



Introductory material for companies on the use of cargo bikes

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1. OPTIONS FOR USING A CARGO BIKE

1.1 Possibilities for using the cargo bike and advantages for a company

The cargo bike can be used for business purposes in order to benefit the business by using the cargo bike as a tool or facilitating the daily movement of the company's employees on the cargo bike. The cargo bike is suitable for offering various services, and you can hook up a roller container for transporting larger objects.



By 2025, Ingka Group, the management company of IKEA stores, will offer 100% zero emission home delivery, and by 2030, they also want to halve the emissions produced by customers visiting stores. The photo shows a *Long John* type cargo bike adopted for use by IKEA, Germany, which customers can rent through a mobile application. Source: <https://www.ingka.com>

Amsterdam University of Applied Science conducted a two-year study *City Logistic: Light and Electric*¹, where cargo bikes and electric mopeds were used to provide an intra-city courier service. The results of the study reflected the advantages of cargo bikes over cargo buses:

- cost savings of 20-30% compared to a van;
- with the right infrastructure, movement in the city is faster than with a van;
- no problem with looking for a parking space, because you can drive door to door;
- social responsibility and thus a distinctive and positive image;
- good recipient feedback to the courier – a positive customer service experience.

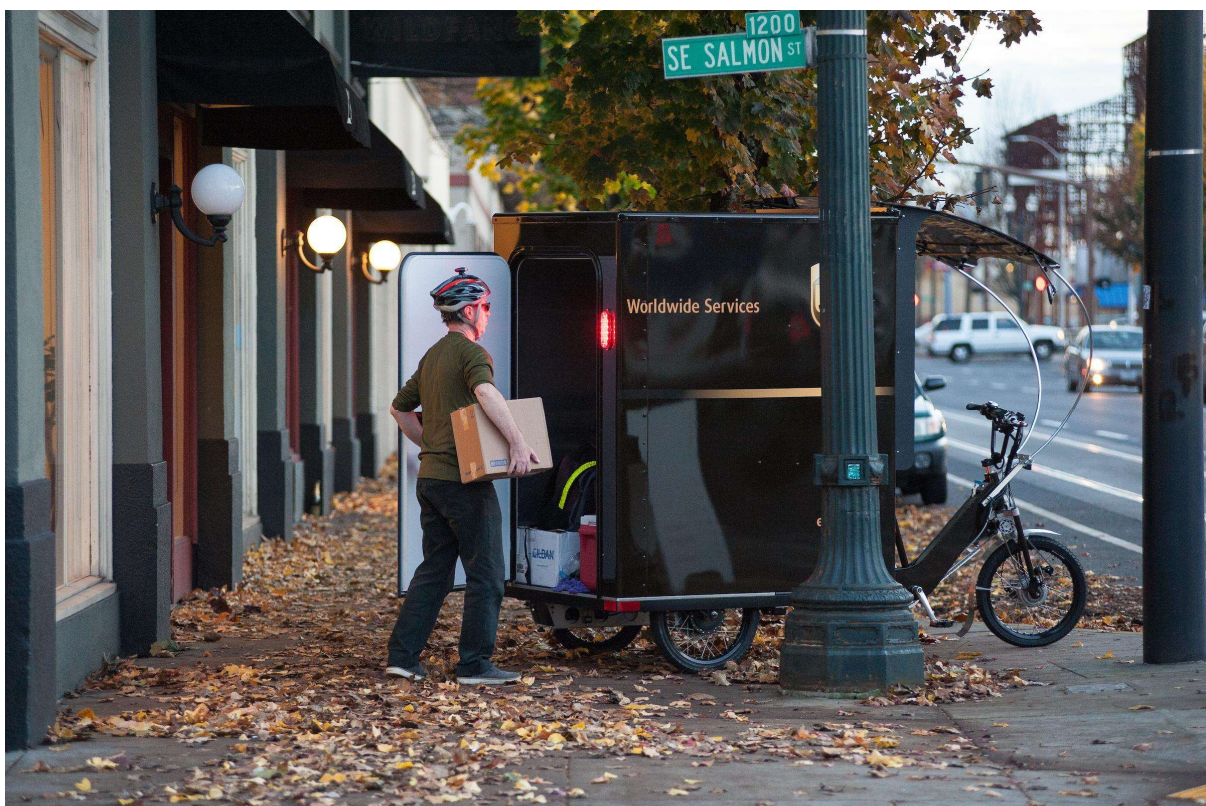
The results of the study were also reported by Forbes magazine, choosing a title for the article which implied that cargo bikes, not drones, are deliverers of the future in cities².

