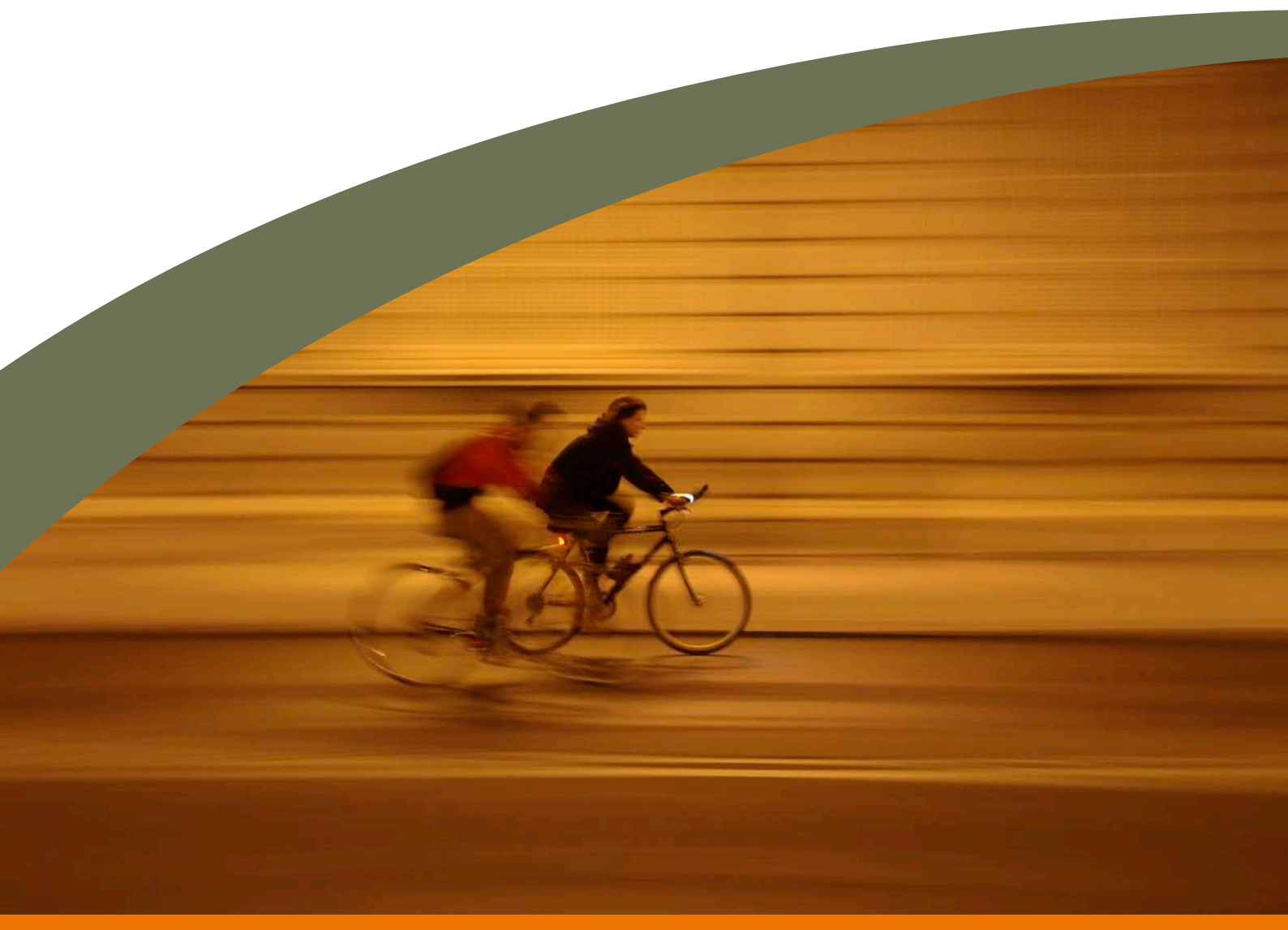




The European, Local and Regional Bicycle Route Planner for More Fun Cycling

Added Value for Your Improved Cycling Policy



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Summary: The Naviki Approach in a Nutshell

Naviki provides best cycle routing via web and apps for both, everyday and leisure journeys. Municipalities, regions and organisations benefit from Naviki in many ways – it helps making the bicycle an even more attractive means of transportation for citizens and tourists.

Towns, regions, companies and other organisations are able to implement Naviki at the least possible effort to give cycling a push in line with their specific strategy on bicycle traffic.

Show your affinity for cycling!

