

Bert Celis

Flanders' Bike Valley

CHIPS

Calculating your own CH benefits and savings

Agenda 28-02-2018



12:00-13:00 Registration and welcome

13:00-13:30 Introduction and meet the CHA participants

13:30-14:30 Keynote speaker Michael Adler, Essen – RS1

14:30-14:45 *Break*

14:45-16:15 **Business case:** calculating your own CH benefits and savings
(20 min) Overview of different tools (FBV, ECF)
(60 min) Luc Int Panis (VITO) one specific tool and practical exercise
(10 min) Feedback of every work group about case (NHTV collects feedback)

16:15-16:30 *Break*

16:30-17:45 **Selling your cycle highway to local decision makers**
ECF & Radboud University

17:45-18:00 Recap of the first day

Presentation

- **Importance of Business Case**
- **Effects on different levels**
- **Tools**
- **Comparison of tools**

Importance of Business Case



GENERIC DESCRIPTIVE BUSINESS CASES



Press release
Copenhagen, Geneva and Paris, 14 April 2014

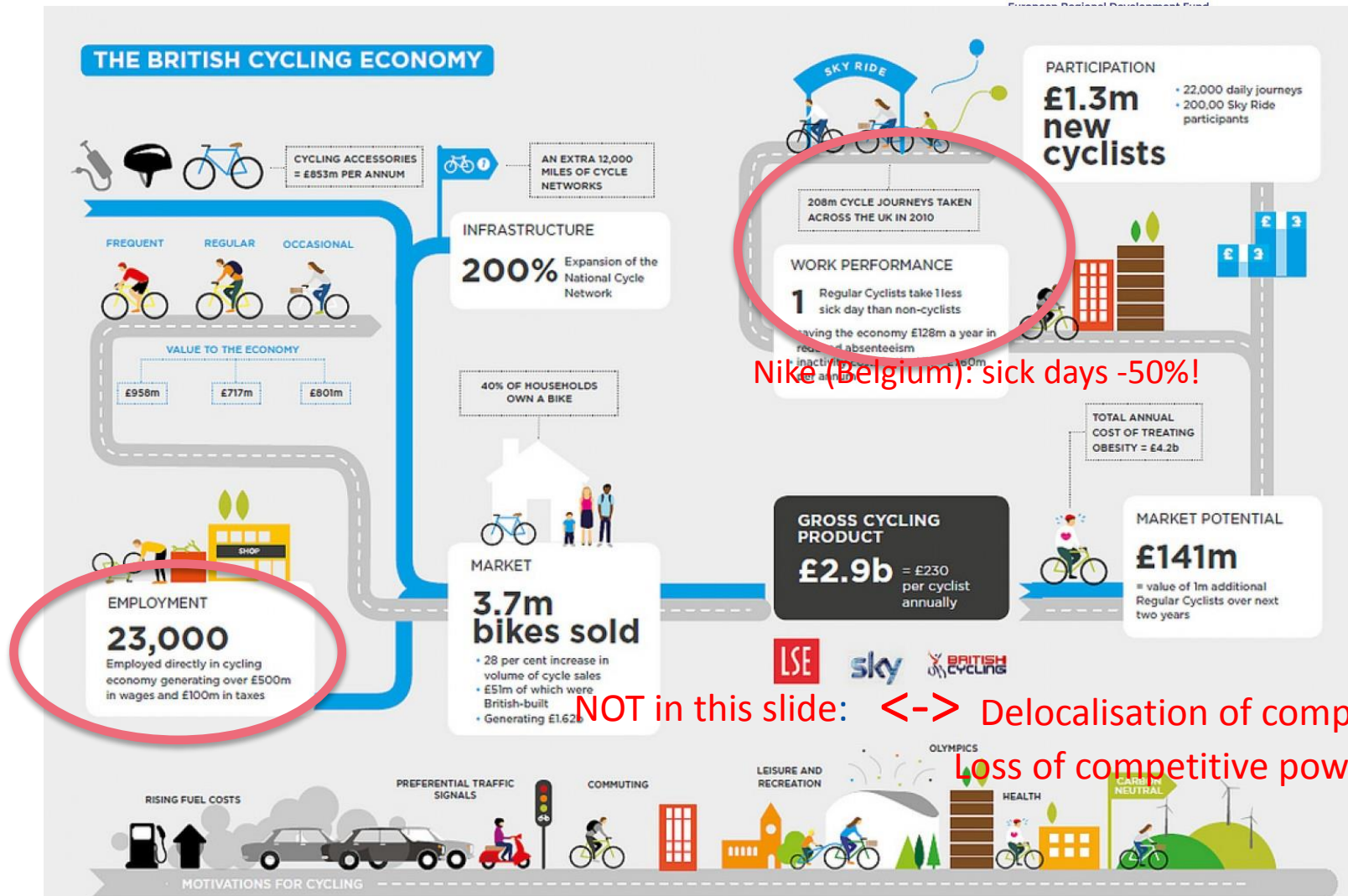
Cycling can create at least 76 600 jobs and save 10 000 lives every year in major European cities

