

# CITY CHANGER CARGO BIKE FACT SHEETS

CARGOBIKE .JETZT

IMPLEMENTED MEASURES OF THE CITY CHANGER CARGO BIKE  
PROJECT 2018-2022



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The annual “European Cargo Bike Industry Survey” was established by CityChangerCargoBike partners in spring 2020 to analyse and demonstrate the growth and trends of the European cargo bike market. The anonymous online survey collects sales data from cargo bike brands. In 2020 and 2021, 38 cargo bike brands have participated in the first two surveys. Results showed an annual growth rate of the participants’ cargo bike sales in Europe of between 38 and 66 percent from 2018 to 2021.

### Outcome

Existing data on national bicycle markets in Europe in most cases do not include a separate category for cargo bikes, yet. Since 2020 the “European Cargo Bike Industry Survey” has started to fill the gap between the growing public and political awareness of cargo bikes on the one hand and a lack of data on the European cargo bike market on the other hand.

The survey’s results were presented at Europe’s leading bicycle fair Eurobike and have been widely reported by national and European bicycle media. They were also picked-up by leading national media like the BBC.

### Impact

Market data is an important basis for political and economic decision-making. The “European Cargo Bike Industry Survey” is demonstrating that cargo bikes are not just a media hype but a fast growing industry. This encourages policy makers and companies to back political and financial investments in cargo bikes and cargo bike-friendly infrastructure.

### Process

1. Check if the data on your national bicycle market already includes a category for cargo bikes (like ZIV data in Germany)
2. Discuss with your national cycling industry association how to improve data on the national cargo bike market
3. A national cargo bike industry survey in collaboration with the „European Cargo Bike Industry Survey” can be an option.



### European Cargo Bike Industry Survey 2021

Now open for manufacturers.  
Link in bio  
May 20 - June 3, 2021.



Collecting market data must meet data protection and anti-trust laws



Online survey very cost-efficient, personnel costs must be covered



Market data is very useful for media, policy makers and companies

### Recommendations

1. Have relevant industry associations on board to improve the survey’s prestige
2. The survey should be repeated on an annual basis
3. Reduce survey to a minimum set of really important questions



The “Cargobike Roadshow” offers free test rides with twelve different private e-cargo bikes on public squares. The five hour long test parcours includes manufacturer neutral advice by a team of three cargo bike experts and can be booked by municipalities or other institutions to promote cargo bikes. The Roadshow was set-up by independent cargo bike experts in Germany in 2016 and is now run by CityChangerCargoBike partner cargobike.jetzt. In 2021, the Roadshow was hosted by 35 cities in Southern Germany and Austria and offered a total of around 10.000 test rides to around 2.000 testers.

### Outcome

The “Cargobike Roadshow” has become an attractive event for citizens because it offers a low-threshold test opportunity of a wide range of different e-cargo bikes that is not available in such a form in local shops.

For municipalities the Roadshow is an easy to implement action that – besides a budget - only requires reserving a suitable public square and a public announcement with prefabricated material.

The Roadshow is also a highlight for local media and politicians as it provides great pictures and effectively demonstrates the cities’ ambition to promote new attractive forms of sustainable transport.

### Impact

Test riding is the best way to convince people of the advantages of cargo bikes. The event character of the “Cargobike Roadshow” attracts many visitors as well as political and media attention. That helps to increase local visibility, knowledge and sales of cargo bikes.

### Process

1. Build a team of at least three independent cargo bike experts
2. Make an offer to manufacturers to integrate one of their e-cargo bikes into your test parcours
3. Make an offer to municipalities to bring your test parcours in their city
4. Fix your tour plan, produce promotional material, organize a van and other tour logistics
5. Hope for good weather during the tour!



Manufacturer-neutral test event not intended to sell cargo bikes



Funded by municipalities, manufacturers and additional sponsors



The more cities participate the more efficient the organisation

### Recommendations

1. Get inspiration from the „Cargobike Roadshow“ in Germany and Austria
2. Organize your first test parcours only in a few cities and with a smaller test fleet
3. Make sure your test parcours remains manufacturer-neutral and low threshold and provides attractive & reliable e- cargo bikes and high quality advice

### More information and contact:

[www.cargobikeroadshow.org](http://www.cargobikeroadshow.org)  
[info@cargobikeroadshow.org](mailto:info@cargobikeroadshow.org)



The “free cargo bike” movement offers non-commercial cargo bike sharing through local initiatives in more than 100 mostly German and Austrian cities. “Free cargo bikes” can be booked online for free and are handed over at host stations (cafés, community centers, libraries, ...). They often receive financial support from municipalities, local sponsors and donations from users. Many initiatives provide between one and ten cargo bikes, the biggest initiative in Berlin runs a fleet of almost 200 cargo bikes across the city.

### Outcome

„Free cargo bike“ sharing systems have become an effective tool for activist groups and associations to popularise cargo bikes in many German and Austrian cities. They attract a lot of local media attention and are easily accessible for all – including low-income households. In 2018, the „free cargo bike“ movement won the national cycling award of the German transport ministry.

The CityChangerCargoBike project has supported an English translation of the movement’s toolbox for setting up local „free cargo bikes“ and the production of a small promotional video. The first two “free cargo bike” sharing systems outside Germany and Austria are in Budapest and in Ilkley (UK).



### Impact

Cargo bike sharing is an important means for providing easy access to cargo bikes for all citizens of a city. While in many cities circumstances are not attractive for commercial operators, the “free cargo bikes” movement provides an easy to adopt and popular concept for local cargo bike sharing.

### Process

1. Bring together a local group interested in promoting cargo bikes
2. Start a media and fundraising campaign
3. Buy the right cargo bikes(s) and find host stations
4. Set-up a webpage with an online booking system
5. Organize a kick-off event



Attractive project for local volunteer associations or activist groups



Initially needed funding is small



Depending on demand and funding the system can be expanded with all sorts of different cargo bikes and to other areas.

### Recommendations

1. Get inspiration from the „free cargo bike“ movement’s toolbox and use their open source booking system
2. Get your municipality and a local cargo bike shop as supporters on board
3. Get in touch with the “free cargo bike movement” to receive support and learn from other initiatives