

Bike with Benefits

Biklio – the app that rewards cyclists in Luxembourg

Biklio is an app developed for cycling to shops and activities in the neighborhood.

We are pursuing a simple goal: safer and more sustainable bike trips in Luxembourg!

Starting out as a part of the European Research project TRACE, Biklio is developed in Portugal and has campaigns in the whole of Europe (Netherlands, Italy, UK etc.). The campaign that we will organize around Biklio in Luxembourg in October 2017 aims to increase cycling and thus reduce CO₂ emissions in the city.

Biklio is a mobile application that provides recognition and benefits to bicycle users, linking them to local businesses and the cycling community for the good of their city.

People who cycle are eligible to benefits from Biklio spots in the city. The mobile app detects when the user is using the bicycle and when arriving at a Biklio spot, a notification announces a benefit. The user then shows the claim panel from the app that proves eligibility to the benefit and receives free entrance, a half price coffee or another incentive.

Cyclists can see in the app map where the spots are, what benefits they offer and what the existing cycling facilities are. Even if they do not proactively engage with the app, the benefit notification will always notify them when they enter a Biklio spot, so the user does not have to use or remember the app to get the benefits. The app also involves the community of users in cycling for Luxembourg and for their own good, informing each user on the individual and the community's contribution to a healthier, more sustainable and pleasant Luxembourg.

Any type of partner can participate: a café, a restaurant, a store, a clothing shop, a museum, an ice-cream shop or

If you are interested to participate, as a cyclist or a partnering shop, please contact:

m.kracheel@luxmobility.eu

and download the app on the 2nd of October in your Android or iOS App store (for free!).

More information:

www.biklio.com

www.facebook.com/BiklioLux

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