

Campus Cycle



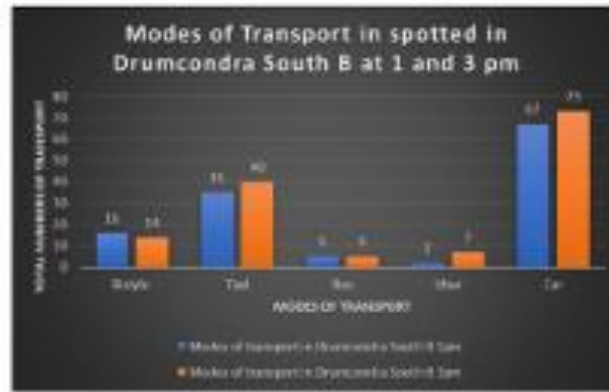
Our Solution: Bike to College Scheme

How It Works

1. Check if the university supports the scheme
2. Choose a bicycle from a partner supplier.
3. The student signs an agreement with the university. The university purchases the bike tax free on the student's behalf.
4. The cost is repaid in installments through student fees.

The Problem:

- Cost is the second biggest factor affecting transport choices for students^[1].
- Bike usage in the Drumcondra area remains low despite existing cycle routes.
- Traffic congestion and emissions continue to affect the DCU campus and surrounding community.
- Commuting can increase stress, cost, and travel time for students.



Levels of public transport usage around DCU^[1]



Existing bike Infrastructure in Dublin city^[2]

Cycling provides multiple benefits for students and the campus:



Environmental Benefits

- Reduced carbon emissions
- Less traffic congestion



Personal Benefits

- Improved physical health and better mental wellbeing
- Faster commute for nearby students



Campus Benefits

- A greener university
- Supports DCU sustainability goals



Key innovation:

- Breaks down the financial barrier for students
- Integrates cycling into campus culture

Smarter Travel
Student Awards



DCU