

Group 3 presents; An Exemplar Socially Innovative Response to Covid

The logo for BIKE2BOX is displayed within a light beige rectangular box. The text "BIKE2BOX" is in a bold, sans-serif font. "BIKE" and "BOX" are in dark grey, while the "2" is a vibrant blue. The background of the slide is a white marble with grey veins.

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Aims of Bike2Box

Bike2Box is a brand the objective of which is promoting bicycle culture and positive social changes caused by the growing popularity of this means of transport. This stated goal is one that they strive to achieve through many different products and events across poland.

They aim to help people live in a healthier, happier and less polluted environment

- Bike2box hopes to change the habits of people and institutions by persuading them to care for the environment and their own health.

Make the choice to cycle an easy one with provision of

- Systems that remove issues with lack of space
- Increase parking availability
- Increasing awareness through events such as 'bike day'

Aims of Bike2Box

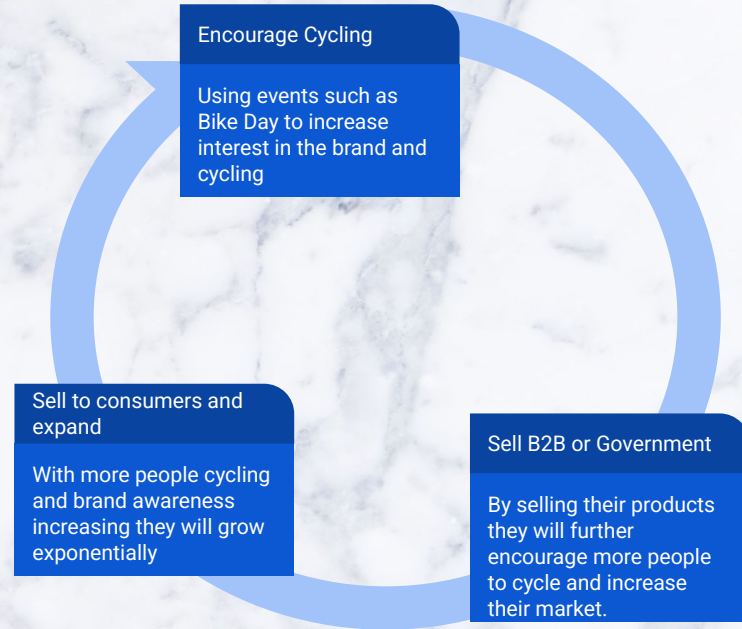
Bike day is an event run by Bike2Box that is designed to encourage cycling while also boosting their brand awareness in the community.

This is a programme of events taking place throughout Poland, intended for employers who support commuting by bike and consumers looking to lead a healthier lifestyle.

Provide education and services like:

- Safety and first aid courses
- Bicycle culture along with demonstration bikes for testing
- free-of-charge bike servicing

The cycle of growth Bike2Box uses to build its business and awareness



Demand for Bike2Box in Poland

There are some key metrics that are helping BIKE2BOX to success;

- More than 20% of polish employees commute by bike daily.
- 13.3 millions poles have bikes already out of a population of 38 million.
- 1 million new bikes appear on polish roads each year, meaning their market is expanding at a massive rate.
- 60 km/week is the average distance that poles travel by bike weekly, showing on average the cyclists are serious about cycling.

BIKE2BOX Expansion So Far

They have designed 37 bicycle parking facilities all over poland, especially in major cities like Krakow and warsaw.

103 bike day events have been hosted by Bike2Box. They have been successful in drawing 5452 bike day participants

Bike2Box has signed some large contracts to create parking facilities across poland.

Bike2Box has made some great strides in getting large residential and Real-Estate owners to hire them to retrofit their entire portfolios with their products.

Examples of this can be seen with ECHO investment and Cavatina Holdings



Public sector encouraging cycling

- City halls in Warsaw, Wrocław, Katowice, Gdańsk and many other have bought bicycles that can be used by their employees to move around the cities whilst carrying out professional duties.
- Polish cities have useful cycling paths near pavements and special bike lanes in the roads
- In Gdynia, the city hall organises a yearly competition for participants to cycle to work in order to win money and avail of a free daily ‘bikers breakfast’

Private sector encouraging cycling

Many Polish companies also recognised and supported their employees’ biking habits:

- Ergo Hestia provide employees who cycle to work a free meal each day.
- Gdańsk and Sopot offices offer employees discounts & reimbursement on bikes
- Infosys BPO Poland provide cloak rooms & showers to employees cycling to work.

Pandemic

The pandemic brought a significant increase in cycling as a socially distanced form of both travel & exercise

Bicycle traffic in Poland has risen significantly – with Krakow experiencing a 60% increase last year. Other cities in Poland have also reported the increasing popularity of cycling amid the coronavirus pandemic.

Decathlon, a french sporting goods retailer in Poland, reported that interest in bikes was up more than 80% compared to the same period in 2019.

At the beginning of the pandemic Authorities launched a “Mobility Shield”

- This aimed to enable people to travel through the provision of stronger support to pedestrians and cyclists.
- Initially seven kilometres of temporary cycle paths on car lanes were added.
- New bike paths have since been added at the expense of car lanes on previously busy roads.

What are they offering to Businesses?

D48 BICYCLE DEPOT is a great example of what BIKE2BOX has to offer to a heavily traffic cycle space

Zone I - Outer

It is located in the outer courtyard. It is intended for employees and guests of the building, so it plays a representative role. Here, near the main entrance, aesthetic “U”-type stands were installed, creating parking spaces for 60 bicycles.



Zone II - Underground Parking

An ideal place for year-round storage of bicycles. They are protected here against the negative influence of weather conditions (there is always a positive temperature in the underground car park) and against theft.

BIKE2BOX Unique Product offerings to Consumers

BikeUp Bike Rack

700,00 zł



BikeUp is a bike rack adjusted to all kinds and sizes of bikes, from a very lightweight road bike to a very heavy Dutch or electric bike.

An important element of the hanger is its profiled casing, enabling securing the bike with any kind of fastening and helping avoid wall soiling.

The actuator installed inside the hanger lifts the bike up automatically, thanks to which one hand is enough to both hang and remove your two-wheeler.

Wall bike rack – Mini Twist

189,99 zł



Mini Twist is a small bike hanger for when there is not enough space for a free-standing bike. Thanks to storing your bike on the wall you gain additional space in your flat or garage.

The rotation function additionally helps reduce the space occupied by the equipment, especially if we need to hang more than one bike inside one room.

The background is a high-contrast, black and white image of a marble surface. It features a dense network of thin, light-colored veins and larger, more irregular streaks against a dark, almost black base. The pattern is organic and non-repeating, typical of natural stone.

Thank you for listening!

Any questions don't be afraid to ask!