For your municipality or organisation Naviki provides the following advantages amongst others:

- ▶ Citizens and visitors easily learn how to be mobile in your town or region by bike.
- ▶ Naviki provides new occasions for your communication work, e.g. through contests (who is the most active cyclist in your area?) and many other options.
- ▶ Naviki is available with your specific appearance, thus it will be an ideal

complement to your existing web service.

- ▶ Naviki allows better planning for bicycle traffic through user generated information.
- ▶ Naviki enables public administrations to include their official cycle route network to offer preferred routing on this specific network.

Focussing cyclists' benefits

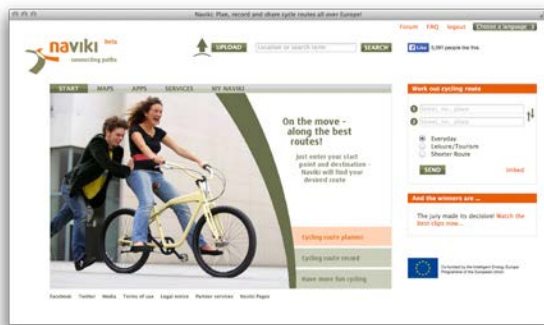
When users make a Naviki enquiry they can indicate whether they prefer an everyday, a short or a scenically beautiful route. The system then provides a suitable route from your given starting point to your destination – as comfortably as in road navigation, and designed specifically for the bike.



Additionally to each route Naviki displays information about individual calorie consumption, CO2 avoidance and money savings compared to car usage.

Better information – more cyclists

Information plays a crucial role in the choice of transport. Towns and regions joining Naviki will be able to offer their citizens and tourists a contemporary service. With the help of this appealing information basis they will make the bike – the environmentally friendly and healthy means of transport – particularly attractive.



Local made-to-measure suits

As a regional administrative body or municipality you can easily provide the platform with your specific corporate design. E.g. you can put your logo, colours, pictures and texts on the user interface. Your local Naviki can be reached by a specific link. When you call up this page the respective district or region automatically appears in the centre of the map. In this way Naviki ideally complements existing local or regional internet pages. And yet all national and international data and all Naviki functions are available, too. Launch your location, region, municipi-

pality or organisation as attractive and reach the growing target group of cyclists!

Improving the bicycle infrastructure

Naviki will also provide statistical analyses (e.g. data related to the amount of kilometres cycled in a specific area, heatmaps of local bicycle traffic, user feedback on the infrastructure). This information is useful to evaluate issues of traffic and transport as well as for local public relations work.

By entering comments on routes or locations Naviki users provide feedback concerning the quality of the infrastructure of transport and tourism. In this way municipalities obtain a great tool for evaluating needs for action within the cycling infrastructure.

The Naviki IEE project and its achievements

From spring 2011 till end 2013 Intelligent Energy Europe (IEE) funded an international consortium to implement Naviki and its benefits for citizens, public bodies and organisations. During that period the project successfully spread the Naviki approach in Europe:

- ▶ The Naviki platform was launched all over Europe and is now available in 12 languages and in all EU member states.

- ▶ More than 40 local and regional Naviki Pages were set up as specific made-to-measure suits.
- ▶ The Naviki consortium rolled out a broad communication campaign, attaining significant public interest.
- ▶ An active community of more than 300.000 registered users from all over Europe contributes content to the Naviki platform.
- ▶ The interest of professionals and the demand of municipalities and organisations for Naviki Pages is continuing beyond the project duration.
- ▶ The Naviki services turned out to be effective and sustainable and will be available beyond the project duration as well.

Contact

Please get in touch with us if you want to learn more about the advantages of Naviki for your organisation!

www.naviki.org/services

contact@naviki.org



Overview on Naviki's Services

Naviki's main service provides customised route planning for bicycle traffic. But it offers much more. Municipalities, companies, tourism bodies and other organisations benefit from new type of web services in multiple ways.

Perfect service for cyclists: Your Naviki Page

Provide your own customised cycle route planner using Naviki. Your Naviki Page indicates various locations that are within reach by bike. Launch your location, region, municipality or organisation as attractive for the growing target group of cyclists!

Highlight accessibility: Naviki routing on your website

With the Naviki routing box on your website visitors easily learn how to reach your locations. It only takes a few minutes to set it up!

Cycle route planning anywhere: Naviki Apps

Perfect on route: Naviki apps turn iPhone and Android mobiles into a convenient cycling satnav. Recording own tracks simple. Employing Naviki Apps

is the ideal way to support your cycling policy.

Naviki on your webpage

As an alternative to a Naviki Page it is possible to integrate Naviki directly on your web page - including map, routing form and basic information on routing results. This "iframe" based solution is another easy way to enhance your cycling policy. Please contact us to learn more about this opportunity.

