

ICP-AGIR Best Practice for BRAGA (Portugal)

BICIFICATION project	
	Braga (Portugal)
Departments / Institutions involved	Mobility
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Description of the best practice	<p>The BICIFICATION project - whose scope is the promotion of cycling mobility through gamification and reward measures. We saw this project as a chance for families, for users of all ages, to adopt a soft mobility that promotes happiness and quality of life. As one of the youngest European cities, Braga combines perfectly its two-thousand-year old History with an invigorating youth and vitality. Braga has always taken a strategic and central regional role. The Municipality of Braga has tried to meet the needs and expectations of its inhabitants, in a "Sustainable City For All" concept, developing policies for cohesion and social equality, family support as the primary core of the community, as well as policies for raising awareness of sustainable growth, promoting innovation as an engine for development.</p> <p>Regarding mobility, Braga has the strategic goal to promote sustainable, inclusive and intelligent mobility.</p> <p>How to? For instance, by Boosting the use of cycling in the urban area, Developing a collaborative system to involve different stakeholders in the common goal of sustainable mobility and – with that - Improve the quality of life of the citizens.</p> <p>In this manner, Braga is implementing its SUMP, and a package of measures promoting soft mobility, such as the implementation of a cycling network and of bike sharing systems and other soft modes.</p> <p>Braga is strongly committed to public transport, seeking this integration between bus and soft modes, and so, tackling the car dependency.</p>

	<p>Having in mind the previous strategy, Some of the objectives that we seek in this project are:</p> <ul style="list-style-type: none"> ✓ The shift from private vehicle usage to active mobility ✓ To attract a critical mass of cycling users ✓ To develop a cycling culture <p>And</p> <ul style="list-style-type: none"> ✓ To promote the new cycling network that is being implemented <p>We will involve in this project the local shop owners, their association, cultural promoters, the public transport company and members of civil society.</p> <p>We know that, while in some Northern European cities, bicycle holds an important modal share, too many cities are lagging behind, and despite the implementation of numerous soft measures, bicycle levels remain low.</p> <p>The lack of proper infrastructure and the perceived level of risk keep citizens away from bicycles.</p> <p>So, BICIFICATION aims at supporting a modal shift towards green, active mobility through a gamification and rewarding scheme, by proposing a solution consisting of a patented hardware and software for monitoring and rewarding bike trips reliably.</p> <p>With this system, registered users receive monetary rewards by the local authorities and Cities are benefited by valuable and trustable trajectories data.</p>
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Description of Best practice	
Challenge Addressed	227.143,8 Km traveled; 35.701,5 Kg of CO2 saved; 33.966,52 vouchers assigned
Solution Implemented	BICIFICATION project nudged active mobility in Braga (Portugal), Istanbul (Turkey), and Tallinn (Estonia). The project adopted the antifraud system patented by Pin Bike to certify, monitor, and reward urban bike rides. The system is based on the comparison of two sources of data collection, both from hardware (Pin Bike sensor) and software (Pin Bike App) devices. Local authorities rewarded urban cyclists with economic incentives (km reimbursements up to 30 euros per month, monthly prizes, personal trophies, survey prizes, location prizes, etc) to be spent in local shops. In their turn, cities benefitted from valuable and trustable data collected in the Pin Bike Dashboard, a web portal informing smart cities' data-driven policies and investments with different data on traffic, users, infrastructures, etc.
Partnerships	Pin Bike – This company is the technological heart of the project. Its technology allows Municipalities to engage and reward citizens that choose to use bicycles as their daily mean of transportation. This project lies on patented technology that, thanks to a hardware connected to a