Over 76 600 people would be employed in green and healthy transport every year and 10 000 lives would be saved if major European cities¹ reached the cycling modal share of Copenhagen. This is the conclusion of a new publication released today by UNECE and the WHO Regional Office for Europe.

For the first time, *Unlocking new opportunities*² estimates that investing in “green and healthy transport” not only has positive health and environmental effects but is also economically profitable.

Importance of Business Case

FOCUSED BUSINESS CASE by PICTURES & INFOGRAPHICS



Nike (Belgium): sick days -50%

NOT in this slide: <-> Delocalisation of companies
Loss of competitive power of Cities

Importance of Business Case

- Convince by numbers
- Convince by pictures

=> Create your own infographic with numbers and get a YIMBY Effect for Cycle highways

YES IN MY BACKYARD !

www.canva.com

FOCUSED BUSINESS CASE by PICTURES & INFOGRAPHICS

Benefits on different levels

- CO2 reduction effect
- Healthcare Effect
- Individual Economical Effect
- Industrial Economical effect; jobs, GDP
- Region Attractiveness and Competitiveness
- Mobility Effect: Space and throughput (less parking space, 4x throughput vs roads)
- ...

=> Mixture of SOFT and HARD SAVINGS

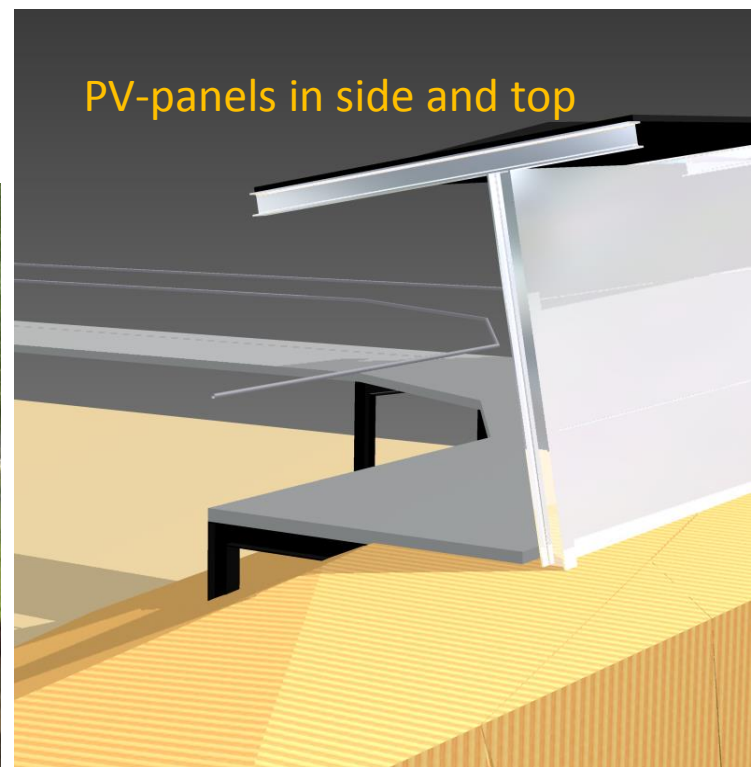
BUT levels are not limited

Individual approach needed...