Customised Naviki Apps

Naviki offers well-established navigation Apps for cyclists. If you would like to provide your own App including features for cyclists, you can easily benefit from our experience.

Integrating public transport

Naviki is an ideal partner platform for public transport organisations aiming to combine routing for cyclists and public transport users.

Improved mobility management

Naviki also is an excellent tool for evaluating the behaviour of traffic participants. Through Naviki you will learn a lot about cyclists needs for efficient improvements of your infrastructure.

Read more about Naviki's services below!

Your Naviki Page

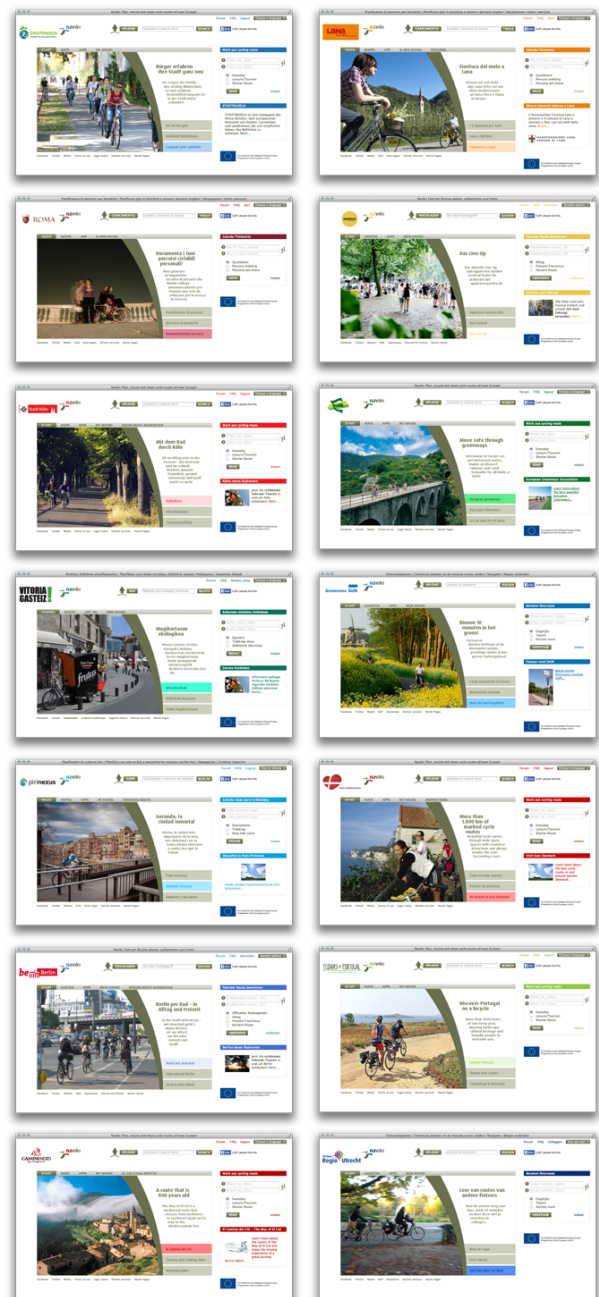
Your Naviki Page is an information and interaction service for locals, visitors and all other target groups related to cycling. It makes cycling even more attractive. And it makes your organisation and your area more attractive for cyclists.

A Naviki Page is a Naviki interface equipped with your specific interface. It's your routing service for cyclists, powered by Naviki. Your Naviki Page will be available by a specific link, such as www.naviki.org/example.

Each Naviki Page contains all the functions of www.naviki.org, such as a routing service all over Europe and several map views. However, the Naviki Page focuses on the geographical area of the respective partner.

Your information for citizen and further target groups

If you, as a Naviki Page partner, provide location based data and a quality assured cycle path network, your Landingpage will highlight this information. A Naviki Page is the perfect tool for all kinds of organisations aiming to point out access by bike and to make cycling more popular (municipalities, local and regional authorities, tourism organisations, companies, NGOs).



Benefits for your organisation

- ▶ Naviki is available with your specific appearance, thus it will be an ideal complement to your existing website.
- ▶ The system will be perceived as the cycle route planner provided by your organisation, powered by Naviki.
- ▶ Naviki provides new, powerful options for public relations related to cycling – a trending issue.
- ▶ Naviki provides convenient tools to set up and publish involving contests (e.g. which individual, group or city cycles the most?).
- ▶ Overall Naviki offers an attractive, user-oriented and forward-looking approach – a perfect service for the growing target group of cyclists.

Further benefits for municipalities and tourism organisations

Naviki allows efficient administration and quality assurance through the respective local authority, tourism organisation or administrative body.

