



Workshop: **Setting up and running a cycle-based delivery business**

Monday 27th May 2019, 10.00am to 15:00 pm • Forschungsgesellschaft Mobilität,
Schönaugasse 8a, 8010 Graz

Recent research has highlighted that **30% of trips within urban areas involve carrying light goods and could easily be transferred from motorised vehicles to cargo bikes**. In addition, parking fines, delivery deadlines, congested streets, low-emission and restricted access areas all contribute to making delivery by lorries and vans increasingly difficult.

Cargo bikes have been around for over a century but only recently as our urban landscape changes are we seeing the positive impact they could have on urban logistics.

The European Cycle Logistics Federation (ECLF) has developed a workshop aimed at individuals and companies interested in setting up and running a cycle-based delivery business using cargo bikes.

Topics to be covered include:

- business planning
- choosing the right bicycle
- market research
- service types
- pricing & delivery area
- marketing & promotion
- potential customers
- staffing
- unique selling points
- set-up and running costs

In addition, there will be an opportunity to try out a range of cargo bikes & trikes.

Workshop Arrangements

When: Monday 27th May 2019, 10.00am to 15:00 pm

Where: Forschungsgesellschaft Mobilität, Schönaugasse 8a, 8010 Graz

Cost: Free of charge including tea/coffee on arrival and during breaks. A small Lunch will also be provided.

To reserve a place email: wrighton@fgm.at

The European Cycle Logistics Federation are one of the partners involved in the EU funded City Changer Cargo Bike (CCCB) which has been set up to promote the use of cycles for carrying cargo. See www.cyclelogistics.eu for more information.



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