

Sustainable Shared Mobility Webinars



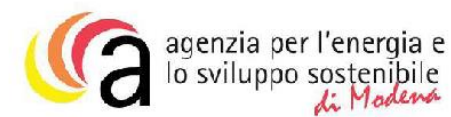
Decarbonising transport systems across Europe



Running through **May & June**

HOSTED BY: Cenex

**BROUGHT
TO YOU BY:**





Sofia's experience

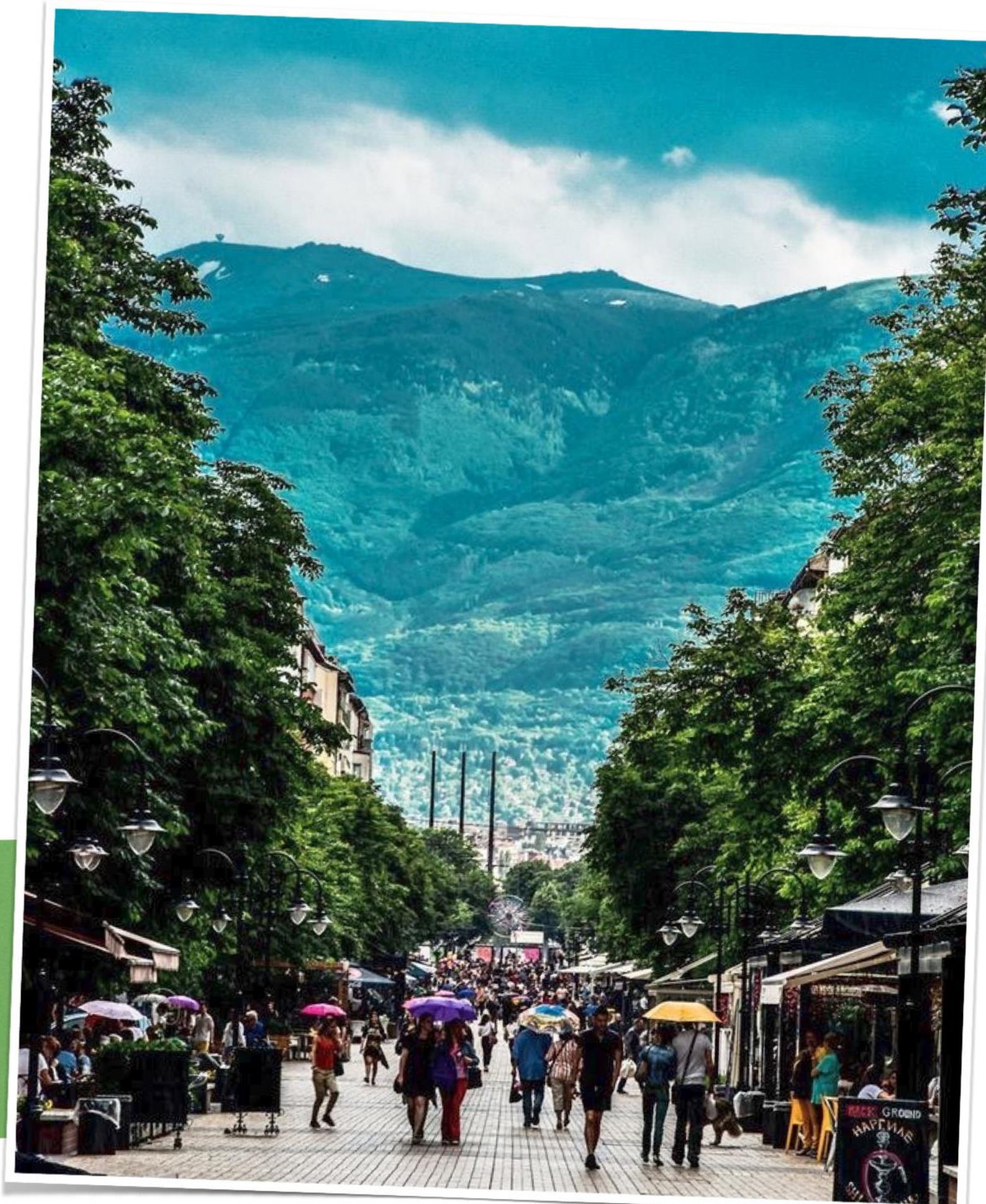
REGULATING AN INNOVATION



SOfiaGREEN is special-task team responsible for streamlining Sofia Municipality's sustainability policies. The project overlooks a number of pilot initiatives as well as the candidacy of the city for the European Green Capital Award.