Naviki enriches the field of planning. On demand it provides user feedback and information on user behaviour regarding the cycling infrastructure (page 12).

Examples

There already is a wide range of examples, underlining that Naviki is a very appealing service for very different partners like small towns and megacities, small shops and major enterprises, tourism in the mountains and at the seaside. Visit www.naviki.org/services to view Naviki's references.

Required input

To create your basic Naviki Page, we need a certain bundle of information from you. This particularly contains some text modules, pictures, your logo and colour code.

If you wish to provide your own map based data and a quality assured cycle path network we need the respective data as well.

Costs

During the IEE project the Naviki consortium was able to provide basic versions of a Naviki Page free of costs for 30 chosen partners. Today the implementation of a Naviki Page and other Naviki services is with costs. Please contact us if you want us to submit an offer specifying the required Naviki services for your respective municipality or organisation. Due to the EU funding and since we cooperate with numerous partners, Naviki is a very cost-efficient tool.

The Naviki Routing Box: Enhance your website by Naviki bike routing

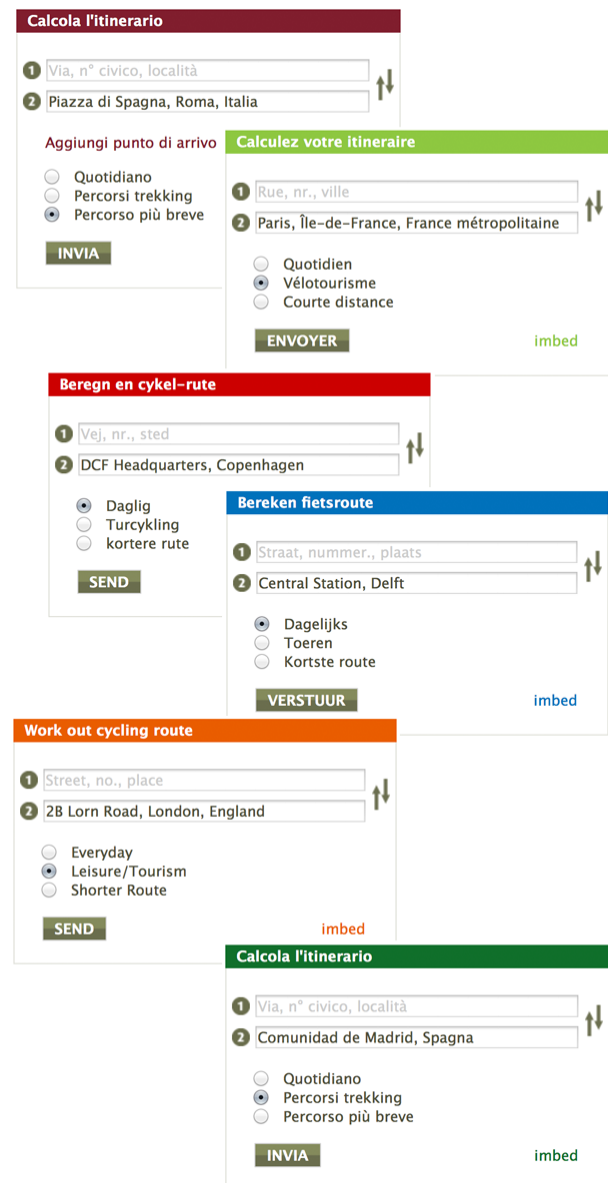
The Naviki Routing Box is the perfect tool to provide cycle routing on your website. And it's the easy way for visitors to find out cycle routes to your locations. Optionally you can initialise the destination field with your address as a default value.

When users type in their start address and click on "SEND" the routing information is given on www.naviki.org. If you provide a Naviki Page the routing result is even presented on your Naviki Page!

Integrating the Routing Box: Three easy steps

1. Go to the box "Work out cycling route" on the Naviki start or map page.
2. Click "imbed" and Copy the source code for your website (option: previously enter the address of your destination).
3. Paste the source code into your website.

If you want to link the Routing Widget to a Naviki Page simply get the source code from the respective Naviki Page.



The image displays four examples of the Naviki Routing Box interface in different languages:

- Italian (Calcola l'itinerario):** Start address: "Via, n° civico, località"; Destination: "Piazza di Spagna, Roma, Italia". Options: Quotidiano, Percorsi trekking, Percorso più breve. Button: INVIA.
- French (Calculez votre itineraire):** Start address: "Rue, nr., ville"; Destination: "Paris, Île-de-France, France métropolitaine". Options: Quotidien, Vélotourisme, Courte distance. Button: ENVOYER.
- Dutch (Beregen en cykel-rute):** Start address: "Vej, nr., sted"; Destination: "DCF Headquarters, Copenhagen". Options: Daglig, Turcykling, kortere rute. Button: SEND.
- English (Work out cycling route):** Start address: "Street, no., place"; Destination: "2B Lorn Road, London, England". Options: Everyday, Leisure/Tourism, Shorter Route. Button: SEND.

