

# BIKE INFRASTRUCTURE, ECO TRANSPORT, FERRY ACCESS

GROIX



## ISLAND & IDEA TITLE

GROIX

BIKE INFRASTRUCTURE, ECO TRANSPORT, FERRY ACCESS  
- DEVELOP BETTER BIKE INFRASTRUCTURE, PROMOTE  
ECO-FRIENDLY TRANSPORT, AND MAKE FERRY ACCESS  
MORE EFFICIENT.



## TARGET GROUP

LOCAL RESIDENTS AND COMMUTERS  
TOURISTS AND SEASONAL VISITORS.  
LOCAL BUSINESSES  
MUNICIPALITY AND REGIONAL TRANSPORT  
AUTHORITIES  
ENVIRONMENTAL ORGANIZATIONS



## PROBLEM AND OPPORTUNITY

CURRENT MOBILITY SOLUTIONS ON GROIX HEAVILY DEPEND  
ON CARS, ESPECIALLY DURING PEAK TOURISM SEASONS,  
CONTRIBUTING TO CONGESTION, EMISSIONS, AND STRESS  
ON LIMITED ISLAND INFRASTRUCTURE  
CAN BECOME A LEADING MODEL FOR SUSTAINABLE ISLAND  
MOBILITY



## SOLUTION

DEVELOP AN INTEGRATED SUSTAINABLE MOBILITY HUB  
THAT COMBINES PHYSICAL INFRASTRUCTURE UPGRADES  
AND BEHAVIORAL INCENTIVES



## WHAT ALREADY EXISTS?

FERRY SERVICES CONNECTING GROIX TO MAINLAND  
LIMITED BUT GROWING BIKE RENTAL SERVICES FOR TOURISTS.  
AWARENESS OF ENVIRONMENTAL IMPACT FROM CAR  
DEPENDENCY.  
REGIONAL STRATEGIES PROMOTING SUSTAINABLE TRANSPORT  
ACTIVE ENVIRONMENTAL GROUPS ADVOCATING FOR REDUCED  
EMISSIONS AND SUSTAINABLE ISLAND LIVING



## WHAT IS NEEDED?

APPROX. €150,000 STARTUP BUDGET  
PARTNERSHIPS  
MUNICIPALITY SUPPORT FOR PERMITS, INFRASTRUCTURE  
INVESTMENTS, AND POLICY ALIGNMENT  
SPONSORSHIPS FROM TOURISM BUSINESSES AND ECO-  
TRANSPORT BRANDS  
DIGITAL PLATFORM FOR INTEGRATED BOOKING AND INFORMATION



## WHO IMPLEMENTS IT?

FREJIA AND PARTNER UNIVERSITY STUDENTS  
MUNICIPALITY OF GROIX  
REGIONAL TRANSPORT AUTHORITIES  
PRIVATE MOBILITY COMPANIES  
ENVIRONMENTAL NGOS  
LOCAL BUSINESSES AND TOURISM OPERATORS



## WHEN IS IT FEASIBLE?

FEASIBILITY STUDY & STAKEHOLDER ENGAGEMENT: NOVEMBER  
2025 – MARCH 2026  
INFRASTRUCTURE DEVELOPMENT: SPRING 2026  
BIKE-SHARING PILOT LAUNCH: SUMMER 2026  
FULL SYSTEM INTEGRATION & EVALUATION: AUTUMN 2026



## EXPECTED IMPACTS

ECO-TOURISM, CREATE LOCAL JOBS, SUPPORT MOBILITY  
SECTOR INNOVATION  
ACCESSIBILITY, QUALITY OF LIFE, & PUBLIC HEALTH THROUGH  
ACTIVE TRANSPORT  
CAR DEPENDENCY, LOWER EMISSIONS, PRESERVE ISLAND  
ECOSYSTEM



## RISK FACTORS AND MITIGATION

### STRATEGIES

LOW USER ADOPTION → INCENTIVE PROGRAMS,  
INITIAL FREE TRIAL PERIODS, STRONG COMMUNICATION  
CAMPAIGNS  
TECHNICAL FAILURES (BIKE-SHARING SYSTEM) →  
PARTNER WITH EXPERIENCED OPERATORS, ENSURE  
ROBUST MAINTENANCE CONTRACTS  
SEASONAL IMBALANCE → ADJUST CAPACITY BASED  
ON DEMAND FORECASTS, FLEXIBLE FLEET SIZING  
FUNDING GAPS → COMBINE EU, REGIONAL, PRIVATE,  
AND TOURISM-BASED REVENUE STREAMS



## POSSIBLE FUNDING OR BUSINESS

### MODEL

EU INTERREG OR HORIZON EUROPE MOBILITY INNOVATION  
GRANTS  
FRENCH NATIONAL TRANSPORT SUSTAINABILITY FUNDS  
CORPORATE PARTNERSHIPS WITH MOBILITY BRANDS (E-BIKE  
MANUFACTURERS, ENERGY PROVIDERS)  
MUNICIPAL INVESTMENT WITH LONG-TERM TOURISM TAX  
REVENUES  
SUBSCRIPTION FEES FOR BIKE-SHARING AND DIGITAL MOBILITY  
SERVICES



## SUGGESTED NEXT

### STEPS

PRESENT CONCEPT TO MUNICIPALITY, REGIONAL AUTHORITIES,  
AND FERRY OPERATORS  
CONDUCT COMMUNITY MOBILITY SURVEY TO GATHER RESIDENT  
AND TOURIST INPUT  
LAUNCH DESIGN COMPETITION FOR BIKE-SHARING BRANDING  
AND USER EXPERIENCE  
SECURE INFRASTRUCTURE CO-FUNDING AGREEMENTS  
BEGIN INFRASTRUCTURE UPGRADES AND DIGITAL PLATFORM  
DEVELOPMENT  
LAUNCH PILOT PROGRAM FOR SUMMER 2026

Island: Groix (France)

Title: **Bike Infrastructure, Eco Transport, Ferry Access** - Develop better bike infrastructure, promote eco-friendly transport, and make ferry access more efficient.