OUR PRIORITIES:

- Urban mobility
- Air quality
- Waste management
- Green spaces





**ЗЕ ЕНА
СОФИЯ**
sofia municipality



Recently, one of the most significant developments in transportation has been the advent of micro-mobility. Led by two American companies, cities across the world found a new way to move around. Sofia wanted to get involved as well.



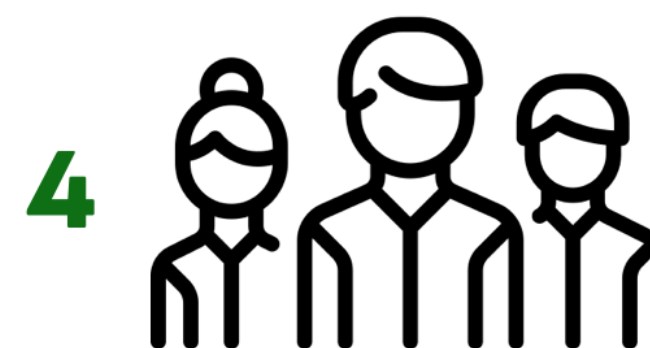
In late 2018 we
reached to a couple
of companies



We tried to
understand how
the companies
operate



Studied the
experience of other
cities where the
service is available

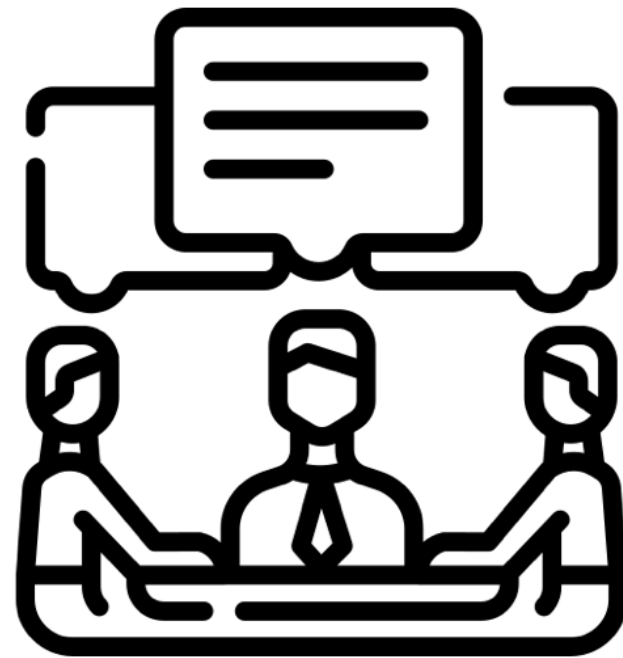


Formed an internal
stakeholder
working group

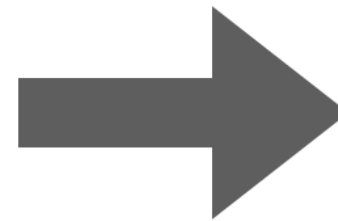


We invited two of the leading companies for e-scooter sharing, to present their vision for micro-mobility in Sofia. In March 2019 they took part in the Smart Cities & Mobility Forum, co-organised by SOfiaGREEN. Our aim was to build a working dialogue with the providers.





The working group
analysed main points of
concern – safety, parking &
vehicles distribution



The conclusions were
reflected in a Memorandum
of Understanding, which we
required of companies to sign



ЗЕГНА
СОФИЯ
sofia municipality

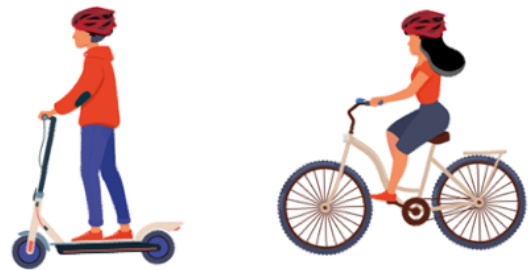


To a strong media interest, the first company launched operations in Sofia on 22 August 2019 with 150 vehicles. In September two additional operators joined the market, providing a total of 1000+ e-scooters on the streets of the city.



