

Pilot project in Leuven

Combined use of shared mobility solutions

Interreg
North Sea



Co-funded by
the European Union

ShareDiMobiHub

Introduction

The second pilot project focused on companies in Leuven. As there is significant potential for modal shift in commuting and business travel, we surveyed this sector and conducted three tests, each focusing on a specific mode of transport. Our aim was to ascertain whether companies recognise the advantages of shared mobility and whether mixed user groups could encourage greater usage. A cargo bike was tested at five different hubs in Leuven. At two hubs, an additional electric shared car was also tested. In consultation with companies in Leuven, we experimented with a B2M sharing system for e-bikes, testing eight new hubs in the public domain.

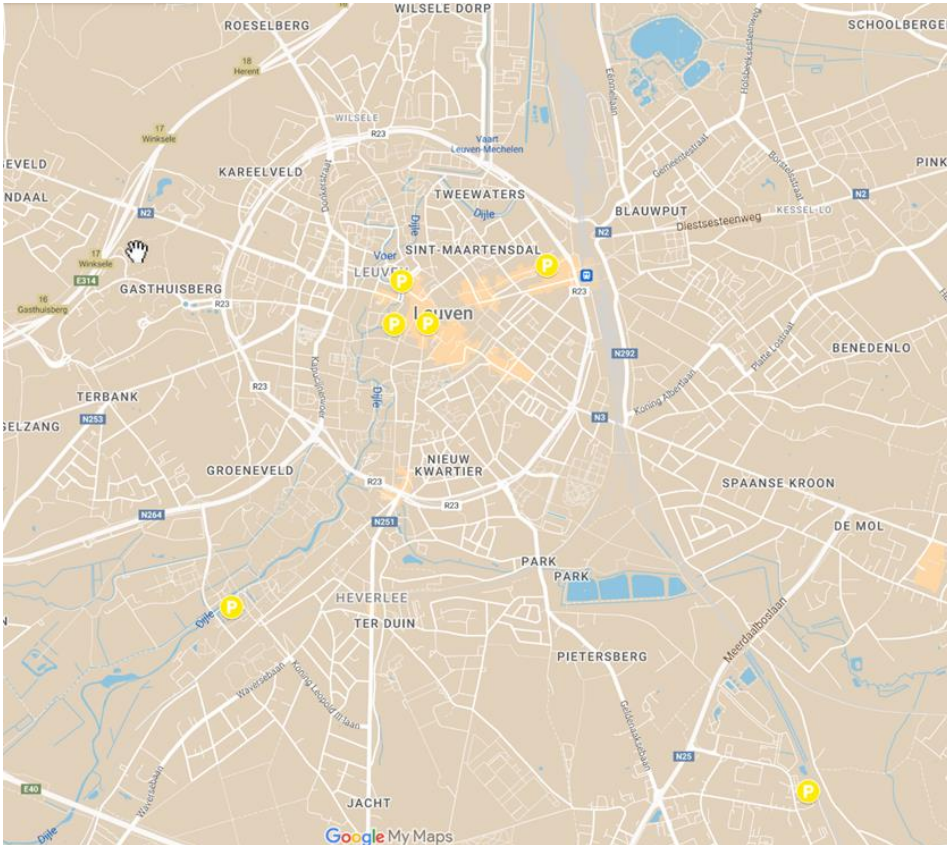
Based on the experiences gained from this pilot project, we intend to provide recommendations to the policy makers.



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In-field research: does a cargo bike sharing system add value to companies?

A B2B shared cargo bike has been tested at 5* locations



* One location less than planned because of the bankruptcy of Cargoroo end 2024 (After December 27, 2025, there were no more test cargo bike)



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In-field research: does an e-bike sharing system add value to companies?

76 new shared e-bikes are tested at the station of Leuven and 8 public domain locations

HUUR HIER JE ELEKTRISCHE BLUE-BIKE EN FIETS VLOT NAAR JE BESTEMMING!

HANDIG!

Deze elektrische Blue-bike deelfietsen kan je op het einde van je uitentocht achterlaten op een van de onderstaande locaties voor elektrische Blue-bikes in Leuven. Je hoeft 'm dus niet terug te brengen naar de plek waar je de fiets ontleende.

