



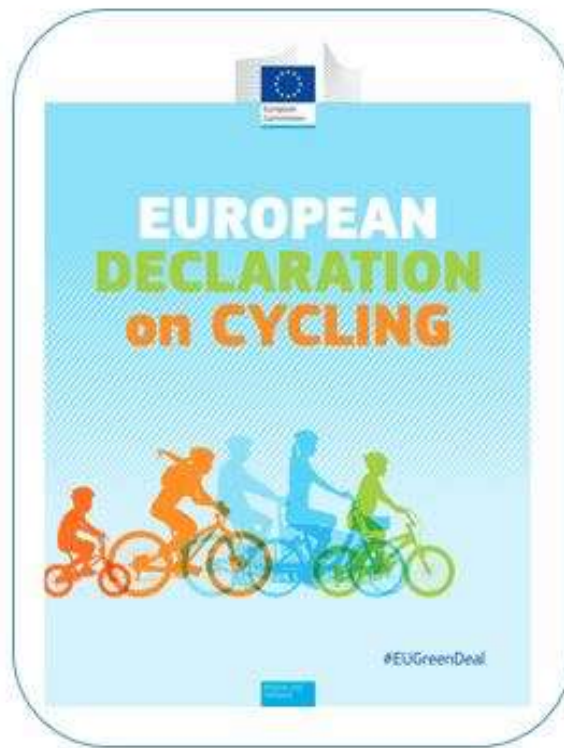
mec

Solid community Flanders - Mobility

Use case: sharing bike data

Why cycling? The time is now!

“Nations, cities & regions strive for safer, more sustainable and resilient transport”. To realise these ambitions, **safe and comfortable cycling is critical!**



What do policy makers and road authorities need?



Enhance modal shift: getting more citizens on bikes



Great need for floating bike data/trip data to make better data-driven decisions



Data collection, merger and data analysis required, compliant with privacy legislation



Increasing safety and security

What does the employer need?



Healthy employees,
better corporate
wellbeing



Automation of
bicycle allowance
-> time savings



Easy
monitoring



Better connection
between
employees

What does the employee / citizen need?