**ЗЕΛЕНА
СОФИЯ**
sofia municipality

КАРАЙ ВНИМАТЕЛНО

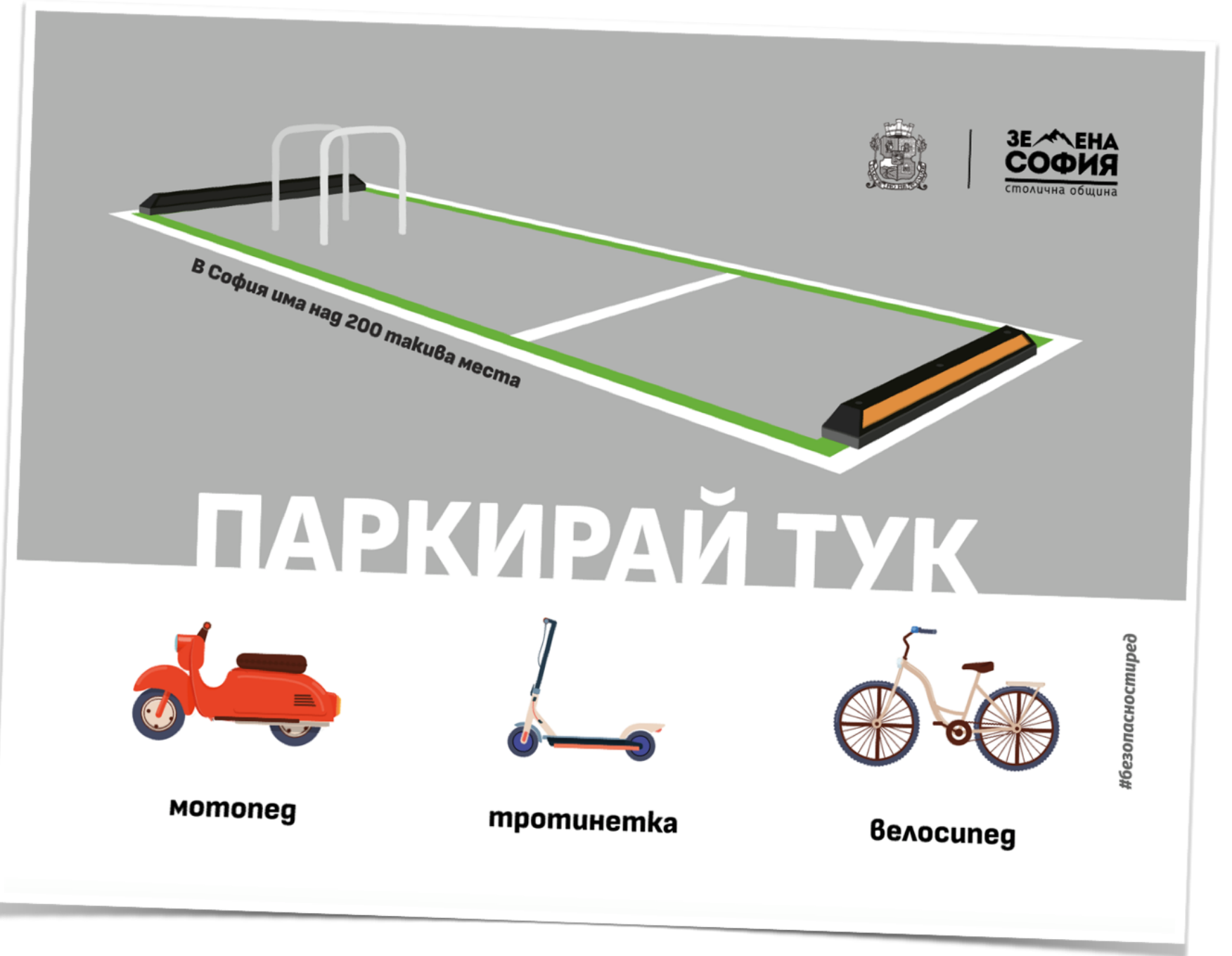


по вело алеи и в най-дясната
част на пътното платно,
не по тротоари.