F.e. When cycling roads are used for energy harvesting, integrated electricity network,...



een VolkerWessels onderneming



=> **BROADEN** your business case with other stakeholders

BUT levels are not limited

Individual approach...

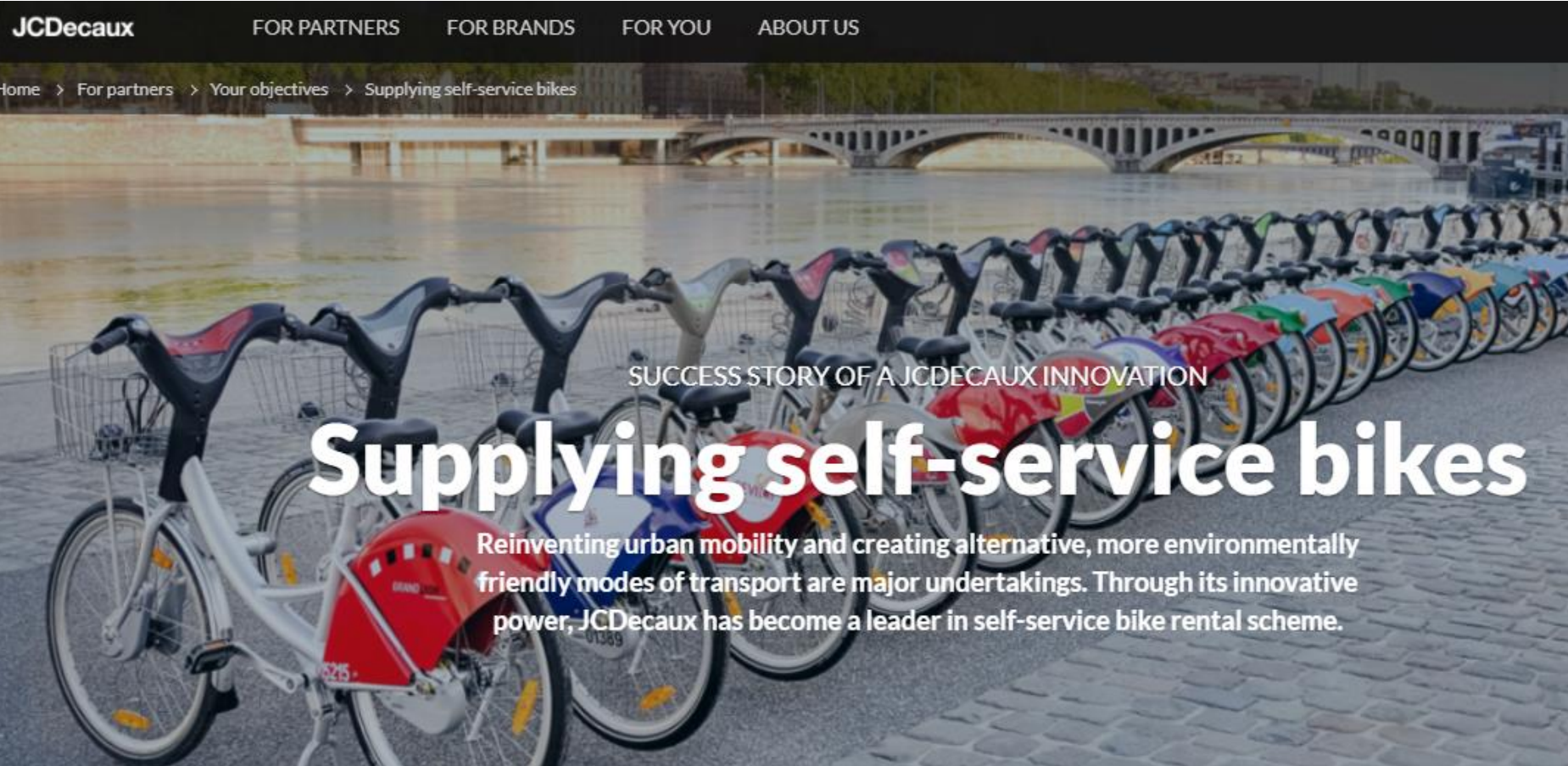
F.e. PPS constructions can be used to lower the investments, Mobility HUB and store, POS (point of sales), Smart City effects



