



imec

BIKE DATA WEBINAR ITS.BE

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MAIN PROBLEMS AND NEEDS

- Data is scattered and not accessible
- Data isn't gathered in consistent way -> lack of standardisation
- Data is not representative
- Duplication of efforts
- Privacy concerns
- Lack of investments
- Lack of implementation of C-ITS systems
- ...

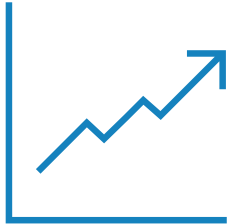


PROGRESS MADE SINCE LAST YEAR

- [Bike data space](#)
- Standardization
 - Traffic measurement
 - Efforts on national level
 - Floating Bike Data
- Technical guidelines cities, tenders
- EU Cycling Declaration
- Fiscal beneficial regime



MAIN REMAINING OBSTACLES



Return on Investment,
Business case



Legal issues



Belgian cycle ecosystem

TIME IS NOW TO INVEST IN CYCLING!

“The next wave of investment in the sector is on the horizon. Over the past decade, VC and private equity have made their mark in the sector. Now automotive players are starting to tip their toes in the water and seem poised to enter the scene significantly in the next decade.”

Hendrik Winkelmanns, Founder Bike Republic and Freshmen Fund