#безопасност+ред



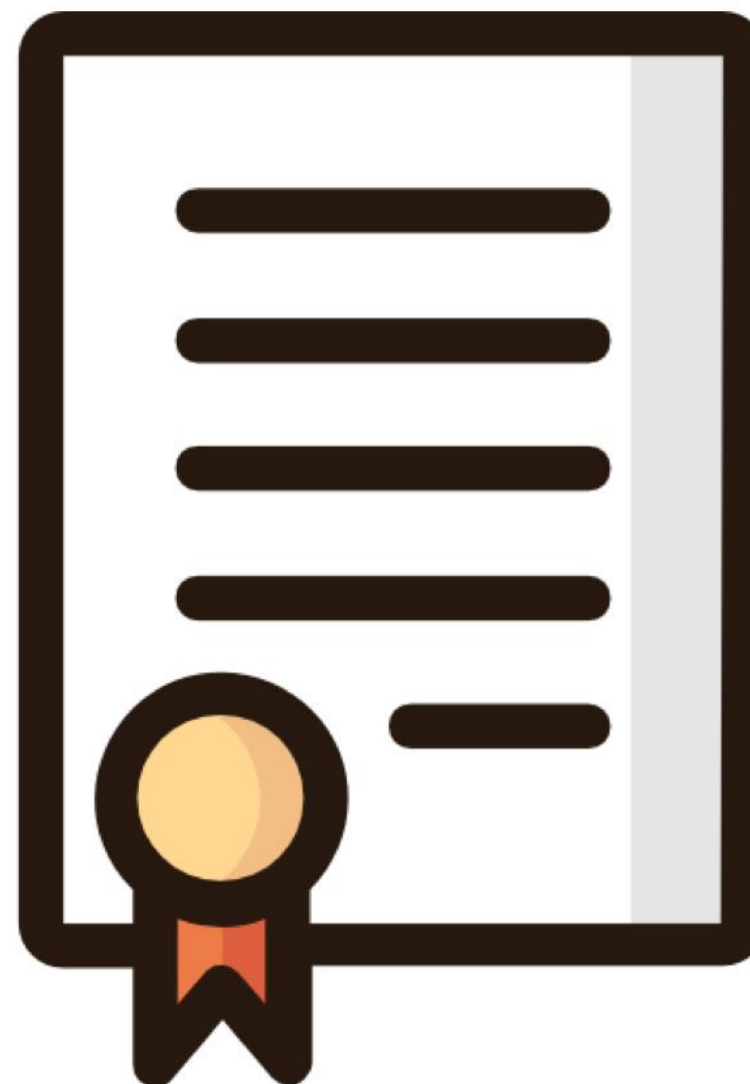
**ЗЕΛЕНА
СОФИЯ**
столична община



We put together a multi-channel communication campaign, to educate the population in regards to traffic safety and orderly parking.



The city took on an active role in pushing through amendments in the national legislation. Such changes would formally recognise e-scooter as a transportation vehicle. The new text of the law went on to its second reading in the plenary sessions of the Parliament.



An aerial photograph of a multi-lane highway cutting through a dense green forest. In the background, a tall, slender tower with a lattice structure stands prominently. Beyond the tower, a range of mountains is visible under a sky with soft, colorful clouds from a recent sunset or sunrise. The overall scene is peaceful and scenic.

Thank you ●



Hobo Scooters in Sofia

2019 - 2020

The Bigger Picture

CO2

By 2030 CO2 emissions will rise by 57%.

CARS

Privately owned vehicles spend 95 % of the time parked

CONGESTION

Problems in urban areas - congestion and pollution

SPACE

One of the big threats for the growing urban areas is that they are running out of space



the solution: shared and electric mobility

ABOUT THE COMPANY

Since Sept. 2019 Hobo has been operating in Sofia as the first Bulgarian micro-mobility startup for sharing e-scooters.

