

# REFRAME BIKES - REIMAGINING THE WAY WE LOOK AT SUSTAINABLE TRANSPORT & DESIGN

## The Problem

The future of transport in Ireland should be sustainable and empowering. The right sustainable transport can have positive effects on other parts of our society as well, such as improving plastic waste recycling. It should be a key piece in the puzzle to tackling Climate Change and should provide citizens the freedom to travel.

The problem is that this is still not the case in 2021. One of Ireland's greatest Climate Crisis problems is the use of CO2 emitting transport. Another is plastic waste pollution.

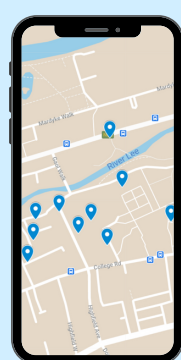
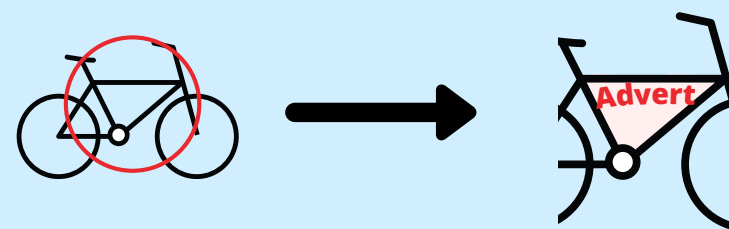
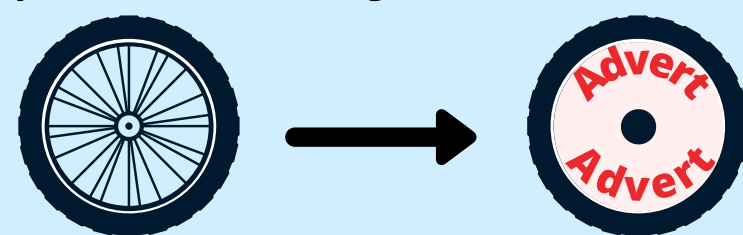
There is a gap in the market for a solution that can help tackle both these problems. By making transport accessible and attractive Ireland's new wave of transport can be sustainable transport.



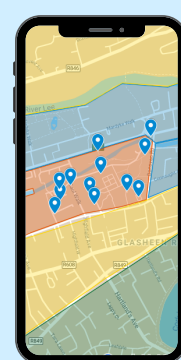
## Social Revenue Stream

### Subscription service for bikes with Money back Advertising.

A subscription plan like Netflix, etc. where students & staff have their own bike at a monthly fee. If it needs fixing we provide you with a new bike to get back cycling. This would also connect our advertising revenue stream where the more you cycle and use the bike the more opportunity you have on earning from the advertising on your bike.



The user would use our app to connect to a bluetooth G.P.S Beacon added to the bike and track which zones the bike is in, which corresponds to the money the user will get.



## The Project Solution

Introducing ReFRAME, a social enterprise committed to promoting and empowering sustainable transport by developing commuter bikes made from recycled plastic and using technology to aid this.

### Our bike:

Our bike offsets plastic which would otherwise go to landfill or incineration. This creates a bike with a smaller carbon footprint than many other bikes. We will collect plastic from local collection points and through our workshop on our University Campus, which is built upon the Precious Plastic Framework, which is an open-source, worldwide alternative recycling community.