### 1. Target group

Local residents and commuters. Tourists and seasonal visitors. Local businesses (tourism, transport, hospitality). Municipality and regional transport authorities. Environmental organizations.

### 2. Problem and Opportunity

Current mobility solutions on Groix heavily depend on cars, especially during peak tourism seasons, contributing to congestion, emissions, and stress on limited island infrastructure. The existing ferry service can experience inefficiencies in capacity and coordination. By improving bike infrastructure, enhancing ferry access, and promoting eco-friendly transport options, Groix can become a leading model for sustainable island mobility.

### 3. Solution

Develop an integrated Sustainable Mobility Hub that combines physical infrastructure upgrades and behavioral incentives:

- Expand and modernize bike lanes and secure parking facilities across the island.
- Introduce an electric bike-sharing system for residents and tourists.
- Improve ferry access through optimized scheduling, digital booking, and efficient boarding procedures.
- Promote public awareness campaigns encouraging eco-transport adoption.
- Coordinate with regional authorities to improve multimodal connections (bus-ferry-bike integration).

### 4. What already exists?

- Existing ferry services connecting Groix to mainland Lorient.
- Limited but growing bike rental services for tourists.
- Community awareness of environmental impact from car dependency.
- French regional strategies promoting sustainable transport (Plan de Mobilité Durable).
- Active environmental groups advocating for reduced emissions and sustainable island living.

## 5. What is needed?

Approx. €150,000 startup budget (bike infrastructure upgrades, bike-sharing system, digital platforms)

Partnerships with ferry operators, regional transport agencies, and mobility providers

Municipality support for permits, infrastructure investments, and policy alignment

Sponsorships from tourism businesses and eco-transport brands

Digital platform for integrated booking and route information

## 6. Who implements it?

FREIIA and partner university students (project development, data analysis, platform design)

Municipality of Groix (infrastructure planning, regulatory support, coordination)

Regional transport authorities (ferry operations, funding alignment)

Private mobility companies (bike-sharing, e-transport solutions)

Environmental NGOs (public awareness, sustainability advocacy)

Local businesses and tourism operators (partnerships, incentives)

## 7. When is it feasible

Feasibility Study & Stakeholder Engagement: November 2025 – March 2026

Infrastructure Development: Spring 2026

Bike-sharing Pilot Launch: Summer 2026

Full System Integration & Evaluation: Autumn 2026

## 8. Expected Impacts

Economic: Boost eco-tourism, create local jobs, support mobility sector innovation

Social: Improve accessibility, quality of life, and public health through active transport

Environmental: Reduce car dependency, lower emissions, preserve island ecosystem

Educational: Offer real-world sustainable mobility case studies for students and visitors

## 9. Risk Factors and Mitigation Strategies

Low user adoption → Incentive programs, initial free trial periods, strong communication campaigns

Technical failures (bike-sharing system) → Partner with experienced operators, ensure robust maintenance contracts

Seasonal imbalance → Adjust capacity based on demand forecasts, flexible fleet sizing

Funding gaps → Combine EU, regional, private, and tourism-based revenue streams

## 10. Possible Funding or Business Model

- EU Interreg or Horizon Europe mobility innovation grants
- French national transport sustainability funds
- Corporate partnerships with mobility brands (e-bike manufacturers, energy providers)
- Municipal investment with long-term tourism tax revenues
- Subscription fees for bike-sharing and digital mobility services

## 11. Suggested Next Steps

- Present concept to municipality, regional authorities, and ferry operators
- Conduct community mobility survey to gather resident and tourist input
- Launch design competition for bike-sharing branding and user experience
- Secure infrastructure co-funding agreements
- Begin infrastructure upgrades and digital platform development
- Launch pilot program for summer 2026

### Municipality's Facilitating Role (RUDDER Framework)

**Leadership:** Assign a municipal sustainable mobility coordinator for cross-sector integration.

**Connector:** Facilitate agreements between ferry operators, bike providers, businesses, and regulators.

**Facilitator / Creator:** Organize design charrettes and public planning sessions.

**Provider:** Allocate public space for bike infrastructure and provide seed funding.

**Ambassador:** Position Groix as a European leader in sustainable island mobility.

**Leverage / Capitalize:** Use the system to attract sustainable tourism and academic partnerships.

**Network Orbiting:** Join European sustainable island mobility networks for knowledge sharing.

**Procurement Trendsetter:** Include green mobility criteria in municipal procurement standards.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, partner universities)	Data analysis, design, platform development	Practical skills, sustainability innovation
Municipality of Groix	Owner, facilitator, funder	Sustainable development, reduced congestion, improved
Ferry operators and regional transport agencies	Operational partners, integration planners	Efficient service, customer satisfaction, coordination
Private mobility providers	Bike-sharing, e-transport solutions	Market expansion, brand visibility
Environmental NGOs	Public education, advocacy	Emissions reduction, ecological protection
Local businesses and tourism sector	Incentive partners, service integration	Tourist satisfaction, brand positioning, increased revenue
Residents and tourists	Users, participants, feedback providers	Convenience, lower costs, environmental benefits