We have set measurable goals that we were able to reach by the end of our first operational season:

*database of active users - Active users

10K + for 2019

*strategic partnerships - 30 + (private and the public sector)

*Partnership with Municipality - 150 parking spots

*100 e-scooters in the streets



ON THE MISSION TO ZERO

WE AIM TO BE CLIMATE NEUTRAL*

**HOBO'S CARBON NEUTRALITY STRATEGY
IS BUILT ON THREE PILLARS.**

**+TOPSWAP
TECHNOLOGY**

**+ELECTRIC
VEHICLES**

**+AVOIDING
EMISSIONS**

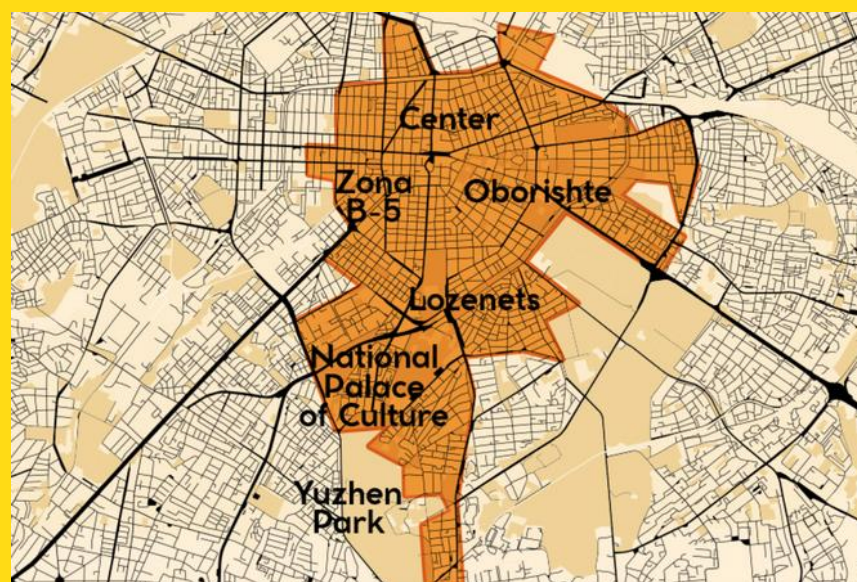