	<p>Smartphone, allows to certify movements and rides with an anti-fraud mechanism;</p> <p>CERTH/HIT - a recognized research body that provides research and creates innovation in the field of Transport in Greece and Europe. Produces scientific results, implementable outcomes and specialized knowledge and supports policy and decision making processes;</p> <p>Nextome is a software technology company born in Puglia, Italy. The innovative Small-Medium Enterprise, founded by computer science students, will be in charge of developing an Open-data platform with the Projects' data.</p> <p>City of Istanbul is the Turkey's largest city with a population of 16 million and makes up the 30% of the country's GDP. The City has extensive experience in managing a diverse and complex city structure. The Istanbul Metropolitan Municipality is providing and collecting data on transport modes, infrastructure & mobility services.</p> <p>Tallinn - Capital of Estonia, a city of 400 000 inhabitants.</p> <p>KTH - It's the Sweden's largest technical research and learning institution and home to students, researchers and faculty from around the world dedicated to advancing knowledge. The Centre for Transport Studies (in the department of Urban Planning and Environment) works with transport planning and behavior modelling, relating to sustainable transition. The vision is to create better pathways for innovation management to be accessible to all.</p>
<p>Lessons Learned</p>	<p>The successful example of BICIFICATION can be transferred to and tailored on other cities. In the past 6 years, the technical and social innovation by Pin Bike has been adopted in 20+ Italian cities (e.g. Bari, Bergamo, Bologna, Foggia, Pescara, San Giorgio a Cremano, Santeramo, Sassuolo, and in 11 Municipalities of of the West Metropolitan Area of Turin), with different features (e.g. Bike"work, Bike2School, Bike2Art, etc.). Thanks to BICIFICATION, the Pin Bike patented system proved to be replicable in other international cities and with different rewarding mechanisms.</p> <p>In order to launch a new project, it is important for cities to have a clear overview of their urban mobility conditions and some clear objectives to improve its sustainability. Pin Bike will then apply the most appropriate features to meet those objectives (e.g. user selection, citizen engagement, co-creation features and activities, traffic calming measures, etc.).</p> <p>Finally, another essential element needed for the successful launch and implementation of the project is communication with participants and local stakeholders. BICIFICATION envisaged several communication channels:</p> <ul style="list-style-type: none"> - Social media advertising - Organisation of both ad hoc events for Pin Bike users and public events open to the whole citizenry in liveable public spaces - Bilateral communication between citizens and city managers through in-app reports and notifications.

Main Milestones	<p>Use case definition</p> <p>Pilots preparation</p> <p>Demonstration and evaluation</p> <p>Added value from the data</p> <p>Publication of Guidelines for cities</p>
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Materials for promotion	
Quote from city representative	<p>The Dissemination activities are very important. We made a public presentation of the project, with the mayor, councilwoman and the representative of the local shops association.</p> <p>As soon as we started to promote the project, in only two days, we had 450 users signed up. After two weeks we had almost 1000 users signed up (the double that we needed for the project).</p> <p>We promoted the project through our usual means and this promotion reached the local, national, general and specialised media. Facebook, City Council website and press releases.</p> <p>This is a great achievement that proves the intention of Braga's citizens to use this mobility alternative to the car. It also proves that this technology is very well perceived by public opinion.</p>
Graphic Material	<p>DN - https://www.dn.pt/especiais/mobi-summit/pedalar-para-ir-traballar-ou-estudar-pode-render-30-euros-por-mes-14897125.html</p> <p>Smart Cities - https://smart-cities.pt/noticias/braga-bicification-projecto-mobilidade-suave-bicicleta/</p> <p>JN - https://www.jn.pt/local/noticias/braga/braga/braga-ja-deu-oito-mil-euros-em-premios-a-quem-anda-de-bicicleta-15204027.html?target=conteudo_fechado</p> <p>RUM - https://www.rum.pt/news/500-utilizadores-percorrem-77-mil-quilometros-de-bicicleta-em-dois-meses</p> <p>TSF - https://www.tsf.pt/portugal/sociedade/mais-de-77-mil-kms-de-bicicleta-ja-renderam-5500-euros-em-premios-em-braga-15078589.html</p> <p>Público - https://www.publico.pt/2022/04/08/local/noticia/braga-ciclavel-quer-incentivos-permanentes-uso-bicicleta-concelho-2001781</p>
Online links	<p>website - https://bicification-project.eu/</p> <p>Open Data - https://pinbike.web.app/opendata/21</p> <p>https://www.youtube.com/watch?v=Ir3_yMjMzOI</p>