



Decision flow chart and user need analysis for cargo bikes

By starting to look at the transportation need instead of the vehicle, it gives you the opportunity to break old habits, think new and make changes. Taking a step back and starting over is the best way to make sure you have made the right decision. Asking questions and answering them is also a handy documentation if there are questions later on concerning what grounds the decisions were made.

Here is a method for how a procurement can proceed, relevant in whole or in part depending on your needs.

Framework for the needs analysis

A strategic tool for achieving sustainable development goals

Through the opportunity to look strategically at the choices made, a purchase can contribute to a step on the way to fulfilling the various objectives the organization has for its operations.

Begin the process by questioning what you always do. Think through the whole process and start with the actual need. Also keep in mind the goals you are going to contribute to - it governs what choices you will make.

For example, do you want to?

- Reduce the number of fossil fuel-powered journeys / transports
- Increase public health / staff health
- Reduce noise, congestion, particles in the air
- Be good role models



Target and control documents

When procuring, there are a number of different goals to relate to. Filtering your needs through the control documents provides opportunities to contribute to achieving the goals, even with smaller purchases.

- The organization's vision
- Long-term national goals
- Energy and climate strategy
- Vehicle strategy (meeting and travel policy)
- Sustainable city (noise, pollution)
- Wellness strategy
- Environmental goals, environmental strategy
- Agenda 2030
- National Procurement Strategy

All your decisions make a difference. Through conscious choices based on strategies and goals, procurement contributes to a step on the way to a sustainable society.

Involve future users in the process

The idea of acquiring a cargo bike can arise at different levels in the organization. The important thing is that everyone involved, purchasers, managers, and future users, get involved early in the process. It is during the needs analysis that all aspects needed for a well-designed procurement are gathered.

Decision flow chart and needs analysis

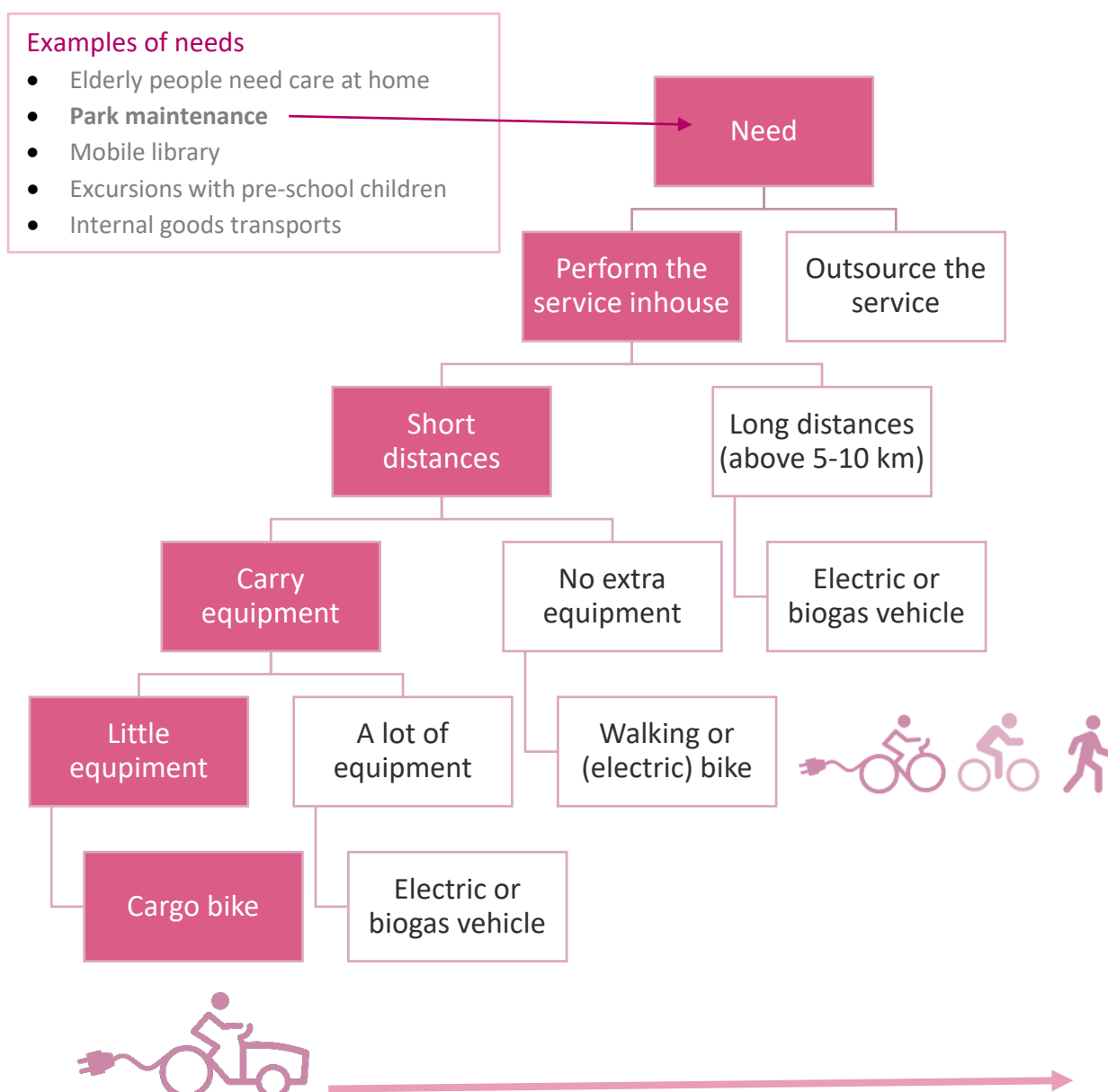
On the next page you will find a decision flow chart and after that a check list for a needs analysis.



