![TU Dublin - Ollscoil Teicneolaíochta Bhaile Átha Cliath, Technological University Dublin]

![NTA - Údarás Náisiúnta Iompair, National Transport Authority]

![dublinbikes]

T.U.D X DUBLIN BIKES

reCycle

The Research

Transport emissions are Ireland's second largest source of carbon emissions. This figure has continued to rise, and increased by 6% in 2022

Using a bike instead of a car for short trips would reduce travel emissions by around 75%

Approximately 15% of students have seriously considered withdrawing from their course due to financial reasons

Why Students Don't Cycle - The Problem

Lack of accessibility to rental bikes for people living outside of the city centre.

Many students have longer commutes due to the shortage & price of rental accommodation; increasing use of cars & public transport.

The monthly cost of living is estimated to be €701 for those living at home and €1,565 for those living away with transport being apart of these expenses

Buying a bike is a large investment for many students – and with the high amount of bike thefts (particularly in Dublin), this can deter students from cycling.

Almost 3,000 bikes were stolen across the country in the first eight months of 2023

The Solution

Introducing **reCycle**, a social enterprise committed to promoting and empowering sustainable transport by developing a collaborative based business concept aided by technology.

We are excited to introduce an initiative aimed at revolutionizing commuting for students in Dublin. In collaboration with Dublin Bikes, we aim to enhance accessibility and convenience through the concept of Mobile Bike stations / **shared-bikes business model**. By strategically placing these stations in key locations, we aim to empower students with the flexibility to pick-up and return bikes not only within the college campus and the inner city but also their local neighbourhoods. This approach is designed to encourage people to make more sustainable and active lifestyle choices, by making cycling a seamless, affordable, and integral part of daily commuting.

What Does This Service Offer?

1. **Weather-adaptive bikes:** the bikes provided by Dublin Bikes already have mud guards and chain guards.
2. **Water proof clothing:** links to recycled material water-proof clothing will be available for purchase to students commuting.
3. **Real-time weather updates:** integrate weather forecasting into the mobile app, allowing users to check real-time weather updates before deciding on cycling.
4. **Notification with weather forecast:** may encourage people to cycle if they know it will be dry.
5. **Flexible commuting credits:** a credit tier system for users who choose sustainable commuting.
6. **Continuous feedback:** encourage users to give feedback on the weather features, the services, and the availability of bikes.
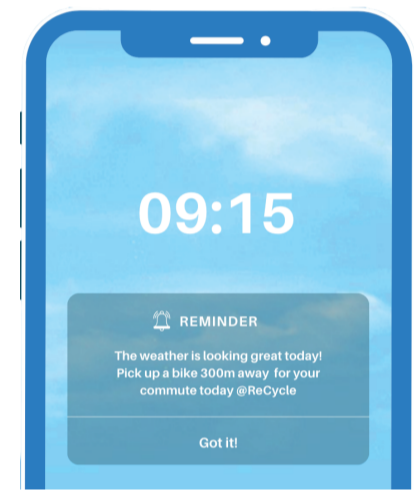
Utilizing Student Skills

Create teams within the social enterprise:
Digital Marketing students to run the social media.
Engineering and IT students to run the application operations.
Design students create brochures and online graphics.
Event Management students to run events, workshops, and recruitment.
Business students to manage operations, competitor activity, and strategies.

Future Develpoment

Build weather-resistant gear stations at key locations around college campus's for reCycle users - to tackle the bad weather barrier.
Partner with a recycling body to produce waterproof clothing for those engaging with sustainable commuting, that is weather dependant, and available at these gear stations.
An example recycling body that would be suitable is Community Resources Network Ireland.

09:15

🔔 REMINDER
The weather is looking great today!
Pick up a bike 300m away for your commute today @ReCycle

Got it!

Revenue Streams

- Memberships / Subscriptions
- Corporate Partnerships
- Advertising and Sponsorships
- Government Grants & Subsides
- Collaboration with Educational Institutions

Molly Ryan, Jemma Whelan, Sarah Smith

Smarter Travel
Student Awards