Each interface includes an "imbed" link to copy the source code for website integration.

Naviki Apps: The completion of cycle routing

Naviki's apps offer bike routing on the way. They lead on the right track from arbitrary start to destination points. Thus Naviki turns smart-phones into cycling satnavs. If you apply a Naviki Page or a Naviki routing box, referring to Naviki's apps completes your service for cyclists.



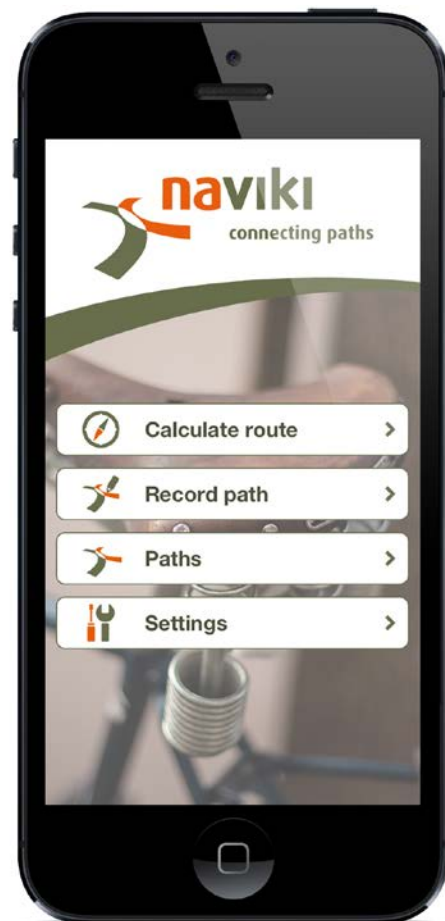
Comfortable handling for end users

The Naviki app allows to record routes easily and to collect them impressively on Naviki. Logged in users immediately find recorded paths in their personal account on the Naviki website.



It's also easy to plan routes in comfort at www.naviki.org and to call them up via app later.

Furthermore the app includes a complete tachometer function displaying speed, distance covered and more.



Don't hesitate to contact us if you would like to apply an app which is customised for your organisation (e.g. highlighting your locations or the cycle path network you recommend).

Advanced Public Relations for Cycling

How to give cycling a push through appealing public relations work? The following itemisation gives you some examples of newsworthy issues related to your Naviki involvement.

Naviki will be particularly interesting for both, journalists the public – e.g. on the following occasions:

- ▶ You are the first organisation, municipality, city or company in your region, country or sector providing such a service for citizens and customers.
 - ▶ Providing good service for cyclists you are an exceedingly "green" organisation, municipality, city or company.
 - ▶ Newly elaborated particularly interesting cycle routes and additional information published on your Naviki Page.
 - ▶ Statistics on uploaded and requested kilometres via your Naviki Page and on the number of local users related to it.
 - ▶ Public competitions to find out who cycles most kilometres arranged via your Naviki Page.
- ▶ Issues related to one of the new and innovative features Naviki releases regularly.
 - ▶ External occasions relating Naviki to newsworthy issues, e.g. action days and anniversaries, current environment and energy issues, transport issues.

Each of these issues and many more are worth to be communicated via press releases, Social Media or on your website and your blog. In doing so you underline your affinity for cycling and give your publicity a push.

Easily organise user competitions

Competitions can increase user participation and boost public interest. By the aid of your Naviki Page you can easily activate such actions. Examples for award criteria:

- ▶ In which city, municipality or region do citizens upload most kilometres (in average per citizen) on the Naviki platform?
- ▶ Which single user uploads most kilometres?
- ▶ Which city, municipality or region achieves the largest energy saving and CO2 reduction?

Naviki immediately provides rankings to evaluate your award. Thus you can easily dignify "your" winners. Of course you can customise award criteria for your target group or your citizens.

Monitoring and planning

Operating Naviki enables your organisation to have access to useful statistics regarding users' needs and behaviour. Moreover you get a tool to ask for public feedback actively. Incorporating public participation and information about target groups is a promising approach in planning.

