PIN BIKE

THE MORE YOU MOVE, THE MORE YOU EARN

FB INNOVATION SRL

www.pin.bike
link.pin.bike/spot
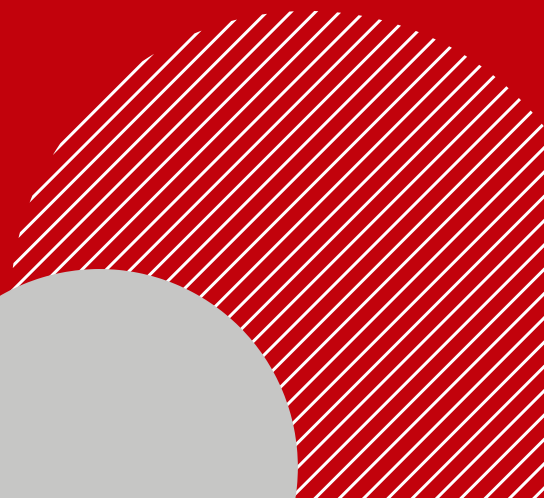
MISSION

Globally, the transport sector is responsible for about 1/4 of total CO_2 emissions, with an average annual growth rate of 1.7 % from 1990 to 2022. (IEA, 2022) The biggest contributor is road transport. In particular, **excessive car use in cities** causes air and noise pollution, traffic congestion, reduction of public space, and increased sedentariness.

The transition to more sustainable mobility does not only require technological progress, political will and financial support, but above all the cooperation of **individuals, communities, companies and institutions**. Small **behavioural steps** by each of us can make a difference!

An example? Choosing active and sustainable mobility instead of the car in the city.

Pin Bike is the **patented, anti-fraud system** that certifies sustainable urban travel.

Its mission consists of three main objectives:

Goal 1
MOBILITY

Encouraging the **modal shift** towards **active** and conscious mobility of citizens by **sustainable means of transport**.

Goal 2
TRADE

Promoting **proximity trade** by involving local shop owners. The voucher issued by the Pin Bike app can only be spent in shops in the city.

Goal 3
SMART CITY

Providing cities with an innovative digital portal **to plan traffic and urban space** according to peak hours, age of users and time of year and communicate with users through notifications and reports.

THE SYSTEM

HARDWARE CERTIFICATION

Pin Bike is the patented, anti-fraud system for the certification, monitoring and gamification of sustainable urban travel. The technology integrates hardware and software control systems, guaranteeing the validity of collected data to mobility managers in cities, companies and schools, to award economic incentives for sustainable mobility and to allow for data-driven decisions and investments.
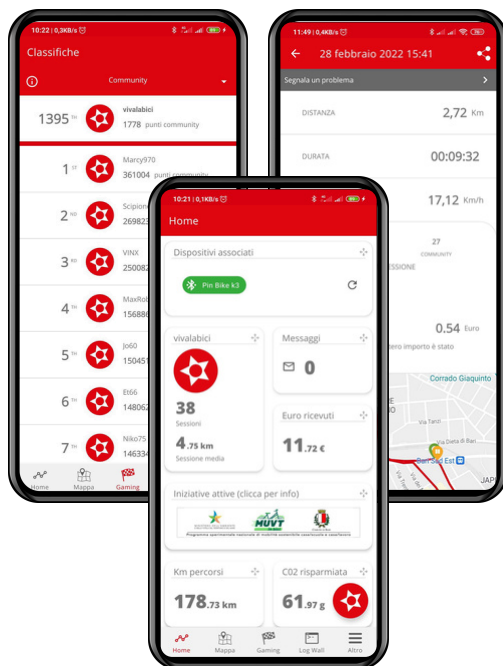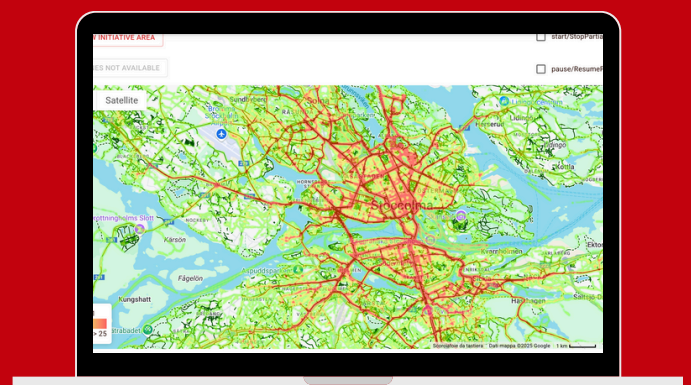

