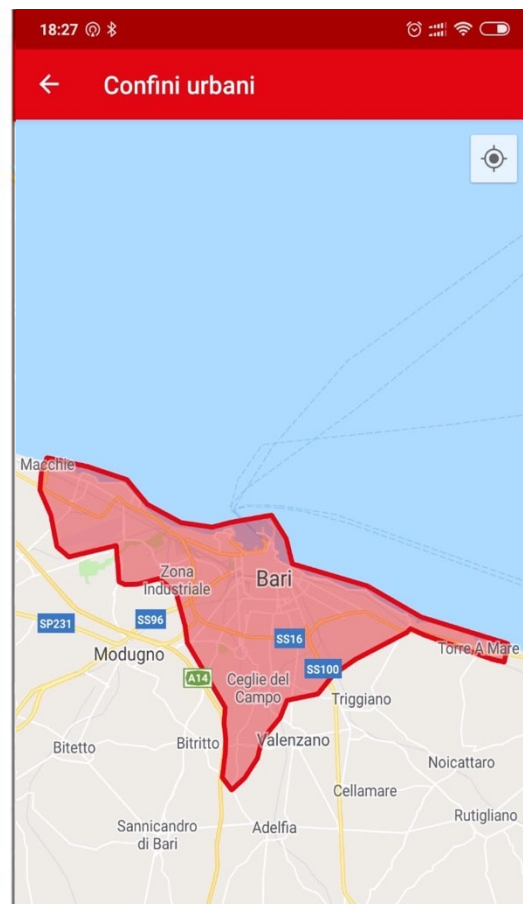
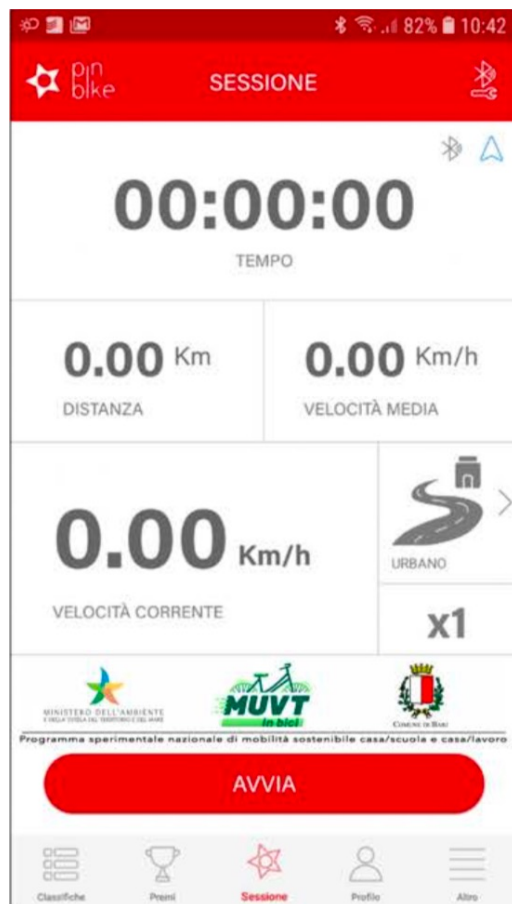
It is a democratic competition: everyone can win

Every two month:

- Bronze: 200km in 2 weeks
- Silver: 400km in 2 weeks
- Gold: 800km in 2 week



App Screenshots with mileage, multipliers, cycling borders, rankings



Report

Duration 14 months [updated January 2021]