Decision flow chart

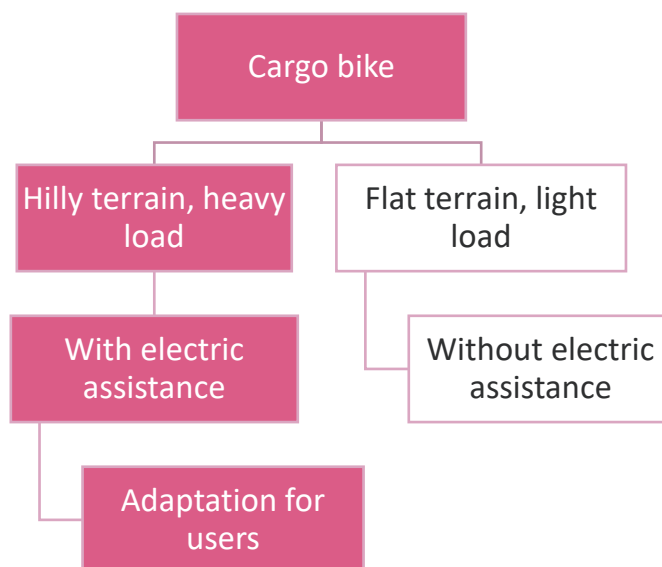
Start by identifying your transport need. Ask yourself if this is a service you want to do inhouse or outsource it. Are the transport distance above or below 5–10 km? If it is longer then a cargo bike might not be the best solution but an electric or biogas vehicle would serve better.

Go through each of the steps in the flow chart and if you arrive at the conclusion that a cargo bike would best serve your need – go to the next page for a needs analysis.





Needs analysis



In addition to choosing whether to have a cargo bike with or without electric assistance, there are a number of different things you need to consider when adapting the bike for its users.

Questions you may ask yourself	Describe your situation. <i>Answer the questions that are relevant to your situation. The answers form the basis for the procurement.</i>
What will you do? <i>Move goods Move work tools Move people Other</i>	
Location <i>Storage and charging Type of charging station Main geographical area for use</i>	
Design <i>How many wheels - how will the bike be used? What about distances and cycle paths?</i>	
Colour and form <i>Should the cargo bike have the organization's colours? Should it be striped with messages, logos and more?</i>	
Special requirements for use <i>Are there need for special adjustments?</i>	



Requirements - criteria linked to your organization's goals

There are many more things that can affect which cargo cycle you will choose, linked to your organization's goals.

Requirements for the product and / or manufacturing

Your goals frame the requirements you place on the product's content, design, and manufacture:

- The waste ladder – circular economy of repair, recycle, redevelop
- Durable, sustainable, good quality
- Non-toxic
- Code of conduct - no child labour, fair wages, good working environment

Requirements for suppliers and / or companies

Your goals can also frame requirements for the product's adaptation, storage, accessories etc.

- Equal / accessible
- Safe
- Good working environment

Market analysis

Once you have decided what you need, then it is time to look at what is on the market. Are there products that meet your needs, or do you need to plan for adaptation or special order for the cargo bike?

Visit cobium.eu for more information on cargo bikes