*Q3 and Q4 2020



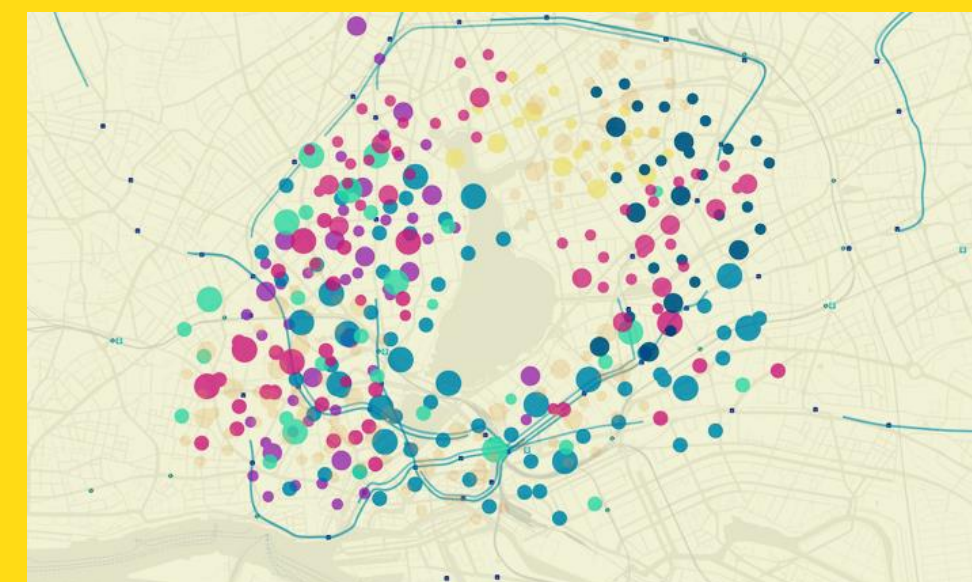
Hobo - part of the Smart cities mission



CARBON
NEUTRALITY



EXTENDING OUR
OPERATIONS*



SHARING DATA
AND STATISTICS

* + 55% increase of the operational zone

On the road to smart urban mobility

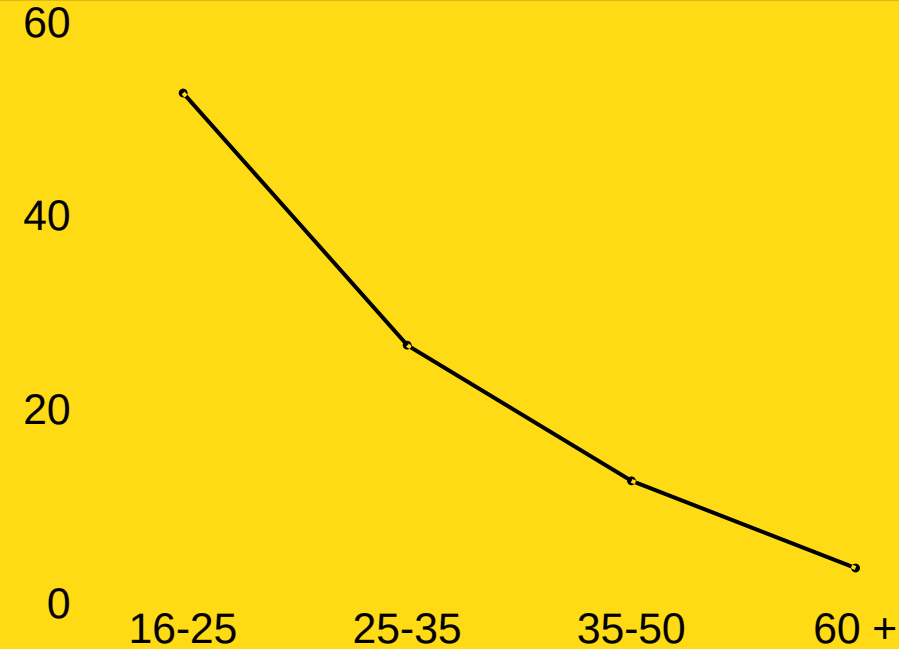
Collaborate with other operators and private companies.

Gain a comprehensive overview of new and existing mobility services.

Make better decisions on urban and infrastructure planning based on data analysis.