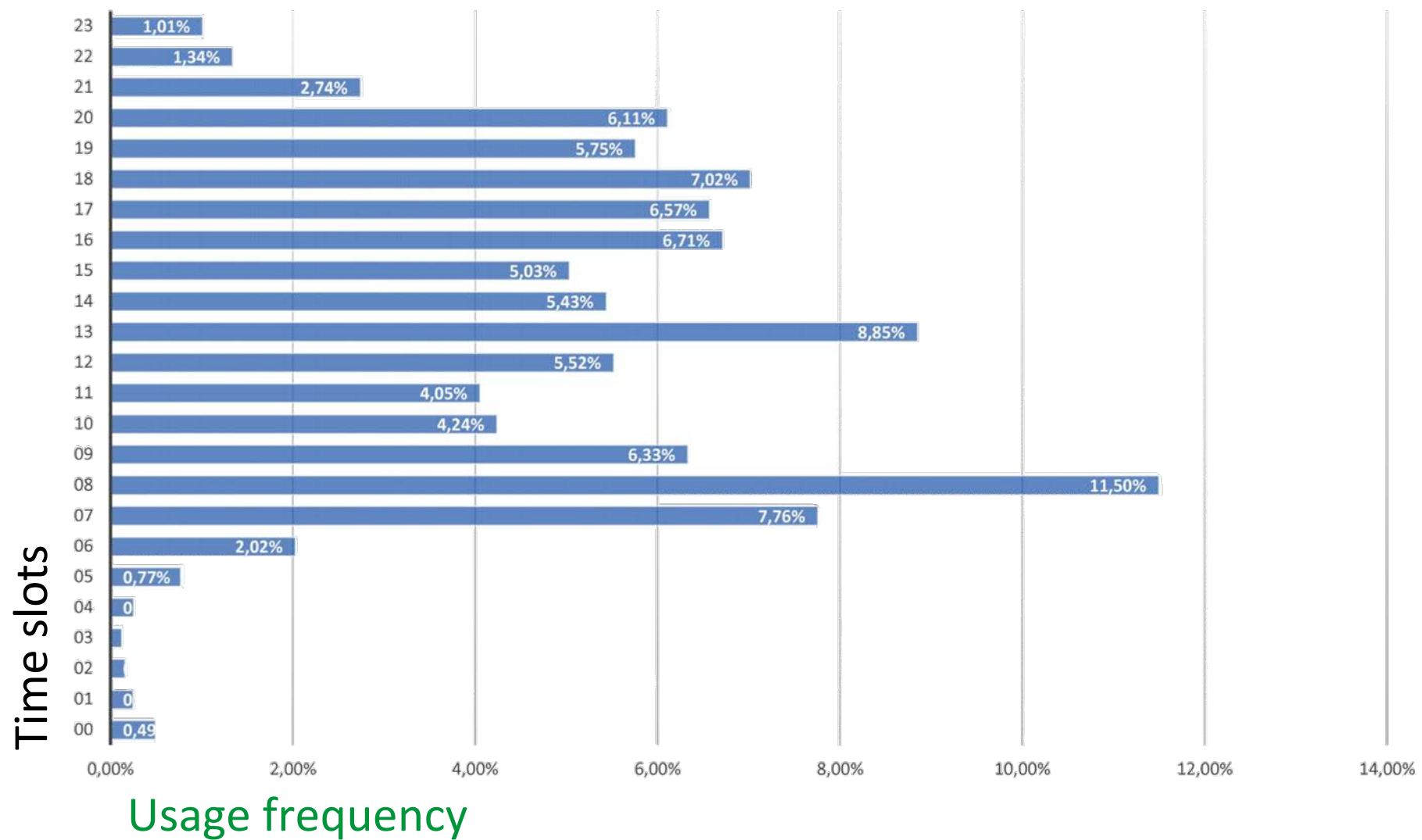
- **518.214 KM** total URBAN km
- **107.735** total session
- **50.779** home/work/school session
- **983** active users
- **31.232,00 €** awarded (Leaderboard awarded excluded)
- **6.239,76 €** for general urban trips
- **24.992,24 €** for home/work/school trips