Naviki Heatmaps

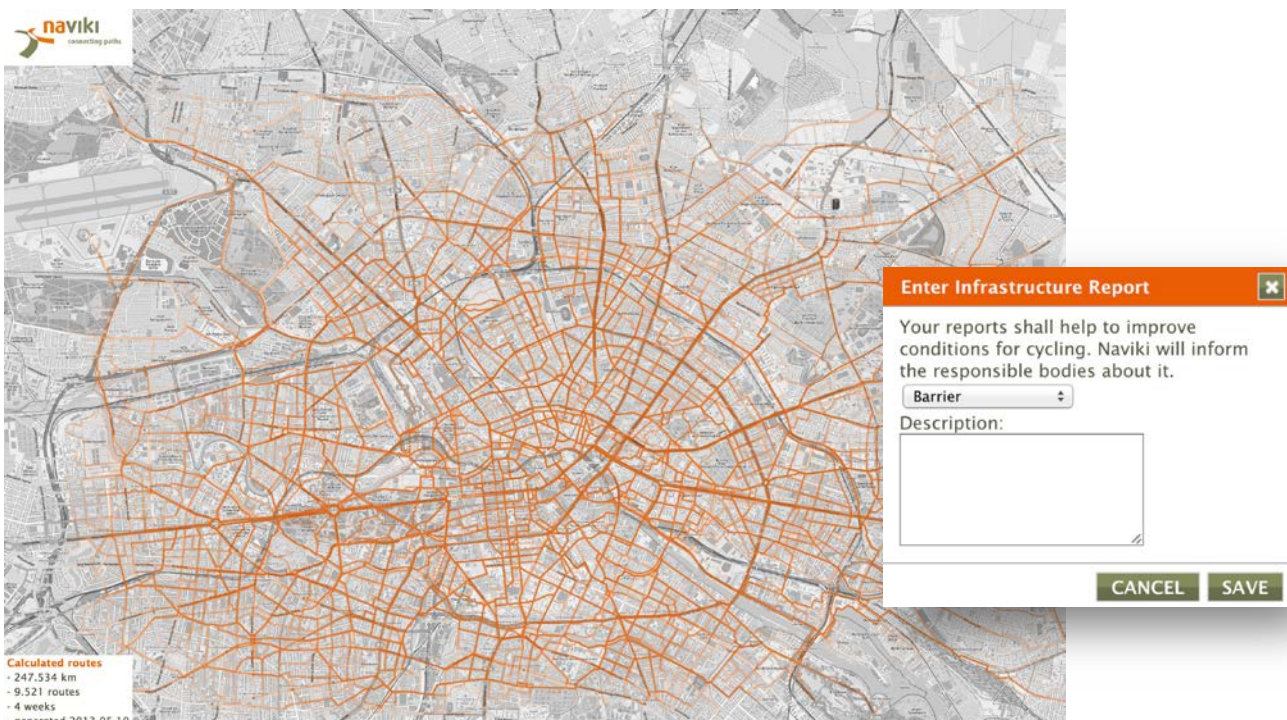
Naviki Heatmaps impressively visualise collective user behaviour on a map of your respective area and help planners to prioritise infrastructure development on sections being highly frequented. Thus Naviki can make planning a lot more efficient.

Ask for public feedback

Comments on specific locations and other information regarding user behaviour provide feedback on the acceptance of traffic and tourism infrastructure. Viewing the outputs of Naviki's infrastructure reports is an excellent aid for a better understanding of needs for action within the cycling infrastructure.

Furthermore the following insights into user demand related to specific actions or communication activities on your bike infrastructure is enlightening:

- ▶ Source and destination relationships,
- ▶ local information on recorded and calculated kilometres,
- ▶ development of the local community.



Fun and reputation for cyclists

Naviki provides good reasons to be proud on one's activities by bike. Moreover using Naviki enables cyclists to discover best cycle paths, recommended by municipalities, tourism bodies or other cyclists.



How cyclists get involved

- ▶ Naviki enables cyclists to create a fascinating collection of their own activities by bike.
- ▶ Naviki provides information and cycle routes wherever you are.
- ▶ Naviki immediately displays significant benefits of cycling: Calorie consumption, fuel cost savings and CO2 avoidance.

Sharing and comparing

- ▶ Naviki provides the opportunity to share uploaded paths and individual statistics with friends and other cyclists – e.g. via Social Media platforms.
- ▶ Naviki organises competitions with reference to the sum of uploaded path lengths and CO2 avoidance.

Why route planning matters

To make a decision about cycling within daily travel, each customer has to answer the key question:

What is the appropriate bicycle route to my destination?

Though other parameters are relevant as well, this question marks a critical point regarding the choice of transport, e.g. between car and bicycle.

Thus it is a fundamental challenge to provide optimum information on bicycle routes between arbitrary start and destination points. Providing this information exceeds use of the most energy efficient transport mode – cycling.



