The environment will be the challenge in the future
The environment will be the challenge in the future

High levels of PM10 and other polluting substances.

Traffic Jam.
The environment will be the challenge in the future
Space for people.
Benefits of Bike Sharing
Benefits of bike usage

Mobike can change the modal split

The introduction of the service brings about a reduction of private car usage of ca. 5% in favour of shared bikes, fostering the combination of public transport and bicycles.
- CO2 and other pollutants
Reduction in emissions of pm10, pm2.5 and Co2

A study from the Politecnico di Milano ¹ in 2016 revealed that 88% of pm10 emissions in Florence were generated by traffic, as opposed to 10% from heating systems and 2% from all other activities.

+ Trees
25kg of Co2 saved are equivalent to planting one tree ²

+ Economic benefits
Each km covered with a bicycle instead of a car creates economic benefits for the local community of around €0.43 ³

¹ LA QUALITÀ DELL’ARIA NELLE CITTÀ ITALIANE E LE TECNOLOGIE PER L’EFFICIENZA ENERGETICA NEL RISCALDAMENTO DEGLI EDIFICI (ENGIE, 2016)
² ECOBNB.IT
³ CYCLE EMBASSY DENMARK
Benefits for companies' employees
During the first year of bicycle usage in the home-work routes, the person previously covering the same distance on a car can lose up to 6kg of weight.

Benefits for companies
Corporate social responsibility (CSR): the company can be identified by investors, employees and clients as eco-friendly and smart if it fosters cycling mobility in its community.

During rush hours bicycles can be up to 50% faster than cars. 4

Benefits for local stakeholders
10-15 bicycles can find space where only one car would be normally parked.
Mobike's success in Italy
The success of Mobike in Italy— from September 2018

+18 000 bikes

+ 830 000 registered users

+8 000 000 km ridden
**Smart and Accessible Bike Sharing**

1. **DOWNLOAD APP**
   - Use the phone to find the nearest bike

2. **SCAN**
   - Scan the QRCode on the bike and unlock it

3. **USE**
   - Arrive easily at your destination

4. **PARK**
   - Park it in a Mobike Hub area or in an usual parking space
Mobike

Mobike Hub
Thank you