



| NR. | SECTION | DESCRIPTION |
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| 0 | Photographs |   |
| 1. | Title of the practice | <i>Trial of electric bikes in Latvia during mobility week 2012 (P11)</i> |
| 2. | Precise theme/issue tackled by the practice | Zero emission mobility by using electric bikes. |
| 3. | Objectives of the practice | <ul style="list-style-type: none"> • Search for alternative mobility means that would fit best for particular trips. • Lowering costs for mobility. • Environmental aspect – usage of transport means that don't create greenhouse effect. |
| 4. | Location | <p>- Latvia:</p> <ul style="list-style-type: none"> • Liepāja municipality • Ventspils municipality • Valmiera municipality • Saldus municipality • Talsi municipality • Cēsis municipality • Kuldīga municipality • Ministry of Welfare (Riga) • Ministry of Environment and Regional Development (Riga) • TVNET Ltd. (Riga) • Agency «Riga 2014» (Riga) • Jāņa Sēta Ltd. (Riga) |
| 5. | Detailed description of the practice | <p><u>Origin:</u></p> <ul style="list-style-type: none"> • Completely private initiative by the company «Blue Shock Bike, Ltd. ». • Performed as a targeted trial activity. • Main objective - to raise public awareness of the opportunities to use electric bikes in everyday life and to test their competitive advantages in practice. |

- Bikes equipped with special GPS / GSM tracking devices to track mileage travelled.
- Timescale – trial ran for 1 week in September 2012 (with exception for Cēsis and Valmiera municipalities where trial lasted for 5 weeks).

Bodies involved/implementation:

- For the trial – 7 municipalities, 2 ministries, 1 municipal agency and 2 private companies involved. These municipalities may be considered as the flagship centres for the surrounding rural areas and regions.
- Mix of 4 types of stakeholders (local governments, national government, private companies and residents) involved.
- Target groups of users - local government politicians and officials, transport policy makers, entrepreneurs, mass media and urban residents.
- Participants in the trial received the electric bikes (without any charge) for performing daily business activities. Trial had to prove the usefulness and profitability of the electric bikes in the real life.
- 4 stages can be identified within this practice:
 - Introduction stage – informing of the local governments, showing the electric bikes and allowing the test drive.
 - Decision taking stage for the involved parties (it takes longer for public institutions).
 - Implementation stage – 2 weeks in total.
 - Analysis and conclusions – 1 week after the trial.

Legal framework:

- No legal hindrances experienced.
- It just requires some willingness and support for innovative ideas from the representatives of public authorities.
- Technically the process can be arranged on the same legal basis as buying or renting cars for functions of public/private institutions.

Financial framework:

- No financial input requested from trial participants.
- For initiators the direct cost-efficiency was negative because they had to buy electric bikes and adjust them adequately.
- The most costly part for using the electric bikes is purchasing ones. The cost varies from 500-1500 EUR.
- Charging and amortisation costs are relatively low – 6.5 cents/km (charging itself costs just about 1 cent per 10 km).
- In longer run the cost-efficiency may be remarkable if many shorter distance (up to 30 km in 1 direction) trips would be covered by electric bikes. Purely cost wise the use of electric bikes is 4 times cheaper than for an electric car and almost 6 times cheaper than for a regular (combustion engine) car.
- An efficient solution for companies and public institutions could be long-term rent of the

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| electric bikes that would include also maintenance of this fleet. | |
| 6. | <p>Evaluation</p> <p><u>Possible demonstrated results (through indicators):</u></p> <ul style="list-style-type: none"> • Environmental impacts: <ul style="list-style-type: none"> - Electric bikes have zero carbon emissions (not counting the production process). - During the 1 week trial in total 107 kg of CO₂ emissions were saved. • Social-Economic impacts: <ul style="list-style-type: none"> - During the 1 week trial in total 211.7 EUR were saved covering 764 km. - ~28 cents saved per each km if driven by electric bike instead of a regular car. <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> • Innovation oriented municipal leaders and employees. • Interest for cost optimisation. <p><u>Difficulties encountered:</u></p> <ul style="list-style-type: none"> • Financially problematic start-up due to the logistics and kicking-off the project. |
| 7. | <p>Lessons learnt from the practice</p> <ul style="list-style-type: none"> • Maintenance services should be local. • It should be taken into account that education and persuasion of people for using the electric bikes takes more time than expected. It is important to elaborate better visual materials. • It may be concluded that electric bike is a great niche solution for improving mobility in Latvia, but we should remember about seasonality (good weather for biking is just around 6 months per year). • Since use of electric bikes is a great alternative for trips up to 30 km in one direction, one may conclude that it is a good alternative also for people in rural areas. |
| 8. | <p>Contact information</p> <p>Neils Kalniņš, SIA „Blue Shock Bike” board member e-mail: neils.kalnins@blueshockbike.lv Tel. +371 29105076 http://www.blueshockbike.lv/</p> |
| 9. | <p>Other possible interesting information</p> <p>SIA „Blue Shock Bike” presentations (in Latvian):</p> <ul style="list-style-type: none"> • „Ilgtspējīga elektrotransporta sistēma, risinājumi un inovācijas” – 2012 • „Bezizmešu transporta vīzija Latvijā” – 2012 <p>MOG presentation in Rzeszow workshop:</p> <ul style="list-style-type: none"> • „Trial of Electric Bikes in Latvia during the Mobility Week 2012” – 05.12.2012. |