Average

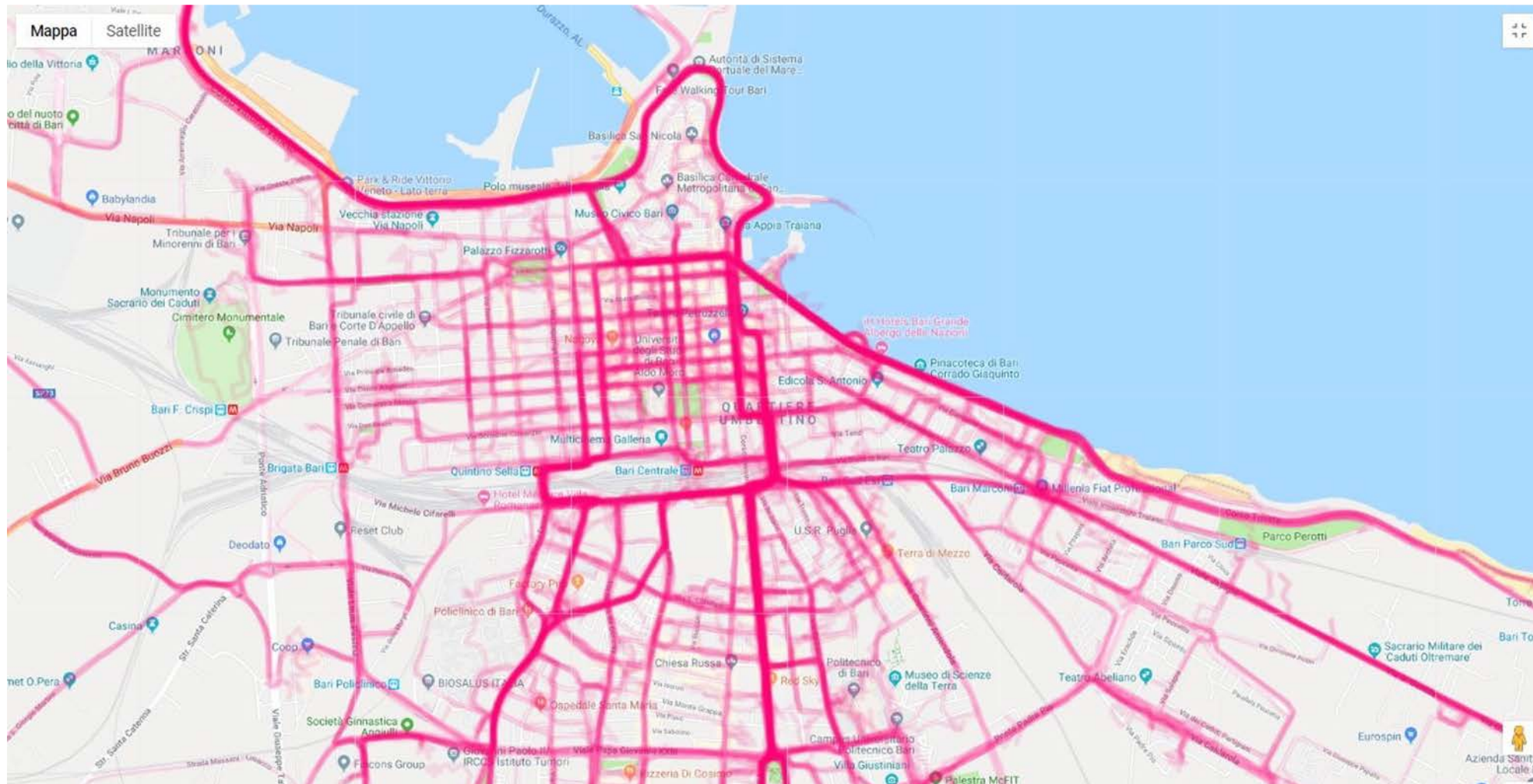
- Average km per day : **1.233 km**
- Session average length : **4,4 km**
- Average cost for the Administration : **0,065 €/km**