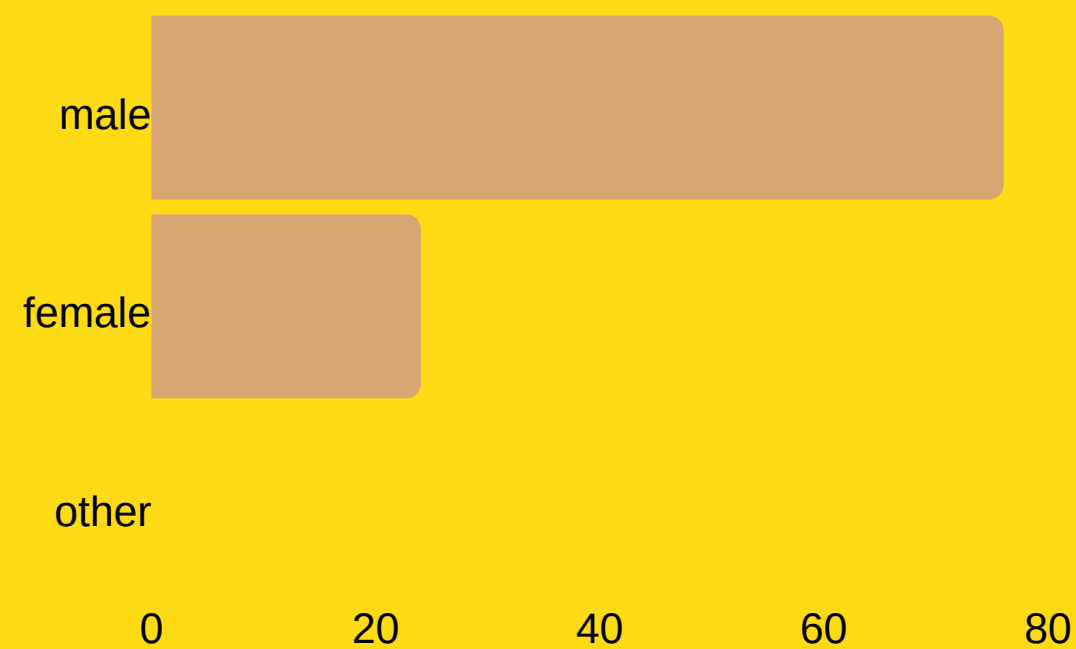
OUR REAL CLIENTS

PICTURE OF THE MARKET



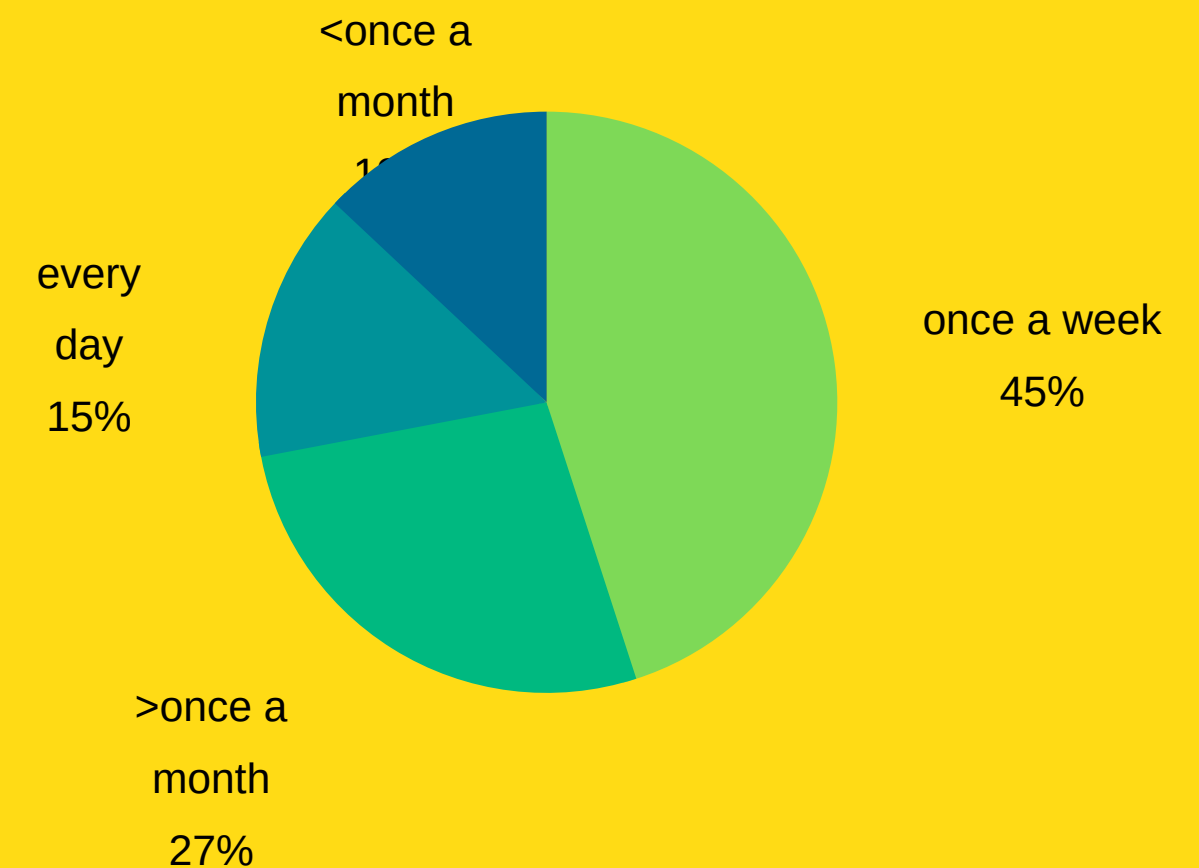
BY AGE

52% of riders age 16-25



BY GENDER

76% of our riders
are male



BY LIFESTYLE

45% of the riders
used the scooters
once a week





DATA DRIVEN

transportation purpose

55%

of all rides

18.00-21.00

rush hours

average ride duration

13 minutes

1.4km

Average distance

most rides per day

Weekends

Court House

top pick-up

#STAYHOME

HOBO UNDER STATE OF EMERGENCY

STAGE 1

Decision to stay on the
street. Priority locations.

