Return on Investment in Bike-Sharing Schemes

EY Shape the future with confidence

Cycling Industries Europe

CONEBI
Confederation of the European Bicycle Industry
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Since 1960 Representing the European Bicycle Industry

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How significant is the impact of bike-sharing today?

PHYSICAL IMPACTS GENERATED BY THE USAGE OF SHARED BIKES IN EUROPE TODAY

46,000 T CO_2e
Greenhouse gases emissions avoided

200 T NO_x
Air pollutants avoided

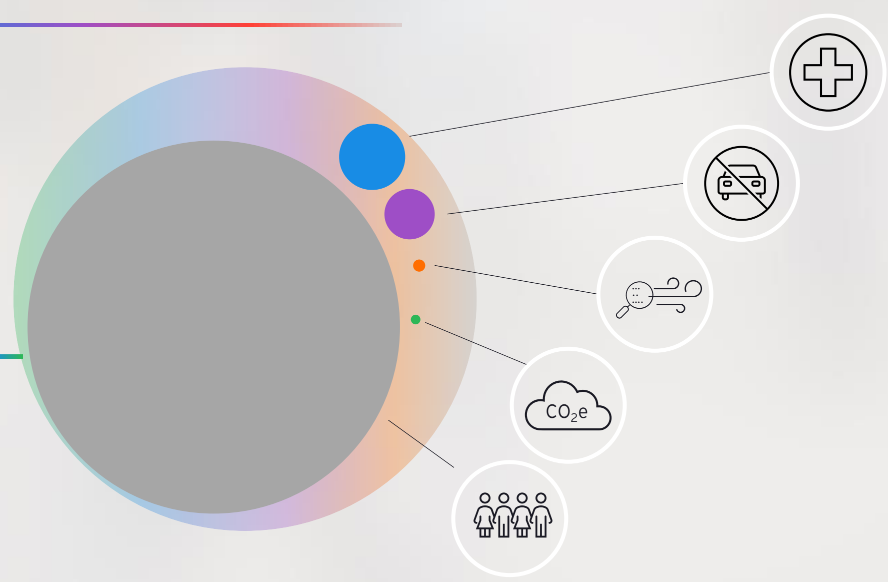
1,000
Chronic diseases prevented

758,000 h
Productivity gains from reduced congestion

6,000
Full-time equivalent jobs created

ECONOMIC IMPACTS GENERATED BY THE USAGE OF SHARED BIKES IN EUROPE TODAY

€305M
