Project Fact Sheet

Stargate within EU Green Deal

Shared Bikes

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement GA101037053

01 BASIC PROJECT INFORMATION

Project name	Shared bike
Partners involved	Brussels Airport Company Provincie Vlaams Brabant Blue Bike
Implementing airport / site	Brussels Airport site
Period tested	Sept 2025 - Okt 2026
Project lead	Brussels Airport Company

02 OBJECTIVE

What are we trying to solve or tackle with this project?

Improve first- and last-mile mobility within the airport area by offering shared bicycles for employees, community and visitors. The project supports modal shift, strengthens active mobility and improves connectivity between transport modes and key airport locations.

Success criteria

Successful deployment and use of the shared bike system, positive user feedback, improved accessibility within the airport area and contribution to cycling and modal shift objectives.

03 APPROACH (HOW WE TESTED)

Test set-up & method

The shared bike system was implemented as part of the broader cycling initiatives under SAMP. It introduced 50 bicycles across 10 airport locations, combined with cycling infrastructure improvements.

Bike Manager coordination, a cycling roadmap, upgraded bicycle facilities and behaviour-focused initiatives such as Bike Test programmes.

User uptake, operational performance and feedback were monitored throughout the pilot period.

Data & measurement

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2025	11,34
2026	39,64
Totaal	2549 ritten

KPIs

- Usage number per shared bikes and per stations
- Cycling modal share
- User feedback and operational performance

Risks & mitigations

Risks include:

- Low adoption
- Weather and distance barriers
- Insufficient cycling infrastructure and maintenance needs

Mitigation:

- Link to SAMP governance.
- Bike Manager coordination
- Infrastructure upgrades and informative campaigns.

Limitations

Usage data results depend on cycling infrastructure, weather, shift patterns and behaviour change.

Read this project as part of the wider cycling/SAMP package.

04 RESULTS & IMPACT

Key results

The shared bike system delivered a concrete first- and last-mile mobility solution at Brussels Airport, with 50 bicycles available across 10 locations.

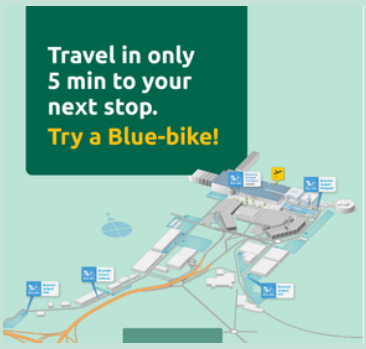
It complemented broader cycling initiatives under SAMP, including cycling infrastructure improvements, Bike Manager coordination, bicycle facility upgrades and Bike Test programmes.

Together, these actions contributed to an increase in staff cycling modal share from 2% to 3.5% and a 35% rise in average daily bicycle counts between 2024 and 2026, strengthening sustainable mobility and airport-site connectivity.

The shared bike system recorded over 2500 individual rides. Connecting the terminal zone with distant parking, local train stations and cargo community zone.

User survey revealed a user rating of 4.29/5 and an NPS score of 47. Ease of use and coverage were listed as the primary positive characteristics.







05 RATINGS (QUICK ASSESSMENT)

Deployment Approach

How standardised is the solution: can it be deployed off the shelf, or does it require extensive customization?

Off The Shelf — Custom-Built

Investment Magnitude

From low-cost deployment to major investment.

Low Investment (less than €10k) — High Investment (more than €15mio)

OPEX ■ □ CAPEX

Sector Readiness

From non-existing or emerging standards, regulations, and certification pathways to fully established industry practices.

Emerging Framework — Established Framework

Innovation Maturity

How does the solution score in terms of maturity, from low TRL experimental/pilot-stage to high TRL market-ready.

Experimental — Market-Ready

Operational Impact

Does the innovation deliver targeted improvements or rather drastically transform processes and/or operations.

Incremental Improvement — Transformational Change

Notes

For airport operators, shared bikes work best as part of a wider mobility plan.
The holistic approach should include safe routes, clear parking locations, maintenance, communication and employer engagement.
Standalone bike deployment is unlikely to shift behaviour without supporting infrastructure and incentives.

Shared bike systems have a low entry barrière which can increase multi-modal mobility.

06 NEXT STEPS / RECOMMENDATION

Recommendation

- Continue and monitor the shared bike system.
- Optimise station locations based on demand and travel patterns.
- Expand where clear mobility and operational benefits are demonstrated.

Next steps

1) Collect usage data per location and longer period.
2) Adjust bike locations based on demand and safety.
3) Integrate shared bikes into staff mobility communication and SAMP reporting.
4) Link scale-up to cycling infrastructure upgrades.