



## Cycling-as-a-Service in the urban Netherlands: business models and the mobility commons

### Study Overview

This research project seeks to describe the role of cycling-as-a-service in the mobility system of the urban Netherlands, both now and in future. While bikeshare, and other cycling-based mobility services, have emerged in other European cities, Dutch cities do not, at present, possess city-wide services of this kind. A partial explanation for this may be found in the Netherlands' exceptional cycling regime: high levels of (multiple) bike ownership, a continuous network of local and regional cycling infrastructure, and the highly developed bi-modal bike-train niche (exemplified by the OV-Fiets rail-based bikeshare system). A flood of recent entries into this market, however, suggest that there are unmet needs within this regime.

In 2016 and 2017, after a period of dormancy, new cycling-as-a-service models are proliferating in Dutch cities - and not without controversy. This research project aims to survey the business models these services embed from a sharing economy/sustainability transitions perspective, and examine the demands that they make on public goods and the mobility commons. Later phases of the project will seek to understand what organisational, regulatory and spatial planning conditions are required to fully realise the potential of cycling-as-a-service as a connecting mode within the Dutch urban mobility system. In so doing, the project aims to centre modes like cycling and walking in present debates about Dutch mobility futures.

This research project situates itself at the confluence of the sharing economy and shared mobility, modal integration and the pursuit of seamless mobility, and a cycling studies research agenda. Among its targeted outcomes are a typology of business models currently in use or in development for the provision of cycling-as-a-service in the urban Netherlands, a description of modal integration trajectories and the role of cycling-as-a-service within them, and policy guidelines for a transition towards a cycling-centred mobility system. This project forms part of the SUM Bicycle Challenges programme at the Eindhoven University of Technology. For more information, see [www.cyclingcities.info/research](http://www.cyclingcities.info/research) > Cycling PhD Program.

### Researcher Profile

Brett Petzer is a non-motorised mobility researcher from Cape Town, South Africa. After a first degree in politics (ru.ac.za, '07) he embarked on a Bachelor of Architectural Studies (uct.ac.za, '11). The combination of these fields and scales, as well as his initial experiences as a commuter cyclist in the post-apartheid city,

led him to a Master of City and Regional Planning degree (uct.ac.za, '16), which he combined with consulting and planning work in the cycling field. In 2017, Brett became a PhD candidate ('20) at Eindhoven Technical University, where his work forms part of the Bicycle Challenges group.



### Funding Partners



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voor Wetenschappelijk Onderzoek



Rijkswaterstaat  
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