Positive impact generated



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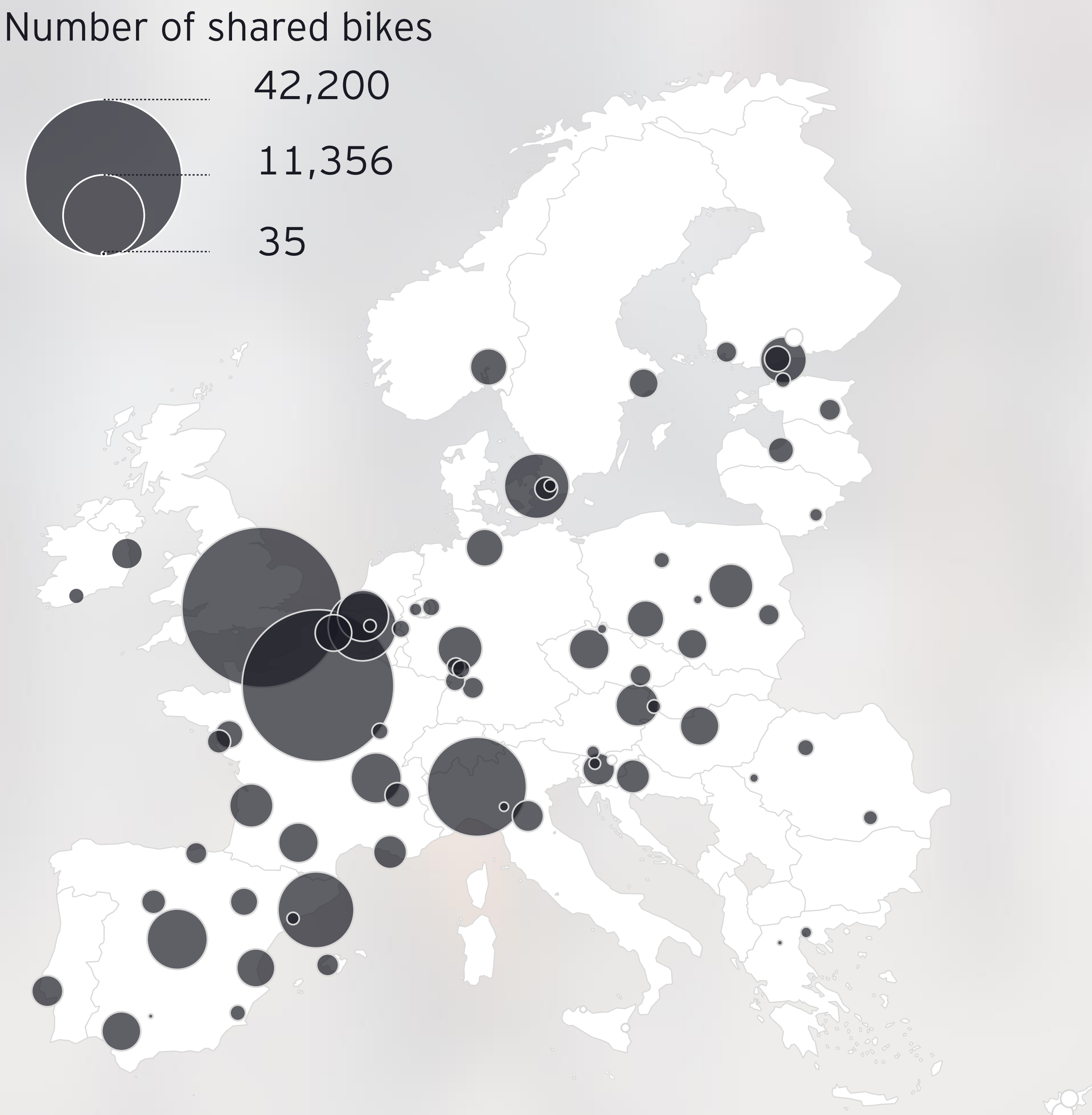
438,000 bicycles are distributed across 150 European cities

EXAMPLES OF CITIES WITH BIKE-SHARING SCHEMES TODAY



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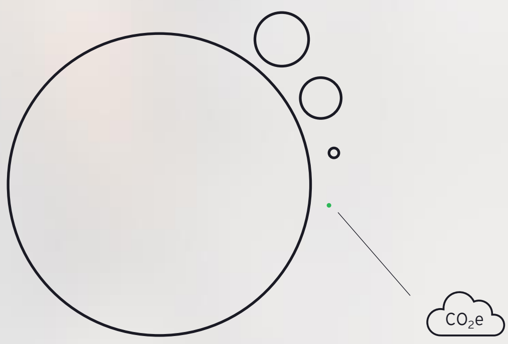
Bike-sharing avoids 46k tCO2e emissions per year

ANNUAL GHG EMISSIONS SAVED BY BIKE-SHARING USAGE, (EU 27 + UK, Switzerland, Norway, based on 2024 usage)

46,000 tCO_2e
GHG emissions avoided

46 000 trees ~Sonian forest (5,000 hectares) near Brussels

€3 M
annual economic benefit



Greenhouse gases emissions avoided

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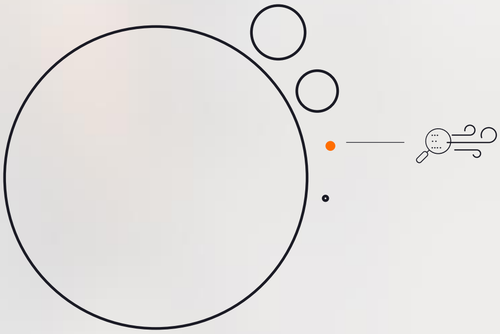
Bike-sharing reduces fine particle emission