STAGE 2

Maintaining the health of our
employees and users

STAGE 3

HoboSupport campaign
free passes

STAGE 4

#WeAllMove *
100 + providers

*A platform to connect the world with mobility
solutions during this time of crisis.



#hoboSUPPORT



Ние даваме нашия принос за
хората на първа на линия

HOBO SUPPORT CAMPAIGN

Providing all the people on the
frontline with a free
transportation service.



SO FIA



MAILING ADDRESS
EMAIL ADDRESS
THANK YOU
FOR SUPPORTING US
PHONE NUMBER

BRUM

POWERED BY
BIRD



- 1ST BULGARIAN PARTNER OF BIRD
- 1ST WORLD PARTNER USING THE BIRD ONE
- LAUNCHED SEPTEMBER 2019
- FLEET AROUND 250



BRUM OPERATIONS AFTER THE REGULATIONS

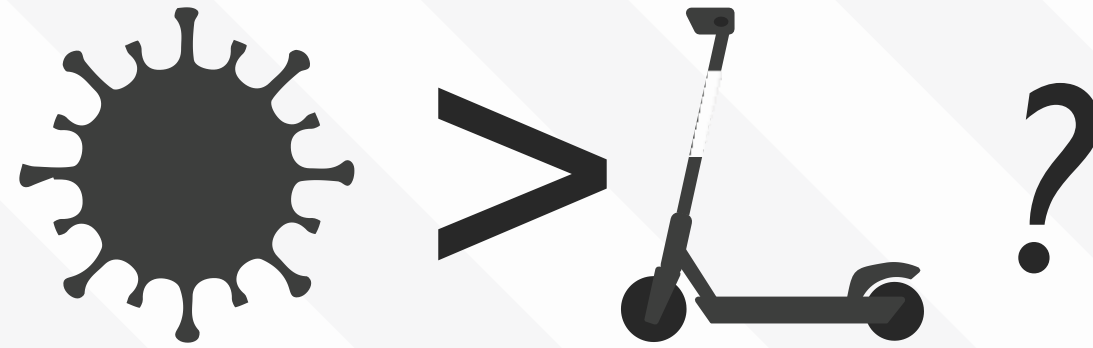
- PEOPLE FEEL SAFER IN LESS TRAFFIC
OR

- USING THE VELO-ALLEYS

- MORE BIKE LANES NEEDED AS A LOT
OF PEOPLE RIDE ON THE SIDEWALKS

- PEOPLE DON'T LIKE THE "SLOWDOWN
ZONES" ESPECIALLY IN BIG PARKS

MICROMOBILITY AND COVID-19



POSITIVE OUTCOMES FROM THE VIRUS CORONA

- MAINLY “PURPOSEFUL RIDES” - VISITING THE SUPER MARKET OR USING IT INSTEAD OF A VEHICLE
- INCREASED USAGE OF THE CORRECT PARKING FEATURE
- DECREASED VANDALISM
- WE HAD A POLICY TO CLEAN THE VEHICLES BUT WE DID NOT HAVE A POLICY TO SANITIZE THEM WHICH WILL REMAIN AFTER THE CRISIS

NEGATIVE OUTCOMES

- 80% LESS RIDES
- REDUCED STAFF
- INCREASED ATTEMPTED THEFT
- 17:00 - 19:00 - RUSH HOUR FOR MICROMOBILITY DURING WEEK DAYS -
- PEOPLE ENJOY CAR-FREE STREETS
- 16:00 - 20:00 - DURING WEEKENDS

Engaging & Electrical Car Clubs Webinar



SCHEDULE:

Tuesday 12th May
11am GMT

LED BY:

Beth Morley, Cenex

GUEST SPEAKERS:

Teresa Sanchis

Iain Macbeth, Enterprise



If you wish to listen to the recording please contact us.