More movement to,
and from work



Automation of
bicycle allowance
-> time savings



Easier and
more personal
health
monitoring



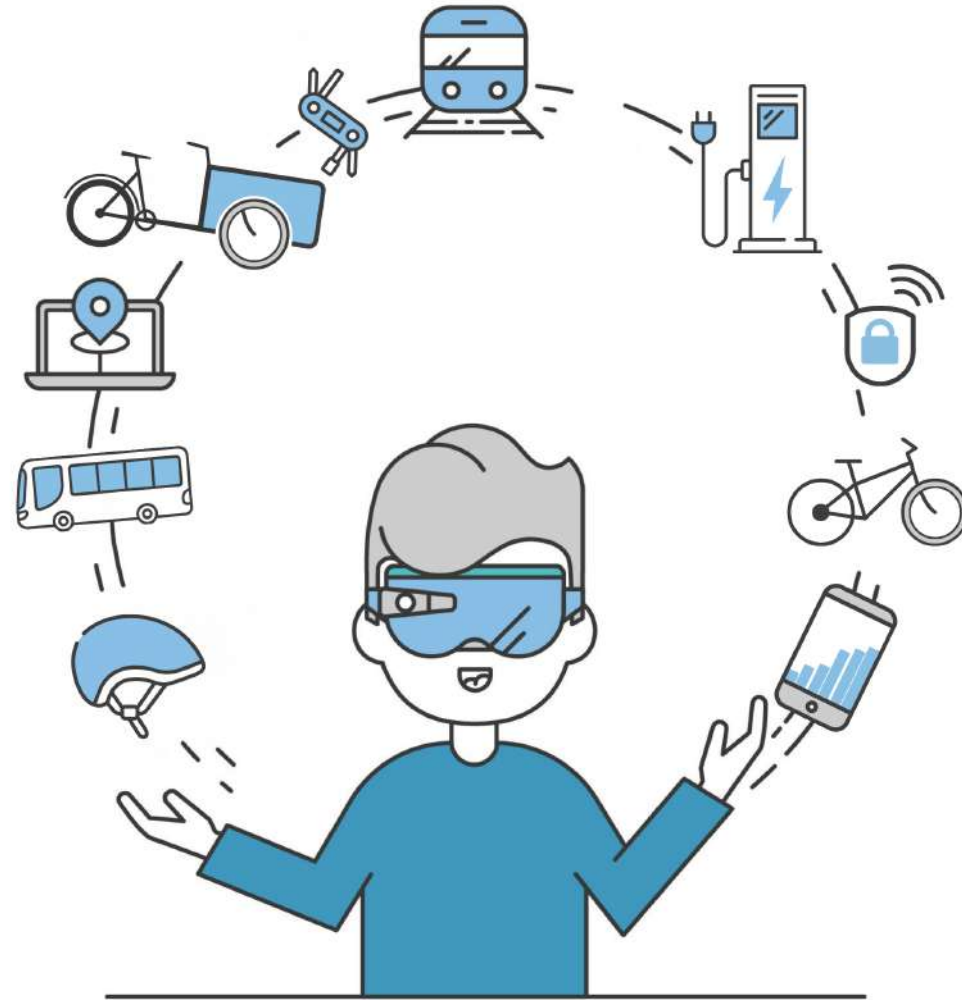
Safer cycle
conditions

How can we realize this?

Floating bike data!!!