ANNUAL NITROGEN OXIDES (NO_X) EMISSIONS SAVED BY BIKE-SHARING USAGE (EU 27 + UK, Switzerland, Norway, based on 2024 usage)

200 tNO_X
emissions avoided each year

Annual NO_X emission from a small coal plant (less than 50 MW)

€7 M
annual economic benefit



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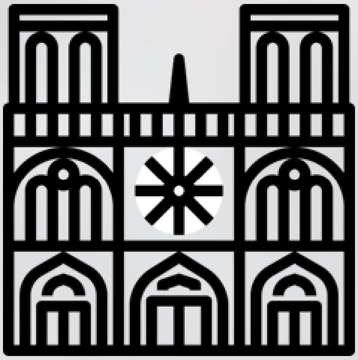
Bike-sharing saves 760,000 hours annually

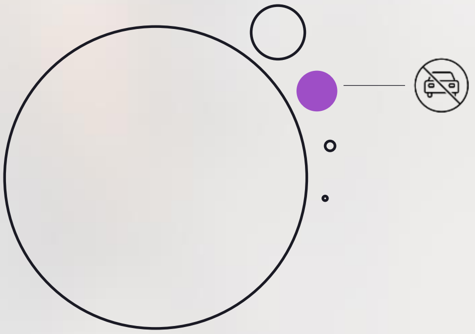
ANNUAL TOTAL TIME SAVED BY BIKE-SHARING USAGE (EU 27 + UK, Switzerland, Norway, based on 2024 usage)

760,000
hours saved



Time spent renovating Notre-Dame Cathedral (Paris, France)

€30 M
annual economic benefit



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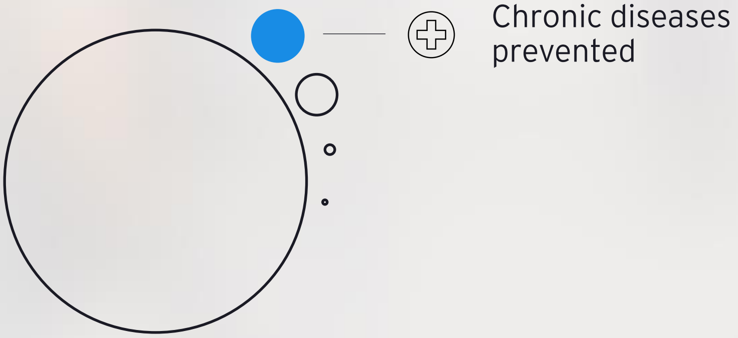
Bike-sharing prevents 1,000 chronic disease cases per year

ANNUAL DISEASES PREVENTED BY BIKE-SHARING USAGE
(EU 27 + UK, Switzerland, Norway, based on 2024 usage)

1,000
Chronic diseases prevented

Daily new cancer diagnoses in France

€40 M
annual economic benefit



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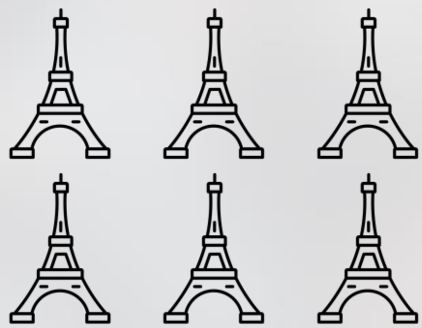
Bike-sharing supports 6,000 direct local jobs

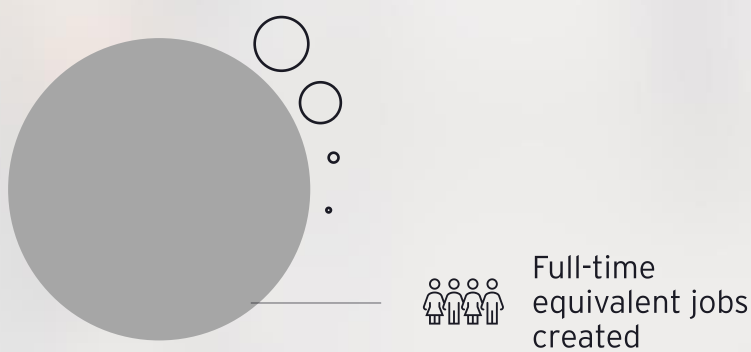
DIRECT FTES SUPPORTED BY BIKE-SHARING (EU 27 + UK, Switzerland, Norway)