- Leuven Station
Tienesevest
hoppinpunt - Prof. Roger Van Overstraetenplein 1
Kop van Kessel-Lo
hoppinpunt - Martelarenlaan 8
- Heverlee Researchpark Haasrode II
hoppinpunt - Interleuvenlaan 27b
- Heverlee Haasrode UCLL
Bushalte, Interleuvenlaan 3/5
- Leuven Rector de Somerplein
hoppinpunt - Rector De Somerplein
- Leuven parking Vaartkom
hoppinpunt - Engels Plein 39
- Heverlee Kapeldreef
Bushalte campus Arenberg
- Heverlee Wetenschapspark
Gaston Geenslaan 8
- Heverlee Philipsite
hoppinpunt - Philipsite 3
- Heverlee Parking Bodart
hoppinpunt - Tenuusevest 149



Deze elektrische Blue-bike deelfietsen zijn ontworpen om gemakkelijk te gebruiken. Ze zijn dus ideaal voor het vervoer van kleine goederen.

Alle info op www.blue-bike.be/leuven

Graag direct op de fiets?
Scan de QR-code en download de app.



voor Android



voor Apple

Leuven
North Sea
ShareMobHub

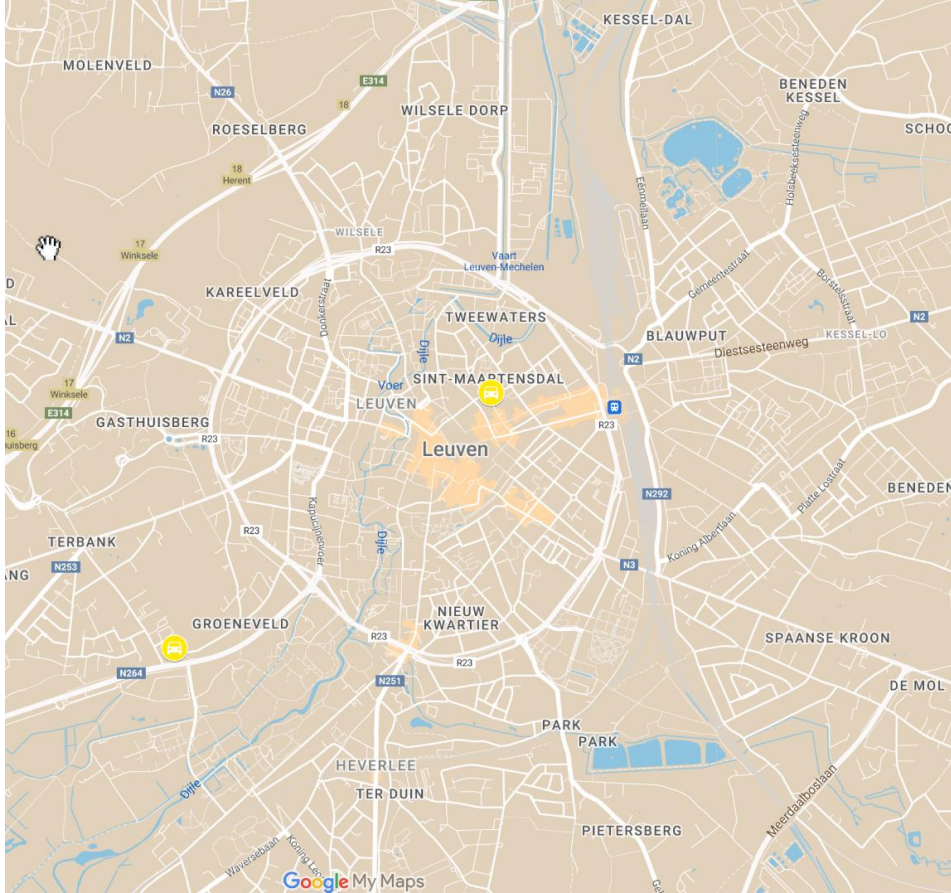
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NextGenerationEU



.be



Shared e-cars would be tested at 2 locations



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April '23-July '25

Exploratory survey of
enterprises, companies,
organisations in Spring 2023

Start test period in March
2024

Stop test period in Spring-
Summer 2025

Translation to policy
recommendations mid 2025

Visie



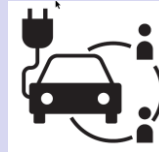
“Thanks to an adapted shared mobility offer, commercial businesses, companies and organisations will make fewer trips by private or company car.”

Goal = Acquire insight



- Is there interest from private parties in shared mobility?
- Is there an effect on use of private and company cars?
- Does the business case become more interesting for the shared mobility providers?

