

# Access to Cargo Bikes for Everyone - Research and Practice Project „TINK“

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## Project description

Cargo bikes are a healthy, quiet and climate-friendly way to transport goods. The principle aim of TINK – the initiative for cargo bikes in sustainable municipalities – is to make cargo bikes accessible to different groups of users. Thus, TINK offers a 24 hour public bike rental system for cargo bikes. In two model cities, Konstanz (county Baden-Württemberg, Germany) and Norderstedt (county Schleswig-Holstein, Germany), a concept for the collaborative use of cargo bikes was developed and is currently tested.



Fig. 1: Rental-bike station in Norderstedt with TINK cargo bikes (photo: Walter)



Fig. 2: TINK station in Konstanz (photo: Kropp)

## Scientific background

The Stage Model of Self-Regulated Behaviour change (SSBC) offers the possibility to plan a theory-based intervention and tailored marketing campaign. The SSBC was adapted to the TINK project and for the use of cargo bikes (please see below). The model sees behaviour change as a process with four qualitatively different stages. Within these stages unique factors influence the formation of a stage specific goal. When a person has formed a stage-specific goal, he or she transcends to the next stage of behaviour change.

The most effective marketing, according to the model, is stage-specific marketing. Depending on in which stage the members of the target group are, different appeals help them to form a stage-specific goal and move towards the intended behaviour.

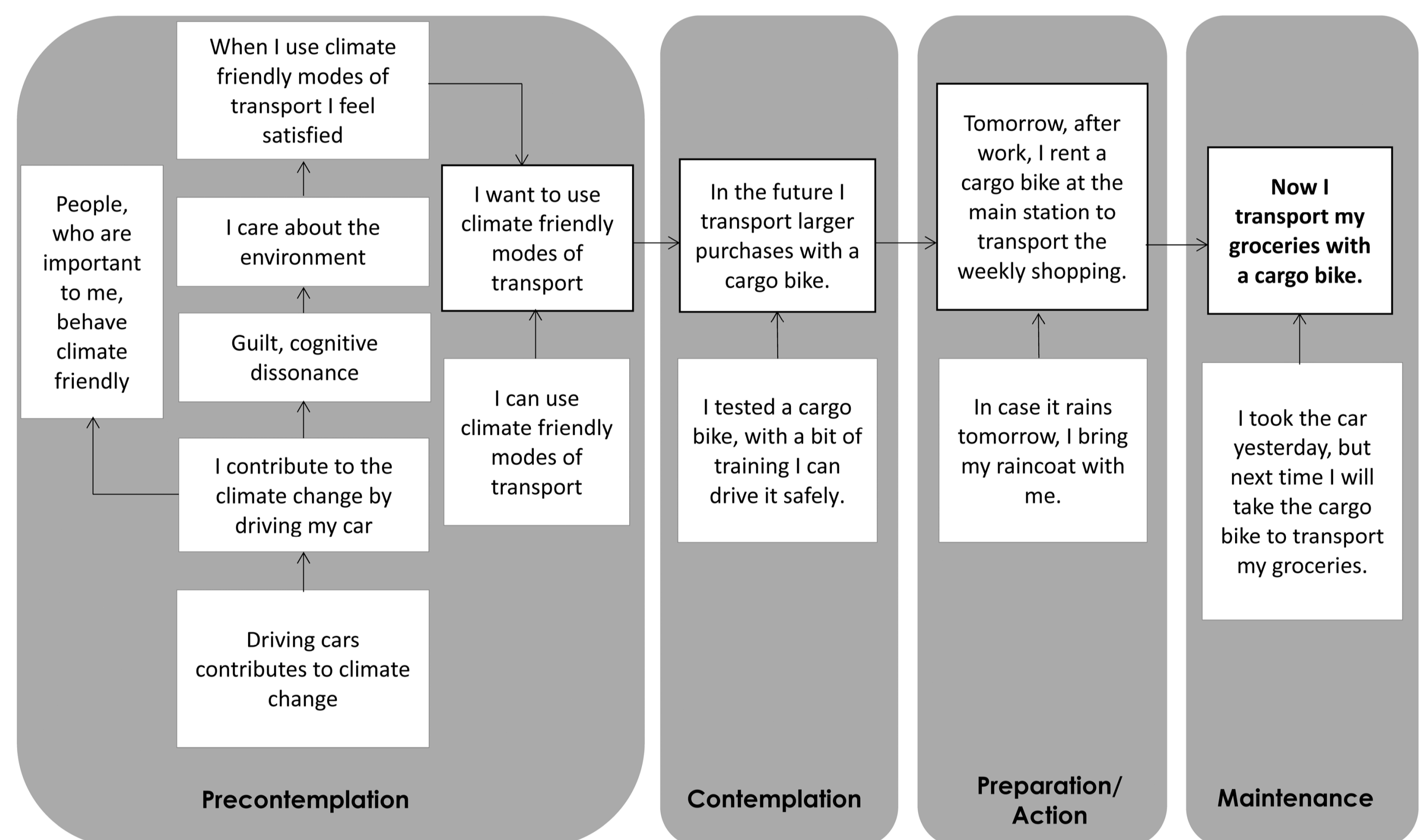


Fig. 3: Stage Model of Self-Regulated Behaviour Change (Bamberg, 2013), adapted for the TINK project