6,000
FTEs in Europe



6 Eiffel towers constructed

€224 M
annual economic benefit



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Each euro invested today yields a 10% annual return

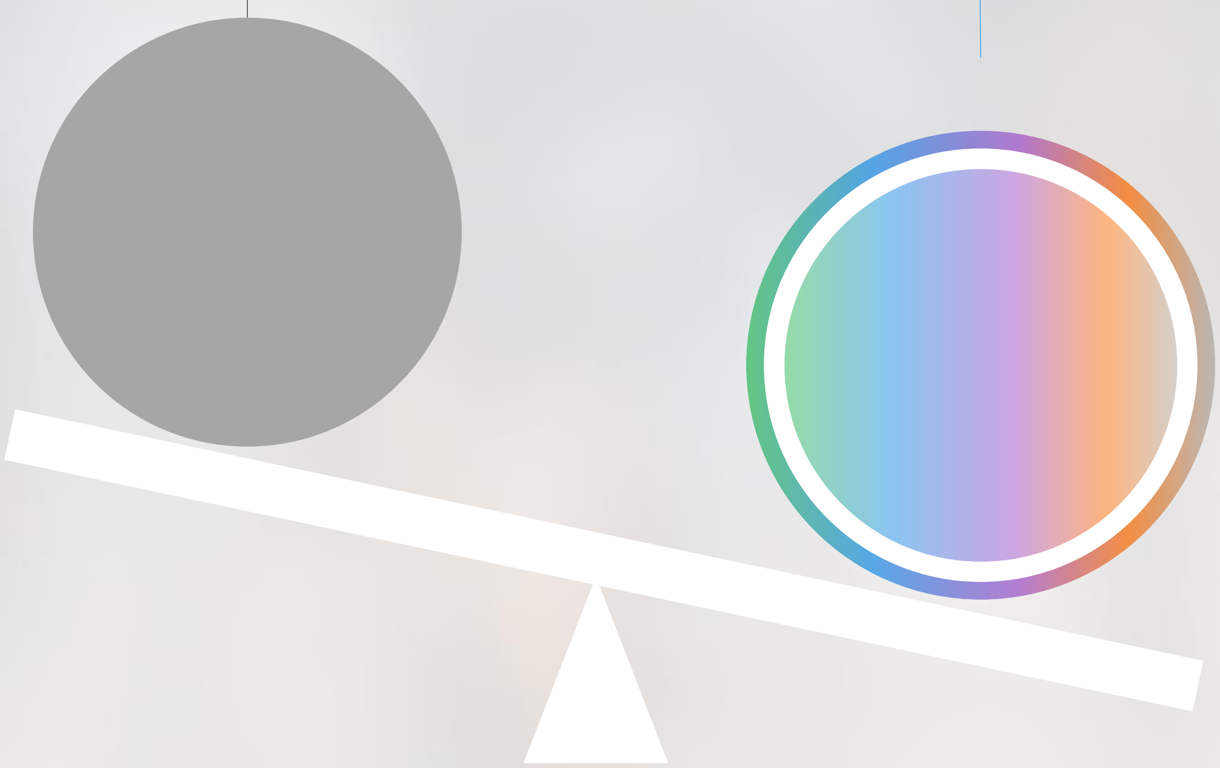
BIKE-SHARING SCHEMES RETURN ON INVESTMENT (EU 27 + UK, Switzerland, Norway, based on 2024 usage)

€280M

Net cost to local authority*

€305M

Positive impact generated



*Net cost corresponds to the annual net expense per public shared bike, after deducting revenues generated by private shared bikes for the benefit of the local authority.