- ⇒ **TAILOR** your business case and be creative
- ⇒ involve other stakeholders, f.e. Industry, Smart City stakeholders !

BUT levels are not limited Individual approach...

F.e. JCDecaux ->mobile hubs?



JCDecaux FOR PARTNERS FOR BRANDS FOR YOU ABOUT US

Home > For partners > Your objectives > Supplying self-service bikes

SUCCESS STORY OF A JCDECAUX INNOVATION

Supplying self-service bikes

Reinventing urban mobility and creating alternative, more environmentally friendly modes of transport are major undertakings. Through its innovative power, JCDecaux has become a leader in self-service bike rental scheme.

<http://www.jcdecaux.com/partners/monetising-audiences>

Tools

- 1) HEAT tool
- 2) Bike Form tool
- 3) MKBA (Kosten Baten Analyse Tool)

1. HEAT Tool

<http://www.heatwalkingcycling.org/#homepage>

WHAT

- combined assessments of walking and cycling
- calculation of impacts of exposure to air pollution
- crash risk and carbon emissions
- in addition the benefits from physical activity

Applications:

- evaluation of new or existing projects, including benefit-cost ratio calculation
- Tool for populations (not individual level)
- Habitual Behaviour change (not change by 1 event)
- Only for adult population

2. BIKEFORM Tool

<http://www.bikeform.be>

WHAT

- Tool for individual calculation of savings per commuter
- Fiscal and healthcare & environmental effects



The screenshot shows the Bike Form website interface. On the left is a vertical navigation menu with the 'Bike FORM' logo at the top. The menu items are: 'FIETSBELEID EN MOBILITEIT', 'FIETSAANBOD', 'FINANCIEEL EN FISCAAL', and 'GEZONDHEID EN MILIEU'. The main content area has the heading 'Simuleer uw besparing als werknemer'. Below this is a light blue box with the text 'Ben je een **werkgever**? [Simuleer uw besparing dan hier.](#)'. A horizontal progress bar follows, consisting of five hexagonal icons numbered 1 to 5. The first icon is highlighted and labeled '1 Uw situatie'. The others are labeled '2 Fiets', '3 Privéwagen', '4 Bedrijfswagen', and '5 Resultaat'. At the bottom of the main area, it says 'Stap 1: Uw situatie'.