## Development of use

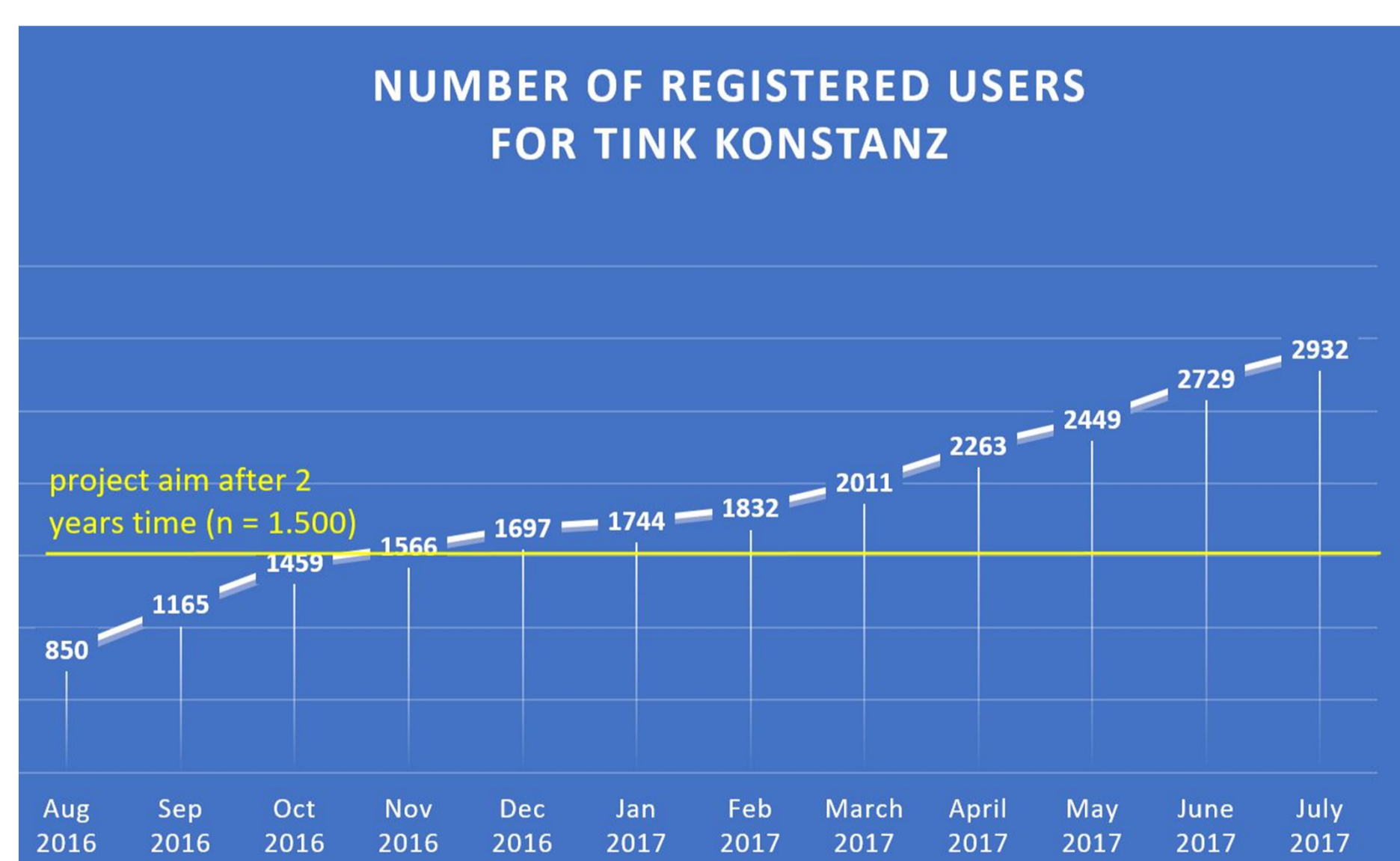


Fig. 4: Number of registered cargo bike users in the first 11 months after project start

## Recommendations for the introduction of cargo bike rental systems

- Participation of potential users and stakeholders early in the implementation process
- Detailed description of minimum requirements for cargo bikes, docking stations and accompanying IT in specification for contractors, independent quality control and enough time for the specification period and development of the bike rental system
- Integrating cargo bikes in an existing rental system is easier; installation of a new system is more flexible in terms of locations and seems more innovative to users
- Customized marketing for target group (e.g. students and parents with little children) and focus on positive aspects of cargo bike use (e.g. driving pleasure and gain of comfort)
- Several options for payment (direct debit, credit card, online payment services)
- Systematic selection of locations for the docking stations (residential areas and close to universities; close to public transport; dense network of docking stations)
- Monitoring and evaluation of use

## Literature

Bamberg, S. (2013). Applying the stage model of self-regulated behavioural change in a car use reduction intervention. In: Journal of Environmental Psychology, 33, 68-75.

Walter, M. & Wagner, F. (in prep.). TINK – Transporträder für alle! [TINK – cargo bikes for everyone!] DIFU-IMPULSE.

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