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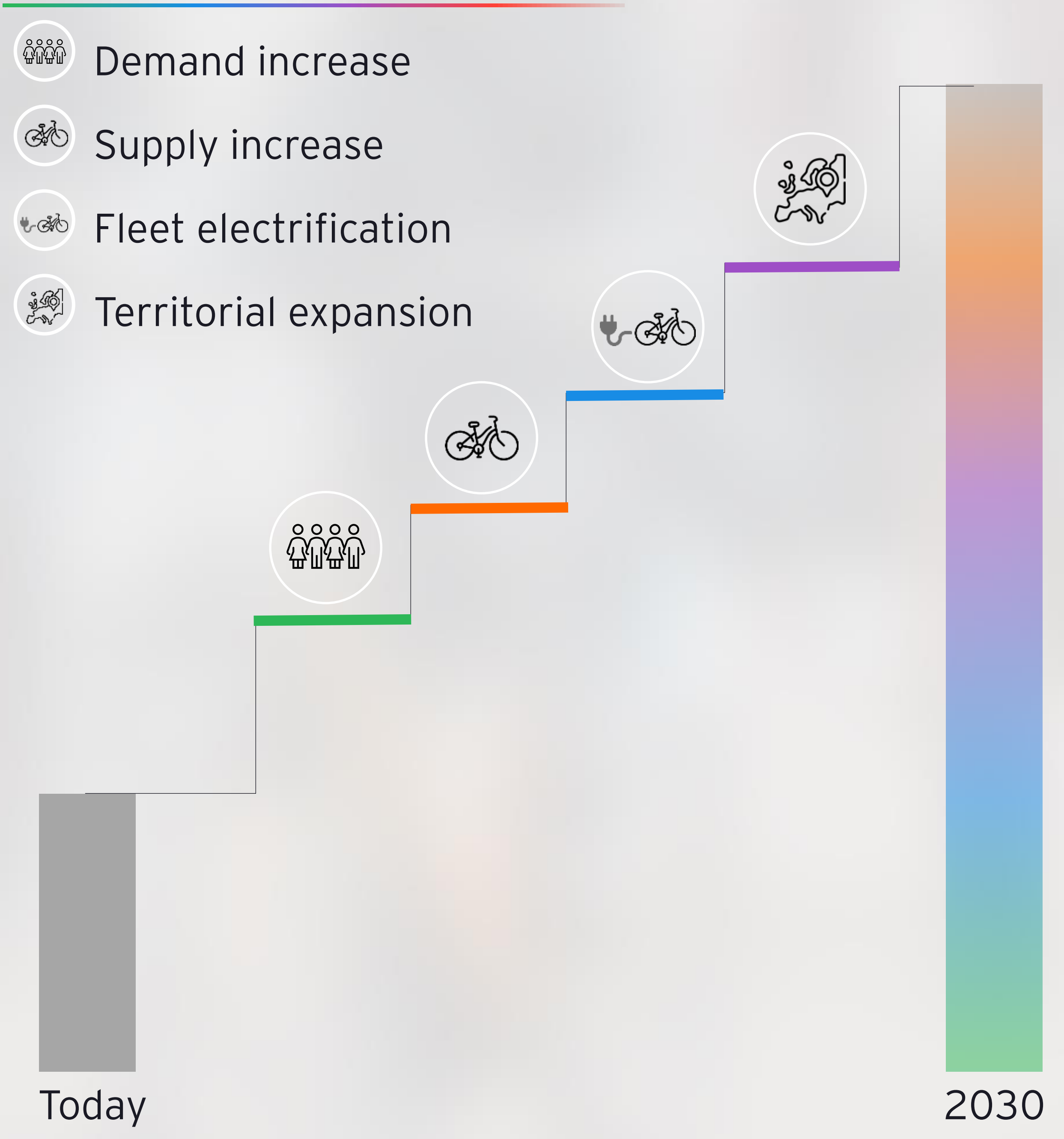
4 key levers could significantly boost bike-sharing use

POTENTIAL ANNUAL ECONOMIC BENEFITS FROM BIKE-SHARING, € (EU 27 + UK, Switzerland, Norway)