Pilots with



Pilots with



Pilots with



Entrepreneurs get acquainted with offer of recognised shared car providers in Leuven
→ Cambio
→ Batt Mobility

Entrepreneurs can register for piloting for free with the 'extra cargo bike' that will rotate along 6 locations in Leuven

The city of Leuven is living lab in a pilot project led by Blue Mobility, the aim of which is to pilot e-blue bikes at the train station + other locations, preferably in the immediate vicinity of private parties and at city edge car parks. Conditions of use to be determined.



Key message

Shared mobility solutions offer promising opportunities for companies to reduce car dependency and promote sustainable commuting, but success depends on proximity, user-friendly systems, strong communication, and tailored collaboration with businesses.



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Insights



During conceptualisation

- **Challenges**

- **It is useful to consult enough with other city services.**
- **An additional survey of SMEs and larger companies (platforms) is interesting to gauge context and interest**
- **A learning network regarding mobility amongst companies would be informative**

- **Opportunities**

- **It is good to collaborate with the colleagues from the economy & commerce department**
- **It is worthwhile to explore further opportunities in existing business platforms to put shared mobility even more regularly on the agenda**



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Deployment

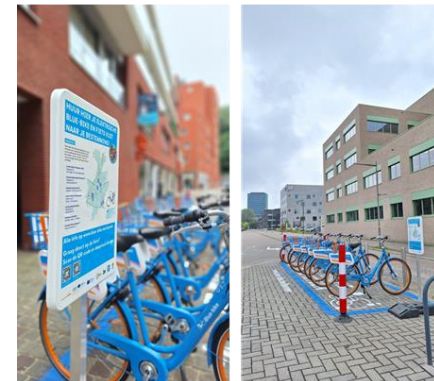
• Shared cargo bike

- **Selection of locations: finding the right balance between proximity to businesses and avoiding excessive parking pressure (based on survey)**
- **The ground markings work well – users return their bikes to the designated spot**
- **Stickers with clear reference to the project were good; however, it is important to choose high-quality stickers.**
- **No information panels were placed at the test locations; this would add little value and would also be difficult in terms of space**



• Shared e-bikes

- **Good to work in phases:**
 - **Dec 2023: 15 e-bikes at Leuven station**
 - **Aug 2024: 56 e-bikes at 1+6 locations**
 - **June 2025: 76 e-bikes at 1+8 locations**
- **Selection of locations: combination of public transport locations, proximity to businesses, and central locations (based on survey)**
- **The temporary locations will have a basic layout: ground markings, safety posts, and information panel; a bicycle parking facility is not essential → no issues with incorrectly parked bicycles; no bicycles falling over (sturdy stand)**



• Shared E-cars

- **Despite shown interest from entrepreneurs in survey, this test was not successful.**
 - **Little enthusiasm from car-sharing organizations (too high a risk) – general stagnation in car-sharing usage.**
 - **Difficult to find suitable locations (where there is combined user potential, with charging infrastructure, without excessive parking pressure).**



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Funding and procurement mechanisms used

- **E-cargo bike sharing**

- **Developing a public service contract to rotate a cargo bike sharing scheme across six test locations over the course of a year.**
 - **Refining the type of cargo bike → focus on cargo in addition to the regular Cargoroos offering (rather passenger transport).**
 - **Choice of target group: 4 central locations with a focus on SMEs and 2 peripheral locations with a focus on larger companies (platforms)**
 - **Free of charge for target group → remove financial barrier to gain optimal insight into other barriers**

- **E-bike sharing**

- **The city of Leuven has got a cooperation agreement with Blue-bike within a federal subsidy project in which Leuven is committed to testing around 70 e-bikes at seven locations in the period 2023-2025**

- **E-car sharing**

- **Best to limit to recognized commercial car-sharing organizations (Cambio and BattMobility) (so no tendering because of low enthusiasm among providers, no more budget, insufficient time)**
- **Cambio dropped out of the subproject process because the financial risk was too high for the selected locations.**
- **BattMobility is placing two shared EVs: one at a central location with the idea to combined use by SMEs and local residents, and one in the periphery aiming to be used by employees of large company + local residents.**



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Recommendations



- **There is definitely still room for growth in shared mobility solutions for commuting and business travel.**
 - **Continue to inform and encourage companies to replace the use of (private) cars for commuting and business travel with sustainable mobility solutions.**
 - **Continue to focus on a more extensive, user-friendly, and digitally integrated range of shared vehicles (whether or not in combination with public transport)**
- **Continue to work on policy measures that make car use more difficult (including parking)**
- **It is good to continue with a kind of learning network on this subject; a basis has already been laid by a group of motivated representatives of companies (platforms)**
- **In the city center, combined use by citizens and businesses is feasible due to proximity; in the suburbs, this is a challenge**