¹ City Logistic: Light and Electric. Amsterdam University of Applied Science. Available online: <https://d1wa5qhtul915h.cloudfront.net/app/uploads/2018/10/E-Bike-Cycle-Logistics-Study.pdf>

² Carlton, R. 2018. Cargobikes Not Drones Are the Future of Urban Deliveries. Forbes. Available online: <https://www.forbes.com/sites/carltonreid/2018/10/15/cargobikes-not-drones-are-the-future-for-urban-deliveries/>

Cargo bike as a tool – courier and cargo transport

Maintaining a cargo bike is cheaper than maintaining a car. The cargo bike is often faster than a cargo van in an urban setting, as it provides better access to many places and also speeds up the unloading of goods. Thus, the cargo bike has an advantage when it comes to supplying restaurants and other businesses in areas that are more difficult to access by car, such as the city centre and the old town. Many cities are also moving in a direction that encourages cycling, with access by car potentially being restricted. This allows the company to lower the price of the courier service and offer the customer a more convenient user experience in the form of a fast delivery. It also has a positive effect on the company's reputation, as the cargo bike is an environmentally friendly means of transport, and more and more people are beginning to value the environmental aspect when choosing a means of transport.



UPS postal service cargo bike, Portland, USA. Source: bikeportland.org



Long John type cargo bike as a tool in an orchard. Source: yubabikes.com

Cargo bike as a work surface

Cargo bikes can also be used to provide mobile services, such as a mobile flower shop, coffee shop, restaurant, ice cream parlour, etc. With the cargo bike, you can set up a sales point in the best place, as it also allows you to access the pedestrian area.

In addition, the cargo bike allows you to enter business with a small initial capital outlay, because, for example, in order to run an ice cream shop, in addition to the ice cream, you only need a business space, the role of which can be filled by a cargo bike.

Adoption of the cargo bike among employees

The company can also acquire a cargo bike in the form of a company asset and offer employees the opportunity to ride it in their free time, in addition to performing work tasks. At the same time, the company can use the bike as advertising space for the company's products or services. The cargo bike is suitable for employees with very different tasks, and especially for those who need to transport things in the course of their tasks. For example, landscaping workers, construction workers, courier service

providers, stylists, coaches, and teachers. The use of a cargo bike has a positive impact on the company's reputation and the general physical and mental health of its employees.



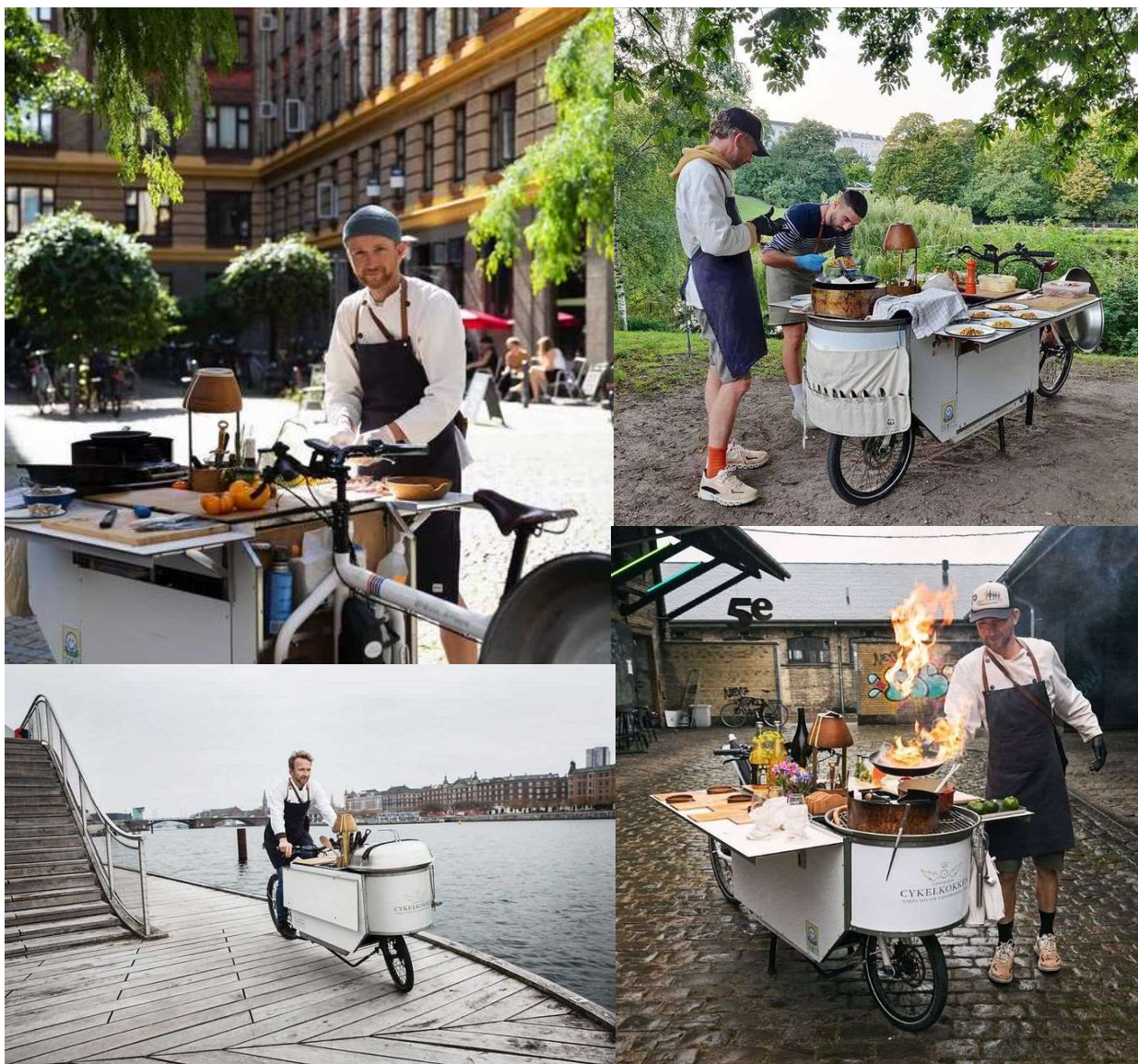
Flower Shop Cork Flower Studio. Cork, Ireland. Source: www.yaycork.ie, author: Clare Keogh