Cycling and energy

Naviki promotes cycling and contributes to a less car-dependent lifestyle and, in consequence, to a reduction in CO2 emissions.

The best route to climate protection in traffic and transport

Cycling is the most climate friendly and energy efficient means of transport:

- ▶ The bicycle is the zero emission vehicle whereas motorised traffic takes up about 20 percent of energy consumption and CO2 emission in Europe.
- ▶ Cyclists tend to use environmentally friendly public transport instead of energy-intensive cars.
- ▶ Cycling distances of five kilometres or less instead of car usage make a large contribution to climate protection since half of all car journeys are shorter than five kilometres.
- ▶ For journeys up to three kilometres bicycles are also the fastest means of transport.
- ▶ Cycling enhances the attractiveness of urban areas, creates a new structure of local mobility and, in doing so, replaces traffic volumes.









Naviki and the individual energy balance

Naviki's communication underlines individual benefits of using the bicycle as a zero CO2 emission vehicle. As a means of raising awareness the system allows personalised calculations of CO2 avoidance compared to the private car. And it shows: Cycling is fast, easy and convenient – a less car-dependent lifestyle is possible!

The climate friendly nature of cycling is one of Naviki's key messages related to everyday traffic behaviour. Hence Naviki additionally provides information about energy aspects along with each routing result and uploaded path:

Further information

Actions ▾

OVERVIEW
HEIGHTS
ENERGY

CO2 avoidance : 3,03 kg

Calories burned : 245,72 Kcal

Car costs : 4,95 €

Background information

Users who apply Naviki as a tool for creating a collection of their cycling activities continuously, have an insight into their long-term energy balance. The respective information box “My statistics” displays the sum of individually cycled kilometres. And the best thing is: You can even let the system know how often you regularly cycle a

specific route (e.g. four times per week within the following three months). It will then sum up the respective amount of kilometres automatically. And each time you visit the “My statistics” box there will be good news about your total distance cycled, CO2 avoidance in comparison to car usage, burned calories and saved car costs:

My statistics

ACTIONS ▾






Distance cycled : 3.354 km

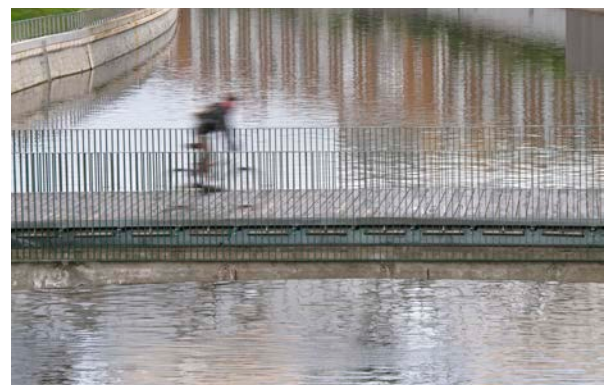
CO2 avoidance : 590 kg

Calories burned : 51.309 kcal

Saved car costs : 1.006 €

Background information

Naviki in addition provides easy opportunities to be proud on ones traffic and transport behaviour and to share this information on the internet. E.g. for Twitter and Facebook users it takes just two clicks to create a posting including the current status data from the personal “My statistics” box.



The Naviki IEE Project: Targets and Achievements

The European Commission supported Naviki within its IEE programme. The aim of this project (2011-2013) was to make the best of Naviki for energy savings and CO2 avoidance in Europe.

Launched by the European Commission, Intelligent Energy – Europe (IEE) is part of a broad push to create an energy-intelligent future. It supports EU energy efficiency and renewable energy policies, with a view to reaching the EU 2020 targets:

- ▶ 20% cut in greenhouse gas emissions,
- ▶ 20% improvement in energy efficiency and
- ▶ 20% of renewables in EU energy consumption.

IEE creates better conditions for a more sustainable energy future in areas as renewable energy, energy-efficient buildings, industry, consumer products and transport.



Co-funded by the Intelligent Energy Europe Programme of the European Union

The project consortium exploited Naviki in order to strengthen the role of the bike within the choice of transport, focussing on people’s benefits through cycling.



Naviki's targets related to IEE and beyond

- ▶ **Supporting multiple players’ strategy in terms of cycling:** With its numerous benefits for users Naviki makes cycling even more attractive. A novel routing service and personal documentation of cycling activities are key features. For these purposes Naviki is available on the internet and via smartphone applications.
- ▶ **Involving your organisation:** Naviki aims to involve you as a municipality, city, tourism organisation, NGO or company. Cooperation is easy, and deploying our services implies many benefits for your organisation.
- ▶ **Involving your target groups:** We want to win you as a multiplier to spread the idea of cycling. By the aid

of Naviki you can provide services related to cycling for locals, visitors and all other target groups. This makes your organisation and your area more attractive for cyclists. And it makes the bicycle more popular.