imec.mobiliteitsmeter.fiets 2023

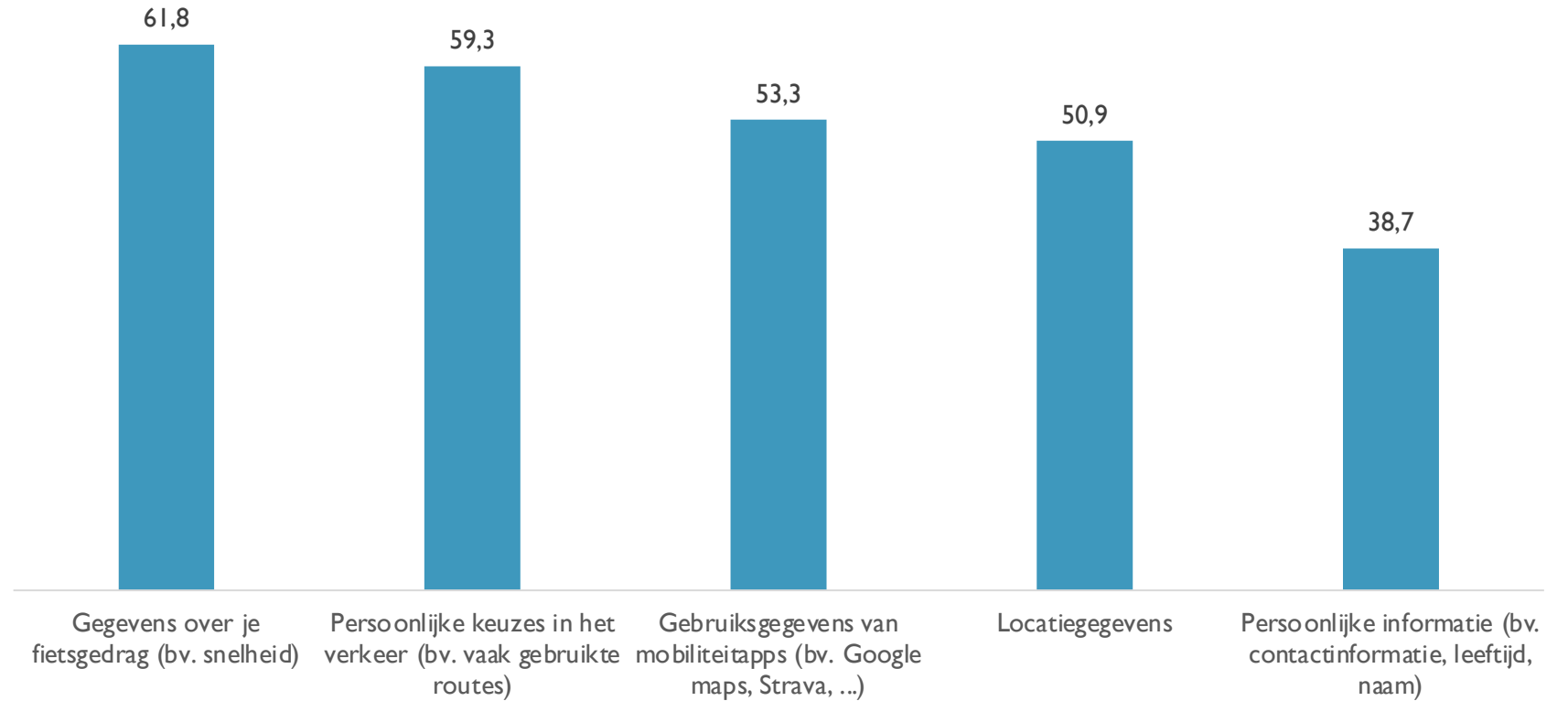


Sharing cycling data



High willingness to share personal mobility data to enable applications for the bicycle.

To what extent are you willing to share the following types of personal mobility data to enable mobility applications for bicycles? % (rather) willing to share

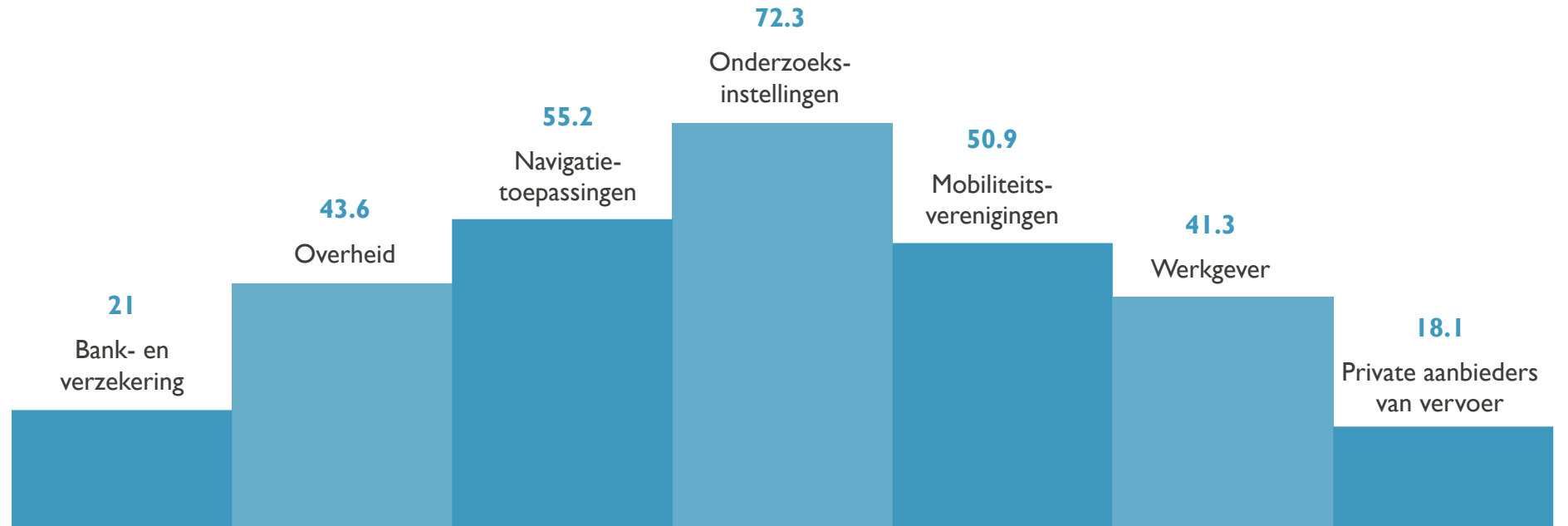


Sharing cycling data



High willingness to share mobility data with research institutions.