1.3 A motivating example from around the world –Cyclkokken (Bicycle Chef), the restaurant on wheels

The Cyclkokken restaurant on wheels, created by Morten and Tine Kryger Wulff, has been operating in Copenhagen for almost 20 years. The concept of a mobile restaurant allows catering for various types of events, both indoors and outdoors, in a public space or on private property, including garden parties, weddings, pop-up events, concerts, exhibition launches, festive receptions, trainings and meetings, and much more. This business model is comprehensive and flexible.

In addition to Morten and Tine, the restaurant has four other chefs. A gas stove and ice help with cooking. The concept developed by Cyclkokken is a 4.5-hour journey in which

participants can experience the Copenhagen milieu while riding a bike and enjoying a five-course menu at stops.



Restaurant Cycelkokken in Copenhagen. Source: Instagram, user Cycelkokken

2. CHALLENGES AND OPPORTUNITIES

Cargo bike as a tool. Courier service and cargo transport.

- Existence of suitable infrastructure. The use of a cargo bike for courier service can be hampered by the lack of suitable infrastructure. To overcome this problem, it is recommended that it be determined in advance which roads can be easily traversed by cargo bike. The more careful grouping of cargo runs also helps the courier to distribute the goods more efficiently.
- Selecting a suitable cargo bike. There are many different types of cargo bikes on the market. Box size, load capacity, and accessories vary. *Long John* and *Trike* type bikes are well suited for the courier service. A *Trike* type bike is especially suitable for use as a shop on wheels.
- Conflicts with pedestrians. When cargo bikes providing courier services appear in the cityscape, this may raise the issue of the use of shared space in society. So far, the delivery of food by couriers on conventional bikes has been widespread, which also created conflicts in the beginning. Today, however, it is part of the traffic culture. It takes time to get used to something new.

Adoption of the cargo bike among employees.

- If a company wishes to purchase a cargo bike and offer it to their employees for use during leisure time, it must be taken into account that under the current laws it qualifies as a fringe benefit, which is why it is obligatory to pay a fringe benefit tax.
- The issue of storage. When purchasing a cargo bike, the issue of parking and storage must also be resolved. A cargo bike is heavier and larger than a conventional bike, making it inconvenient to carry it up a flight of stairs, for example. Storage must be convenient enough not to inhibit use. Underground car parks are often built next to newer buildings, which is also a very good way to store cargo bikes. In the absence of this possibility, it is worth considering the construction of a separate bicycle parking lot or shed in the yard.