- ▶ **Extending fun and reputation:** Naviki aims to encourage use of the bicycle by means of incentives users take pride in. Users will e.g. have immediate insight into individual benefits of cycling as to health, energy saving and CO2 reduction.
- ▶ **Reducing CO2 through attractiveness of cycling:** Through growing attractiveness of cycling many citizens and tourists will prefer the bicycle instead of car-usage. Thus Naviki will have a significant impact on fuel savings as well as on the CO2 reductions.

Achievements through the Naviki IEE project

During the IEE project period the consortium successfully spread the Naviki approach in Europe. Inter alia it achieved the following goals:

The Naviki platform was launched all over Europe and now is available in 12 languages and in all EU member states.

Subsequently more than 40 local and regional Naviki Pages were set up as specific made-to-measure suits. The Naviki consortium also rolled out a

broad communication campaign, attaining significant public interest.



Finally the active community of more than 300.000 registered users from all over Europe contributes to the Naviki platform. During the project duration these users uploaded more than 460.000 recorded paths to the network, containing over 29 million kilometres. Registered and not registered users calculated routes at Naviki containing more than 3 billion kilometres.

According to user interrogations the Naviki platform does have an impact on the choice of transport as well as on CO2 avoidance: About 90 percent of the Naviki users have permanent access to a car. By means of the Naviki tool “My activities” users can easily create statistics on their individual cycling activities including information about

fuel cost savings, CO2 avoidance and calorie consumption. An anonymous analysis of these data brings out that in 2013 18,5 percent of cycled Naviki tracks could have been driven by car. Projected to the total amount of cycled Naviki tracks this makes an estimated CO2 avoidance of 7.406 tons per year in 2013 related to the usage of Naviki.

Sustainability beyond the project duration

Due to these achievements the interest of professionals and the demand of municipalities and organisations for Naviki Pages is continuing beyond the project duration. The Naviki services turned out to be effective and sustainable. Thus they will of course be available beyond the project duration. Not only Naviki's current and future professional partners will be glad about this.



Naviki's sustainability particularly is good news for all potential cyclists and Naviki end users in Europe.

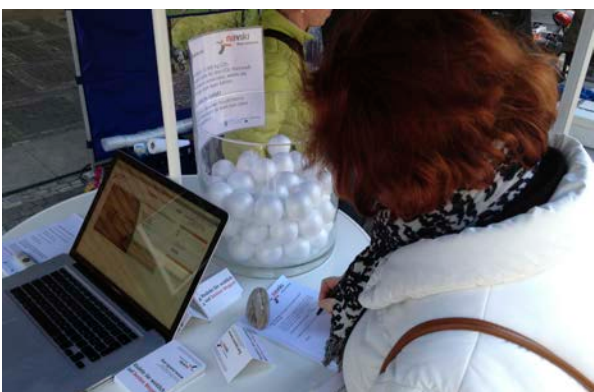
Just another number: In a user interrogation more than 80 percent of all users state that Naviki is good and useful or even very useful.

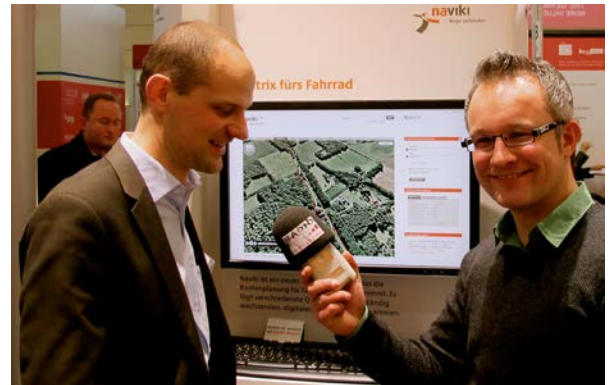
Partners of the Naviki IEE project

The Naviki IEE project was initiated by Münster University of Applied Sciences which also had the role of the project coordinator. Overall the project consortium consisted of the following organisations (alphabetical order):

- ▶ Climate Alliance (Germany)
- ▶ Danish Cyclists' Federation (Denmark)
- ▶ Environmental Studies Centre of Vitoria-Gasteiz (Spain)
- ▶ European Greenways Association (Spain)
- ▶ Mobycon (The Netherlands)
- ▶ Münster University of Applied Sciences (Germany)
- ▶ Spanish Railway Foundation (Spain)
- ▶ University of Rome (Italy)
- ▶ VisitEastdenmark (Denmark)

Chosen impressions from IEE project activities





Contact

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