To what extent are you willing to share your personal mobility data for mobility applications for bicycles with the following organisations? % (rather) willing to share

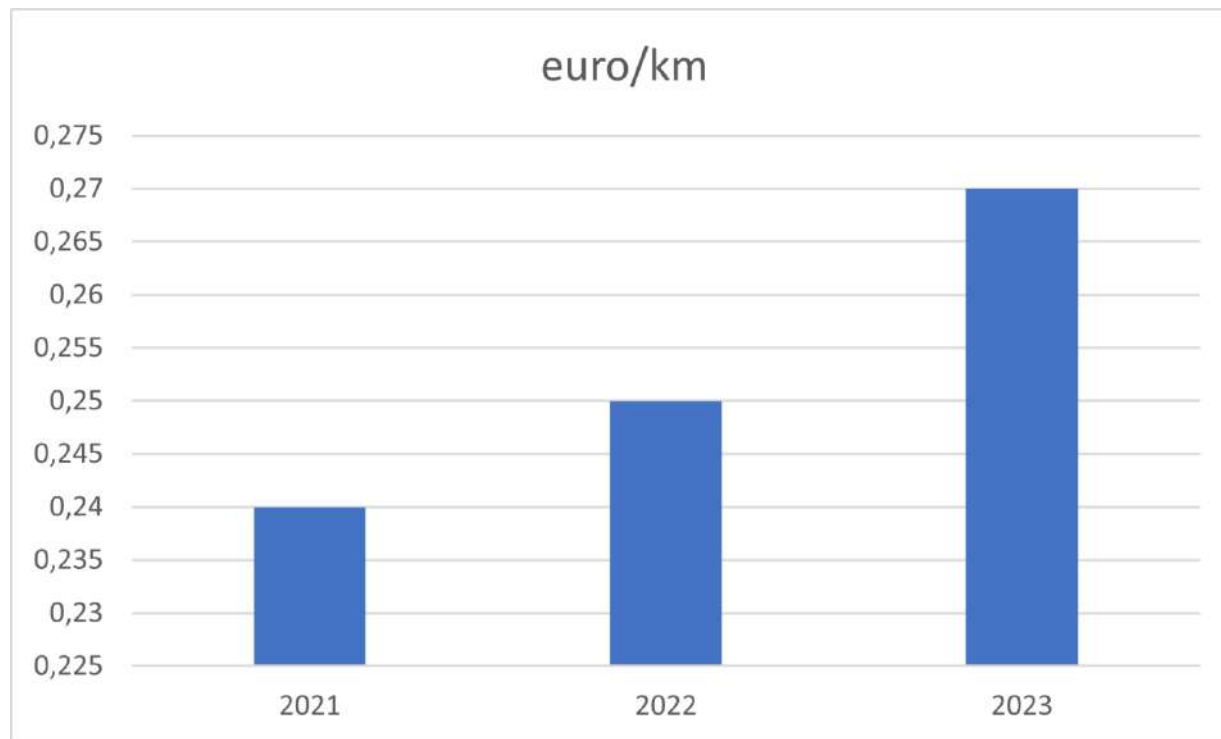


Benefits

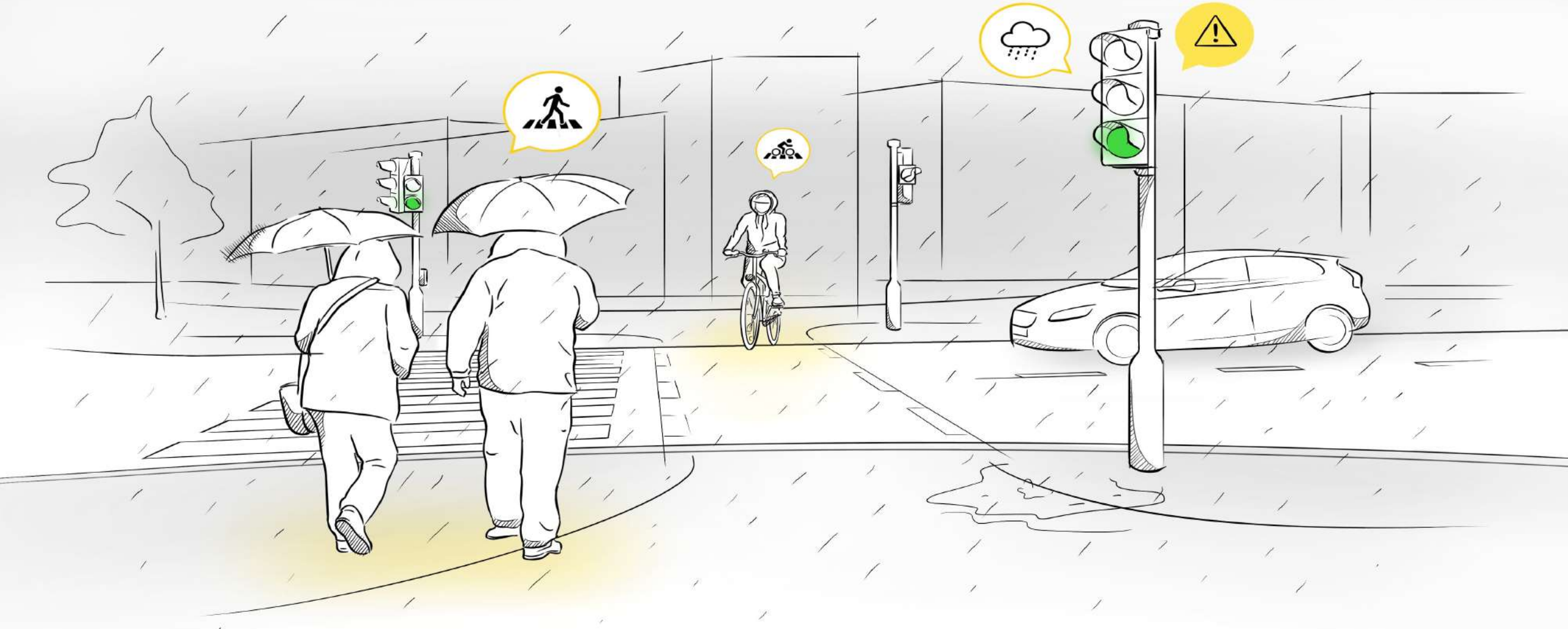


Business case

Need for automatic tracking system that calculates bicycle allowance without violating privacy



Increased safety and comfort



Health monitoring

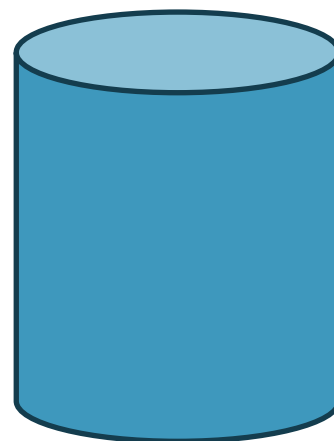
Stress Management Dashboard with Wellness Tracking and Heart Rate Variability

This slide highlights the stress management dashboard which showcases the perceived stress scale, heart rate, blood pressure, sleep quality and employee wellness.

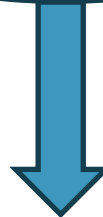




- Health-data
- Traffic-data



Goal: to make a link between mobility data and health data and to investigate the possibility of reusing this data in a privacy-compliant manner



Employee

- Better monitoring of health aspects
- Automatic trip registration
- Access to real-time alerts

Road authority

- Accurate commuting info
- Real-time alerts
- Increasing road safety

Employer

- Accurate commuting/staff data
- Time-saving (automatic granting of bicycle allowance)
- Better corporate well-being

Policy maker

- Better insights to optimize cycling routes
- Feedback on the condition of cycle paths
- Cost-efficiency: better budget allocation