- **Co2 saved: 74.031 kg**

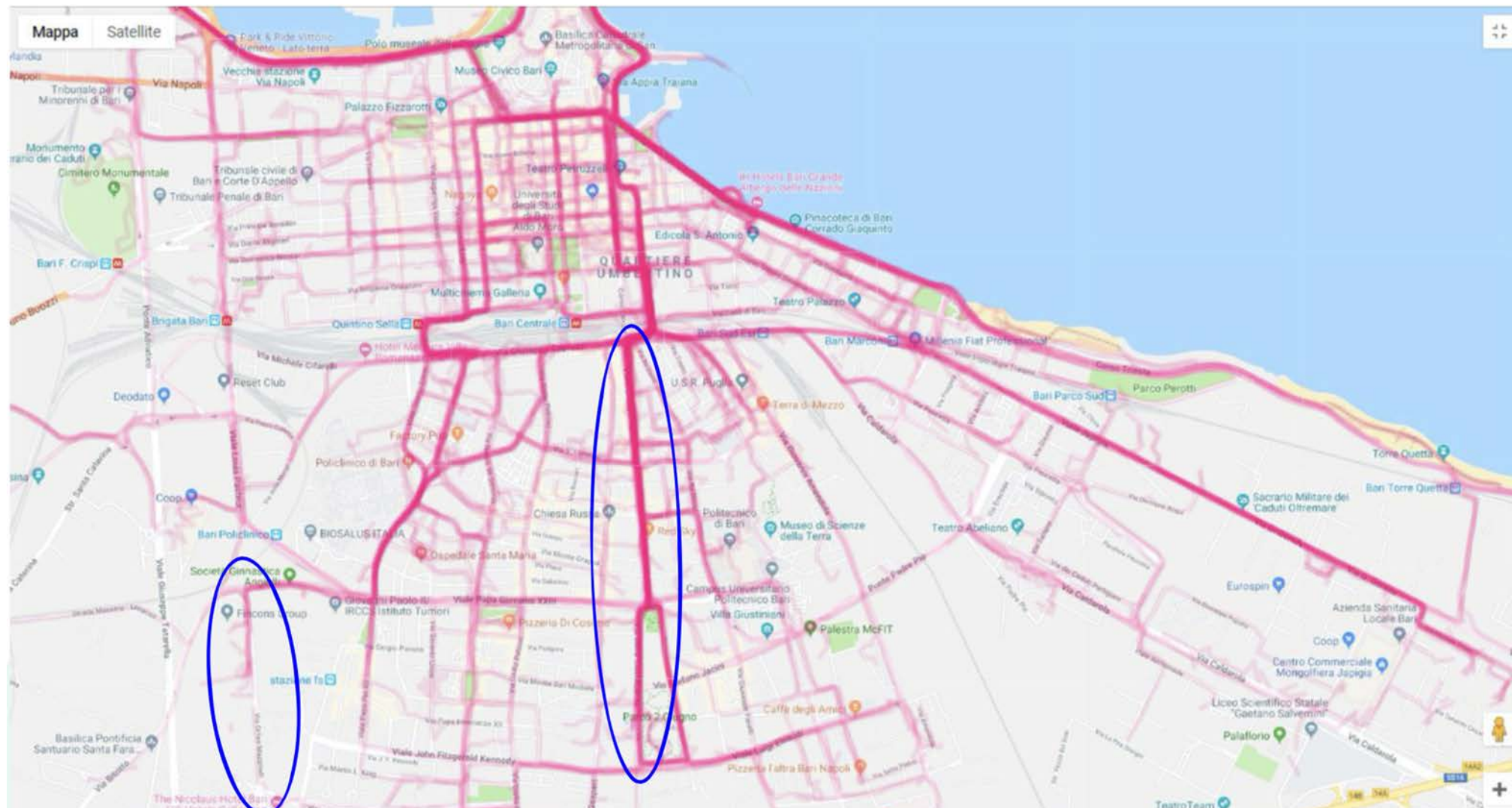
Usage time slots

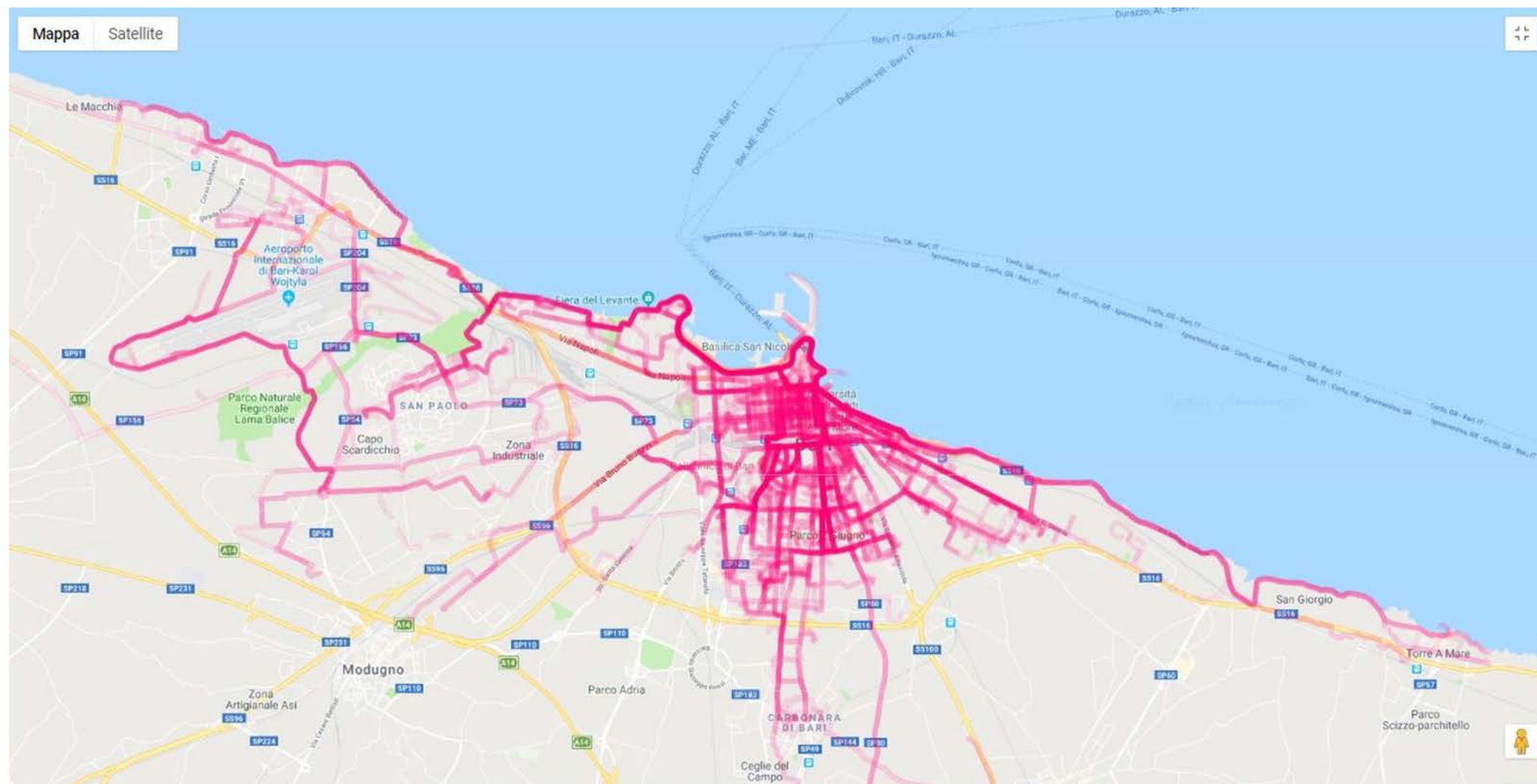


Monitoring system

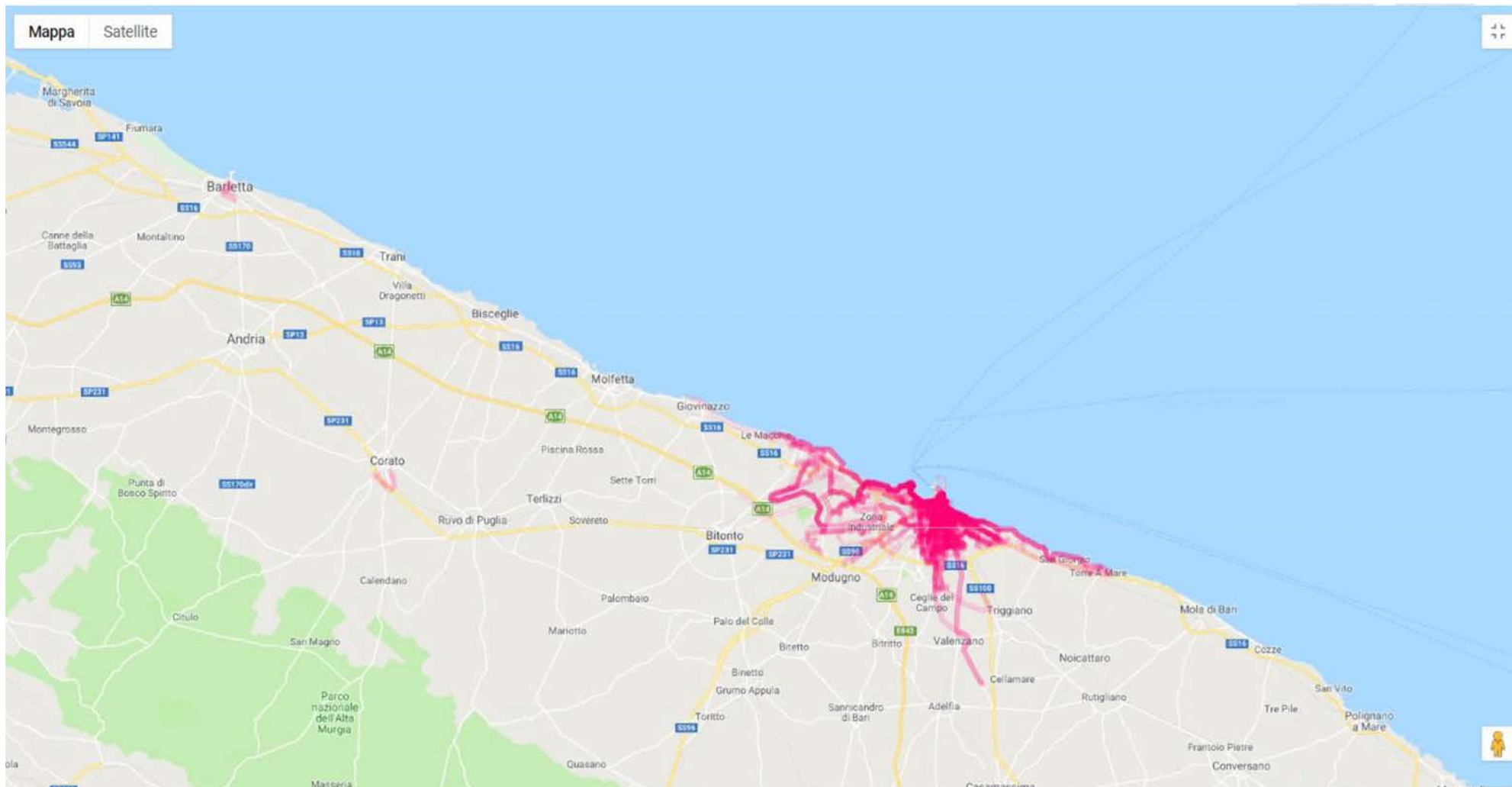


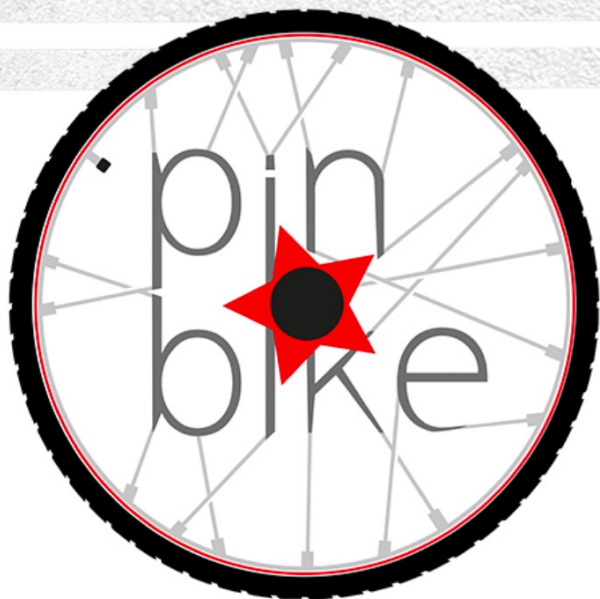