PIN BIKE APP

The app for Android and iOS allows users to register their sessions, access rewards and incentives, and challenge the community of national and international PinBikers. Special discounts and coupons are also dedicated to the community.

The app also allows users to communicate with their city through reports and notifications.

PIN BIKE DASHBOARD

Cities have a web portal to support their intervention and investment choices with various data on traffic, users, infrastructure, etc. Cities can also activate customised initiatives and communicate with citizens through reports and notifications.

An OPEN DATA PLATFORM of each initiative is available for public consultation. E.g.: https://web.pin.bike/open/all

SMART TOURISM

Pin Bike applies its patented technology beyond cities: cycle tourism routes, protected areas, regional parks, private beaches, hiking trails, and cultural itineraries. It certifies bike trips—both with personal or rental bikes—and offers local rewards and incentives, promoting active mobility as a driver of sustainable tourism.

Project graphics for GIFT in Southern Burgenland (Austria)

How it works

- Cyclotourists download the Pin Bike app and join the local challenge.
- At info points, they receive gadgets, accessories, and information.
- Kilometers cycled earn vouchers and prizes, redeemable at partner locations: hotels, agritourisms, bars, restaurants, museums, bike shops, etc.
- Final award events boost engagement.
- Prizes are redeemable the following year to encourage return visits.

Target

Managers of tourist sites, local authorities, tour operators, bike-friendly accommodations, and hotels can monitor and reward the cycling activity of their guests and visitors with discounts and dedicated prizes. Communication campaigns target both Italian and international cyclotourists through digital and promotional channels, including those abroad.

link.pin.bike/spot ➡ How the network works

Project design support

Pin Bike is not just a technology provider; it is a team specialized in full project management, from strategy to implementation, offering the know-how acquired through these initiatives.

Activities include project writing, regulations, communication plans, incentive models, operational logistics, customer service (users, shops, managers, info points), monitoring, and reporting.

Real use cases

- Southern Burgenland GIFT (AT) – Cycling tourism incentives with prizes up to 100€/month.
- Bari Bike2Art (IT) – Culture and cycling in synergy to revitalize the historic center.
- Torino SmartRoute (IT) – Mapped routes and rewards for residents and tourists.

We support the organization in writing the project and in scouting public funds related to sustainable tourism to finance the initiative.

❸

SMART MOBILITY
AT 360°

The patented gamification system can be adapted to certify all sustainable urban travel. Leaderboards, prizes and scores are all shared in one platform, thus giving the user the possibility to choose different modes of travel. Furthermore, Pin Bike is an excellent ally for the MaaS applications that are emerging all over Europe.

Bicycle

Pin Bike app recordings integrate with the sensor mounted on the owner's bike. **A new tracking hardware hidden in the pedal is in progress and will allow for localisation in the event of theft.**

Car pooling

The Pin Bike app integrates the search, matching and publication of carpooling trips (car ownership shared on routine journeys).

Public transport

The data recorded by the Pin Bike app can be integrated with sensor recordings from public transport vehicles.

Bike-bus/Walking-bus

The Pin Bike app integrates a supply/demand system for collective school transport on foot and by bike.

Sharing services

Data recorded by the Pin Bike app can be integrated with data recorded by bike sharing and electric scooter apps.

Micromobility

The Pin Bike app integrates micro-mobility certification even in the absence of hardware (walking, cycling without kit, scooter).