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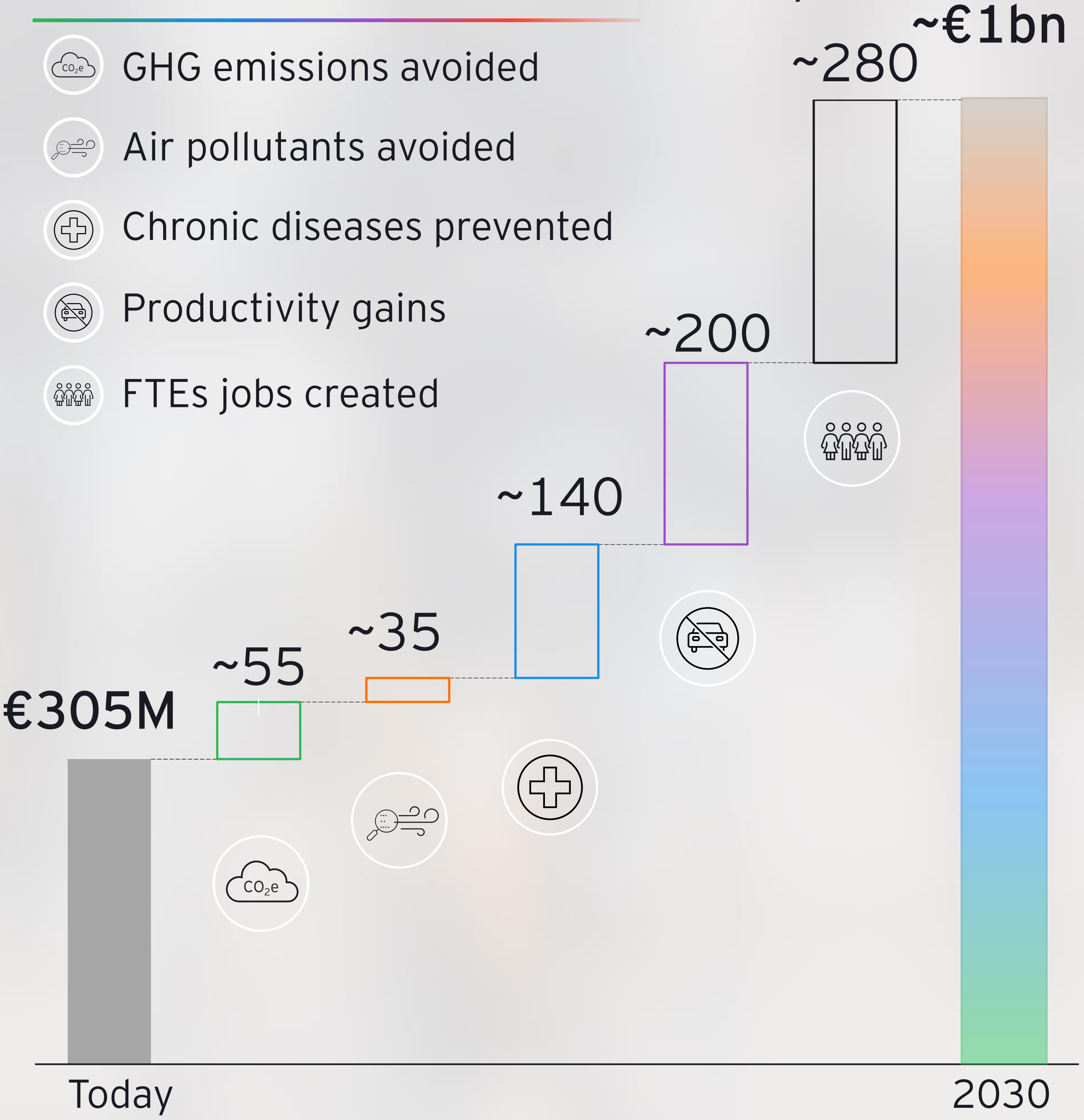
Bike-sharing has the potential to deliver €1bn of economic benefits per year

POTENTIAL ANNUAL ECONOMIC BENEFITS FROM BIKE-SHARING, € (EU 27 + UK, Switzerland, Norway)