Most used cycle paths





Monitor commuting outside of the city





YOU RIDE
YOU EARN

www.PIN.BIKE



PIN BIKE: LA MOBILITÀ SMART IN AZIENDA

- SISTEMA DI TRACCIAMENTO CERTIFICATO DEGLI SPOSTAMENTI PER IL RILASCIO DI INCENTIVI BICI + MONOPATTINO + CARPOOLING
Brevettato e antifrode!
- DASHBOARD DI CONTROLLO, RENDICONTAZIONE (SPOSTAMENTI + INCENTIVI + QUESTIONARI)
- REDAZIONE PIANO SPOSTAMENTI CASA LAVORO PER L'AZIENDA
- CORSO DI FORMAZIONE PER IL MOBILITY MANAGER AZIENDALE
- ACCOMPAGNAMENTO PER ACCESSO AL FONDO DI € 50 MILIONI PREVISTO DAL DECRETO SOSTEGNI BIS



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📍 Bruxelles



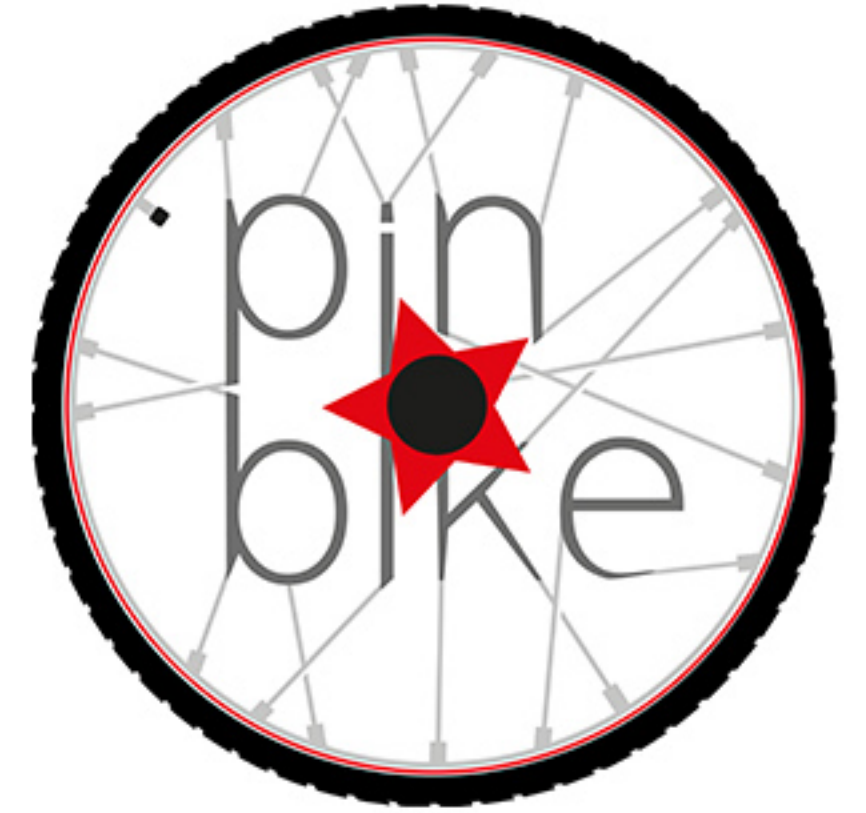
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