SMART CITY
TURNKEY

The web portal for municipalities, educational institutions and companies allows them to monitor and plan user mobility to update **PSCLs and PSCSs** (Home/Work/School Travel Plans), **Biciplans and PUMS**. Pin Bike technology offers certified tracks and technology guaranteeing reliability and robustness in the monitoring system.

Traffic planning
- Traffic monitoring using **heatmaps**, filterable by time of day, age of users and time of year.
- Evaluation of the most frequently used **stopping points**.
- Analysis of **average and maximum speeds** at each node.
- Definition of the **urban area** within which users can earn initiative points.
- Activation of **reward multipliers** based on time slots of congestion or periods of the year (such as winter) with the possibility of delimiting multipliers on specific areas of the city.

Reimbursement management
- Management of km **reimbursements** on home/school and home/work journeys (setting the value per kilometre with daily/monthly/project maximums).
- Entry of rewards (in euros, **shopping vouchers**, objects).
- Generation of **reports** on prizes already given or to be given, transfers made or pending.
- Management of prizes on **project rankings or cups** (weekly/monthly/per edition).
- Optional inclusion of storekeepers in the rewarding mechanism with financial management of reimbursements by the Pin Bike team.

Smart connection with the user
- Notifications to users of bike rides or other events, awarding extra points to participants.
- Automatic motivational notification to those who have not cycled for more than seven days.
- Access to users' details to see their biographies, accumulated points and kilometres, and how they travelled to work.
- Sending customised questionnaires to your user group, awarding extra points to those who complete them.
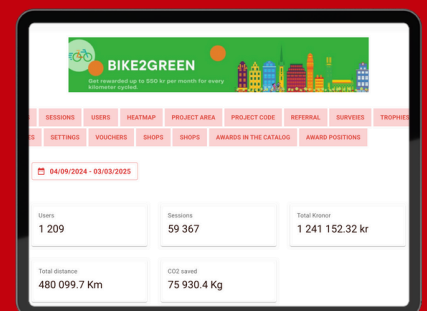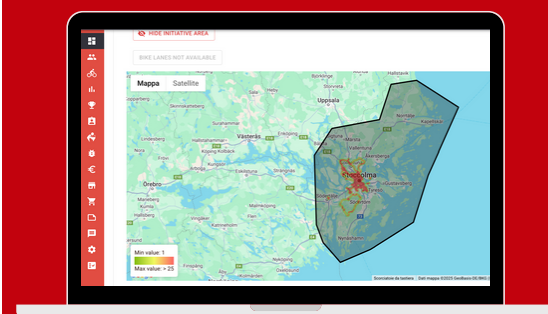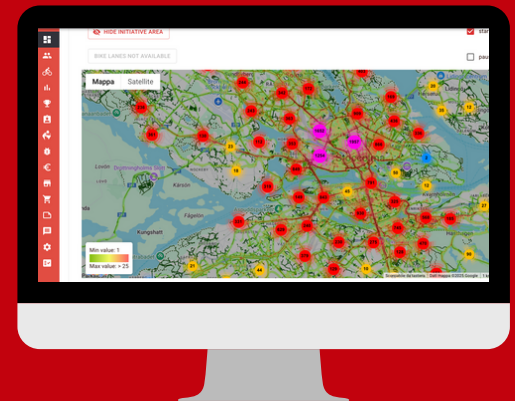
PARTNERSHIPS

In synergy with local, national and international actors, we develop projects and strategies inspired by the principles of behavioural economics. Our initiatives are perfectly adapted to the local context, without imposing permanent or costly changes, in order to make active and sustainable mobility a natural and convenient choice for all.
We actively work with:

Cities

Municipalities can issue rewards and economic incentives based on kilometres travelled to encourage **active mobility**. Cities thus gain access to useful **data** for their smart city decisions and investments.

Companies

Companies can initiate marketing campaigns based on **environmental sustainability** to increase the **engagement** of their customers and staff.

Schools

Schools and universities can award prizes and financial incentives based on the kilometres travelled on the home-school route to promote **sustainable mobility culture**.