The cargo bike is helpful for performing landscaping work. Golden Gate Park, California, United States. Source: Twitter, author: Peter Chu

In connection with business activities, the demand for cargo bikes has also increased. Sales of cargo bikes in Europe have increased, according to a study conducted during the CityChangerCargoBike project. The results of the study are based on anonymous sales data from 38 manufacturers of cargo bikes. The results of the survey show a 60% increase in sales of cargo bikes in 2019 and, despite the coronavirus crisis, continued growth was expected in 2020. In 2018, the participants sold 17,800 bikes and in 2019, 28,500 cargo bikes, and the expected sales number in 2020 was 43,600. The study will continue and new results will be presented in spring 2021³.

³ First European Cargo Bike Industry Survey. 2020. CityChangerCargoBike project. Source: http://cyclelogistics.eu/sites/default/files/downloads/Survey_market_size_results.pdf

3. DIFFERENT TYPES OF CARGO BIKES, THEIR ACCESSORIES, SAFETY EQUIPMENT, AND PRICE RANGES

3.1 List and parameters of cargo bike types

Long John – two-wheeled cargo bike. The box for carrying cargo or people is located in front of the handlebars. Used to transport both people and cargo. In terms of capacity, it ranks second behind the *Trike* type bike.



Long John type cargo bikes. Source: <https://www.bikecitizens.net>. Illustrator Karen Rike Greiderer.



Paper Mill is a coffee roastery in Tallinn. In the photo, the coffee beans are transported to the customer on a *Long John* type cargo bike. Source: Instagram, user Papermillcoffee

Trike – a tricycle cargo bike that holds more and carries heavier weights than a *Long John* or *Long Tail* type cargo bike. The box is located in front of or behind the handlebars. Tricycles with a box in front of the handlebars are used for transporting people and cargo, as well as for business activities, such as running an outdoor café. *Trike* bikes with a rear box are used to transport heavy loads, they are widely used in the postal service, and a bicycle taxi also belongs to this category.



Trike type cargo bikes. Source: <https://www.bikecitizens.net>. Illustrator Karen Rike Greiderer.

Long Tail – More modest in terms of capacity than *Long John* or *Trike* type bikes. Suitable for carrying both cargo and children.



Long Tail type cargo bikes. Source: <https://www.bikecitizens.net>. Illustrator Karen Rike Greiderer.

Hybrid – A hybrid bike is most similar to a conventional bike, but holds more. The cargo rack or basket is located in front of the handlebars. The bike is mainly used to transport cargo.



Hybrid bikes. Source: <https://www.bikecitizens.net>. Illustrator Karen Rike Greiderer.

3.2 Purchase and renting

The price of cargo bikes is formed by the combined effect of several factors, including load capacity, model, accessories, and availability of electrical support. A bike with a load capacity of up to 80 kg can cost between 1,000 and 2,000 euros. A bike with a load capacity of up to 350 kg can cost between 2,000 and 12,000 euros⁴.

Who sells and rents cargo bikes in Estonia?

- **Tartu City bicycle rental Velorent**

Rental: <https://www.tartu.ee/et/velorent>

- **KP Cyclery Estonia OÜ**

KP Cyclery Estonia OÜ was founded by Estonian Kaspar Peek in Denmark, and recently launched the *Nighthawk* cargo bike, which is assembled and welded in Estonia.

Purchase: <https://kpcyclery.com/product-category/cargo-bikes/>

- **JOOKS Rattastudio, in Tallinn**

Rental: <https://jooks.cc/jalgrattad/kaubarattad>

Purchase: <https://jooks.cc/rattarent>

- **Kastiga Ratas website**

Purchase: <http://www.kastigaratas.ee/category/muuk/>

- **City Bike, in Tallinn**

Rental: <https://www.citybike.ee/teenused/29/transpordirattad>

Purchase: <https://www.citybike.ee/e-pood/cangoo-groovy-e-elektrisch-t19012>

⁴ A Mayor's Guide to Cargo Bikes. Source: http://cyclelogistics.eu/sites/default/files/downloads/CCCB-Mayors-Guide_SCREEN.pdf

3.3 Accessories and safety equipment

When buying a cargo bike, you can usually choose accessories and safety equipment that offer protection from the rain and opportunities to safely transport children, adults, and cargo. Accessories and safety equipment vary depending on the bike model and user needs, with the most common elements being the following.

- Rain covers for parking and storage.
- Bike lights and reflectors – when buying a bike, make sure whether the lights are included or not. If there are no lights, they must be purchased as an accessory so that riding in the dark would also be possible.
- Dome for the top of the bicycle box – domes are both opaque and transparent, with the latter creating a window effect. In addition to protecting the box from rain and wind, the dome also provides wind protection for the occupant.
- Bike bell, mirrors, and a bike lock.
- Electric motor – can be purchased later, if necessary.
- Different sized boxes for cargo bikes are also available.