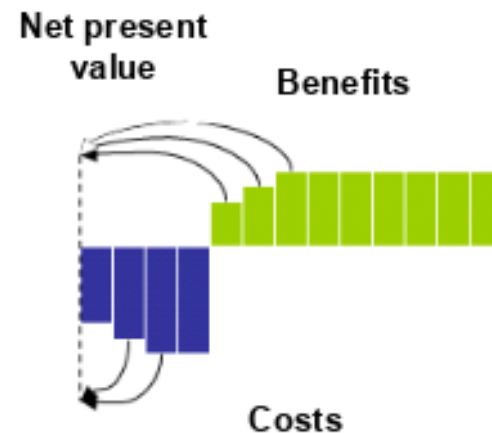
=> Available in Excel

3. Societal Cost Benefit Analysis (Dutch: MKBA –tool)

WHAT

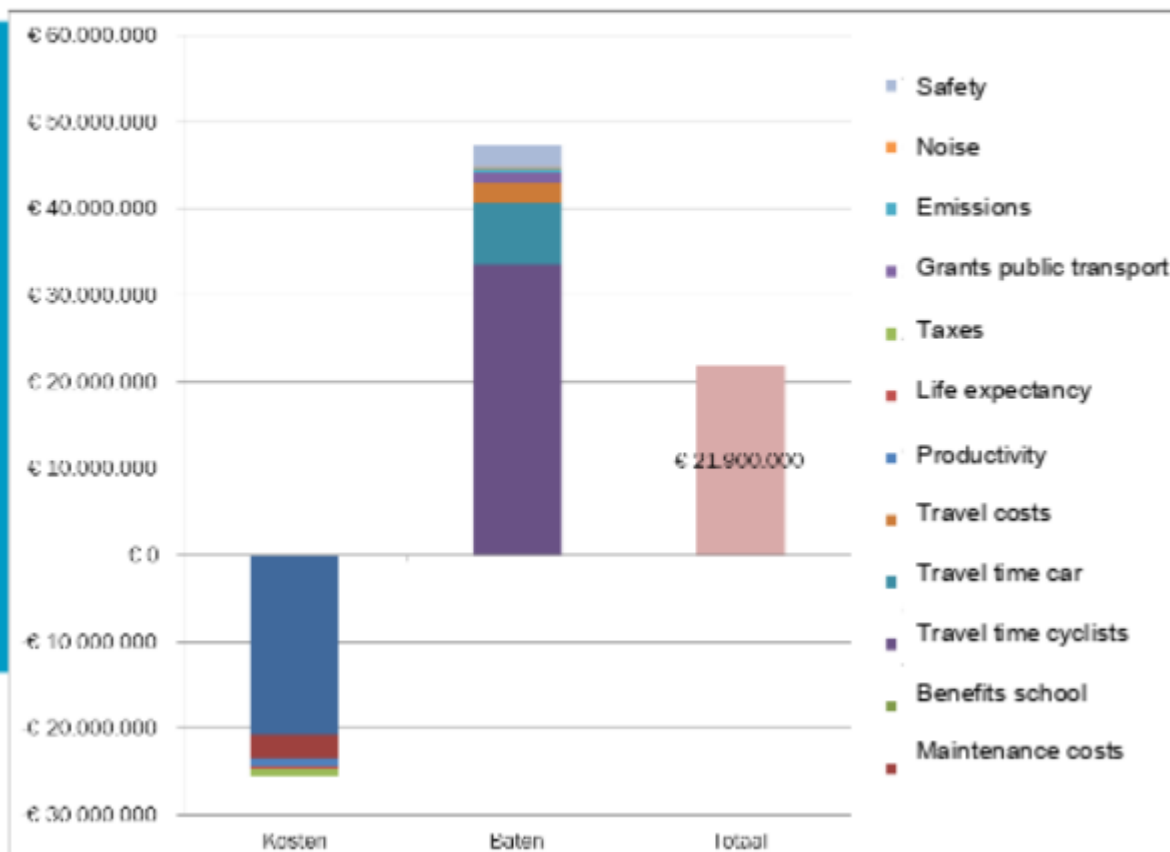
- Webtool by Decisio (NL, Kees Van Ommeren)
- Webtool is currently offline !

- Social business case: Do the social benefits of an investment or policy measure outweigh the social costs?
- Main question: Does a project contribute to the welfare of all inhabitants?
- Effects are monetarized
- All initial/incidental and annually revolving effects (costs and benefits) are added up (Net present Value)



3. Societal Cost Benefit Analysis (MKBA –tool) *source: decision.nl*

SCBA Dafne Schippersbrug





Interreg



North-West Europe CHIPS

European Regional Development Fund

Thank you!