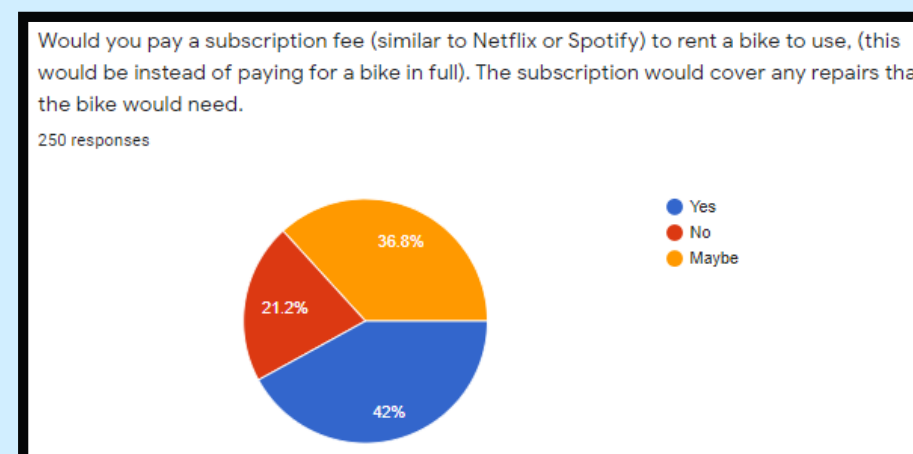
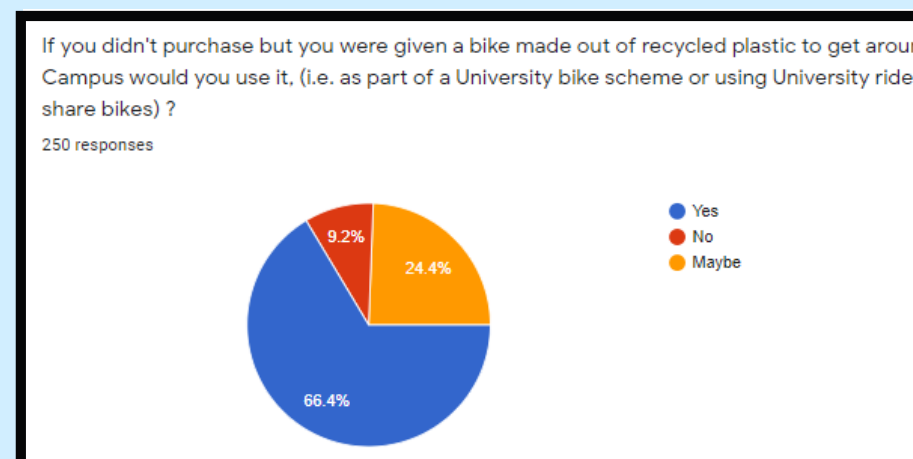
### The aid of technology:

We are taking a new approach to how a business gives back to their customers through advertising with our bikes and encouraging users to use bikes as a form of transport. By us working with advertisers, users can have the option to have adverts on their bike. Then for each ride they can earn money from cycling. This will incentivize the use of sustainable transport.



## Market Analysis

Our target market is commuters with an emphasis on young people (secondary & university students). We have collected first-hand research through our Needs Assessment Survey on University & Office commuters.



## Value Proposed

- Benefits environment, mental & physical health:**  
By switching from a car to a bike you can save 120.1g/km of Co2. It is recommend to get 30 minutes of exercise per day for our mental and physical health. The average 30 minute commute can give you this every day.

- Helps decrease waste pollution:**  
By using one of our bikes you are using a product which is storing plastic waste, which would otherwise go to landfill, incineration or fill our oceans.

- It is more economical than CO2 emitting transport:**  
Using a bike is really cost effective when compared to the cost of running a car for a year is approx. \$8,469 (AA Ireland 2017)

- Incentivizing the use of sustainable transport:**  
We as a business are taking a new approach to giving back to our customers through advertising with our bikes and encouraging them to use bikes as a form of transport.



## Conclusion

In conclusion, we believe that we have found, from our first-hand and second-hand market analysis, that more students & staff would join a subscription service, similar to streaming services, than they would purchase a bike from a shop.

Using our system students & staff can not only use their bike as a form of transport but also make money from using it more often, through our advertising incentive. This would encourage more of the university community to switch from Co2 emitting transport and use our bikes.

As well, our bikes are made from recycled plastic, meaning they are even better for the environment than other bikes on the market due to their low carbon footprint. Overall we feel we have developed a socially innovative business model that can have a large impact on Ireland's co2 emissions

**TRANSPORT IS ALMOST A QUARTER OF EUROPE'S GREENHOUSE EMISSIONS, 70% BEING ROAD TRANSPORT.**

**PLASTIC THAT GOES TO INCINERATION IS RESPONSIBLE FOR 4.6 MILLION TONNES OF CO2 PER YEAR (TEARFUND).**