Shops

Shop owners can promote their business with dedicated offers and redeem vouchers from the municipality at the end of the month. In this way, Pin Bike stimulates **local proximity trade**.

PORTFOLIO

WE'VE COME A LONG WAY
IN EVERY SENSE

KM TRAVELLED: 8.104.972,9 km

AWARDED EUROS: 1.649.597,65 €

CO2 CUT: 1.284.120,3 kg

EUROPEAN USERS: 24.273

Last updated on 1/4/2025

City	Project	Users	km award	Max	Prizes	Shops
Andria	Mo.S.A	Residents	0.25 €	2€/day	NO	Yes
Atella (Orta di)	Atella in bici	Residents	NO	NO	30€/Month	No
Bari	Muvt	Residents/commuters	0.20 €	1€/day	50€/Month	Yes
Bergamo	Bergamo bus & bike	Public employees	0.30 €	2€/day 7€/month	50€/Month	No
Bergamo	Bergamo in bicicletta	Residents	0.25 €	1€/day 30€/month	10 prizes by 30€	Yes
Bolonia	Bike to work	Employees	0.20 €	2€/day	250€/6 Month	No
Borgomanero	MECAER	Employees	0.10 €	2€/day 40€/month	50€/Month	No
Braga	BICIFICATION	Residents	0.25 €	1€/day 30€/month	50€/Month	Yes
Braga	REACTIVITY	Residents	0.30 €	1€/day 25€/month	30€/Month	Yes
Florence	Baker Hughes Bike to Work	Employees	NO	NO	60€/Month	No
Florence	Pedala, Firenze ti premia	Residents/commuters	0.20 €	2€/day 30€/month	100€/ month	No
Florence	UniFi Pedala	Staff and students	0.20 €	2€/day 30€/month	No	No
Foggia	Foggia in bici	Residents	0.20 €	30€/month	50€/Month	Yes
Istanbul	BICIFICATION	Residents	0.25 €	1€/day 30€/Month	up to 100€/ month	Yes
Lecce	REACTIVITY	Residents/commuters	NO	NO	up to 100€/ month	Yes
Lisbon	Lismove	Vulnerable users	NO	NO	up to 100€/ month	Yes
Pescara	PESOS	Employees	NO	NO	Voucher	No
Pomezia	A tutta bici	Residents	NO	Max 360€	NO	No
S. Giorgio in Cremano	San Giorgio in bici	Residents	0.25 €	50€/Month	NO	No
Santeramo	Santeramo in bici	Residents/commuters	0.25 €	1€/day 16€/Month	up to 100€/ month	No
Sassuolo	Bike to school	Students and staff	0.20 €	1€/day 14€/Month	200€/Month	Yes
Southern Burgenland	GIFT	Residents, commuters, tourists	No	No	up to 100€/ month	Yes
Stockholm	Bike2green	Residents/commuters	2 SEK	40 SEK/day 220 SEK/month	220 SEK	Yes
Turin	BOGIA	Residents	0.25 €	1€/day 14€/Month	25€/week	Yes
Turin	Gru.Coil bicibus	Students and volunteers	NO	NO	Voucher	No
Turin	SanSa Pedala	Residents/commuters	0.20 €	1€/day 20€/Month	Up to 50€/month	No
Turin	UniTo pedala	Staff and students	TBD	TBD	TBD	TBD
Tallinn	BICIFICATION	Residents	0.25 €	1€/day 30€/Month	up to100€/ Month	Yes
Turku	Turun pyöräilyagentit	Residents	n/a	n/a	n/a	No
Trento	Trento Bike2Work	Public employees	0.20 €	2€/day 20€/Month	up to 50 €	No

AWARDS

PARTNERS

MENTIONED BY

CONTACTS

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in linkedin.com/company/pinbike

▶ link.pin.bike/spot

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kiwa
certified

Organismo accreditato da ACCREDIA
Body accredited by ACCREDIA

**SISTEMA DI GESTIONE
CERTIFICATO**
ISO 9001:2015, ISO 27001:2017

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