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Recommendations

Cargo bike sharing



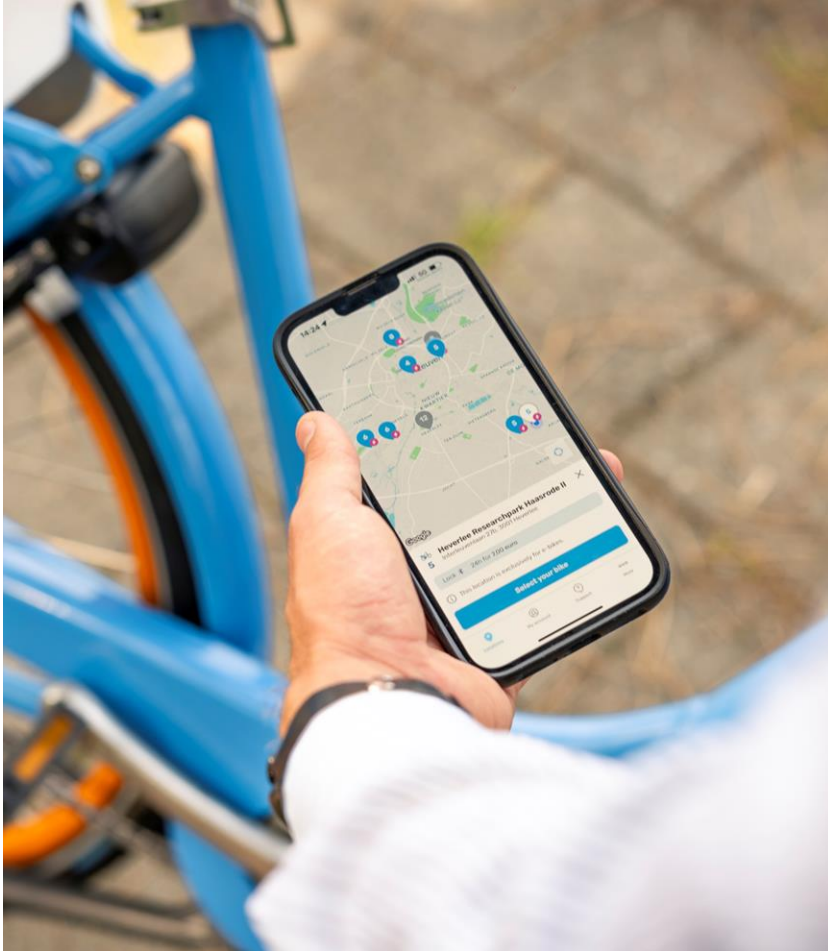
- **Cargo bikes are an interesting additional transport option for businesses**
- **Make the test more user-friendly**
 - **Registration**
 - **Limit surveys**
 - **Longer test locations**
 - **Make advance reservations possible**
- **Keep track of the preconditions of entrepreneurs.**
 - **Cargo-friendly (rather than passenger-friendly) – various types of cargo bikes.**
 - **Easy to use (also the app)**
 - **Close by; sufficiently dense network**
 - **Access with cargo bikes in shopping streets (also outside opening hours)**
- **Cost = less important precondition, but please keep it low (up to €5/hour)**



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Recommendations

E-bike sharing



- **Business potential is still untapped**
- **Diversified tariff structures drive adoption (especially for B2B)**
- **1-on-1 dialogue with companies is key**
- **Proximity and network density matter**
- **Deep digital integration unlocks seamless journeys**
- **Integration within regional mobility strategy is essential (preferably the same sharing system for bicycles and cars at the level of the transport region)**
- **E-bikes enable both local and regional trips and pay off in hilly regions**
- **Shared bike provider considers active rebalancing & buffer capacity**
- **Reflect about docking stations vs battery swap:**
 - **Pro battery swap: minimal downtime, consistent range, easier peak-hour availability**
 - **Con battery swap: infrastructure costs, logistics complexity, reliance on technical partners**
- **Consider circular economy & social economy collaborations**



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Recommendations

E-car sharing



- **The test itself did not progress sufficiently to draw conclusions. Unfortunately, the context was not conducive:**
 - **In 2022 and 2023, Leuven experienced significant growth in the use of shared cars (15-20%).**
 - **However, since 2024 and continuing into 2025, that growth has stagnated – there was no good momentum for this test.**
- **Location is key – one of the locations stopped earlier because too far away from company → challenging to find locations nearby citizens + companies**



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Thank you

