



PRESS RELEASE FOR IMMEDIATE RELEASE | 15 MARCH 2019

New BITS project will reduce CO2 emissions by 9% and increase bicycle use by 10%!

A new multi stakeholder project on Bicycle and ITS (Intelligent Transport Systems) aims to reduce CO2 emissions by 9% and increase bicycle use by 10% within target groups!

Under the BITS project ten partners from top cycling countries (NL, DK, BE) or those about to become (UK, DE) came together in a consortium to raise awareness of best practices of "Smart Cycling", and to provide implementers with ready-to-use information and evidence from different regions. This project is believed to be the only one of its kind in the world.

The BITS project, co-funded by the North Sea Region (NSR) Programme, has a budget of 5 million of euros over 3 years. On 7-8 March 2019, a kick-off meeting was held in Zwolle, the Netherlands.

The Province of Overijssel, leads the overall project. Marjolijn Boot, the Head of the spacial planning and mobility unit in the Province of Overijssel, welcomed the delegates and commented: "We are very eager to find new smart IT solutions to make the use of the bike even more attractive for people. With the world leading stakeholders in cycling we look forward to achieve smart cycling solutions for the society as whole."

Kevin Mayne, CEO of Cycling Industries Europe (CIE), said: "This project is of international importance because it will enable us to test a range of ITS technologies in multiple environments. The solutions could provide standards for the whole of Europe. I would like to thank our colleagues at ECF who helped CIE develop the project; their support was invaluable."

At the end of the project, the demonstration of ITS applications and collected cycling data will allow stakeholder worldwide to use these data for applications and policies. The effectiveness of ITS solutions will be evaluated, challenges identified, and results disseminated to other regions.

For more information please click [here](#).

ENDS.

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