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Each euro invested in 2030 yields a 75% annual return

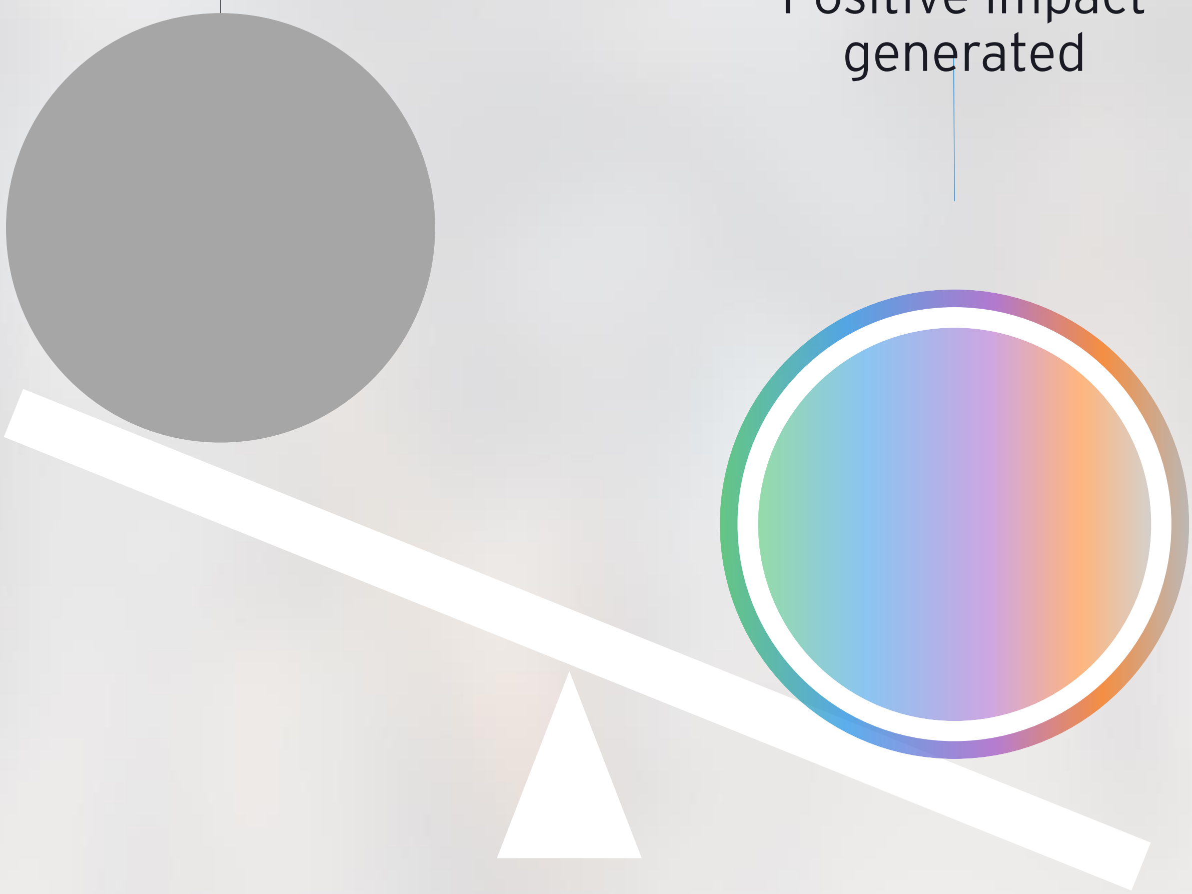
BIKE -SHARING SCHEME RETURN ON INVESTMENT (EU 27 + UK, Switzerland, Norway, based on expected 2030 usage)

€550M

Net cost to local authority*

~€1bn

Positive impact generated



*Net cost corresponds to the annual net expense per public shared bike, after deducting revenues generated by private shared bikes for the benefit of the local authority.

Bike-sharing already brings tangible impacts and benefits, and it could generate even greater positive externalities by 2030

How can the full potential of bike-sharing schemes be unlocked by then?

Contact us

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