

Active today. Healthier tomorrow. Stronger communities. Better cities.

BICO is a European innovation initiative that transforms how people, communities and cities embrace cycling for better health, cleaner air and more liveable urban environments.



Healthier People



Active Mobility



Liveable Cities



Sustainable Future



Stronger Communities

THE PROBLEM



Physical inactivity is a major health risk:
1 in 6 deaths in Europe and costs €80 billion annually.



Car dependency dominates:
More than 50% of short urban trips (< 5 km) are still done by car.



Behavioural barriers persist:
Lack of motivation, safety concerns, habit and convenience.



Lack of data & real-time insights:
Cities lack the tools to design, monitor and evaluate effective cycling initiatives.

THE SOLUTION – BICO PLATFORM & LIVING MOBILITY LABS



BICO is a digital platform and Living Mobility Lab ecosystem that activates behavioural change and supports cities with data-driven decision making.



AI-powered personalised routes



City dashboards & analytics



Gamification & challenges



Living Labs & pilots in real cities



Community & social features



Co-creation & citizen engagement

THE RESULTS – IMPACT THAT MATTERS



+15% increase in regular cycling among citizens in pilot cities



10 Living Mobility Labs & pilot cities



+20% improvement in physical activity levels



250,000+ citizens engaged through the platform



-10,000 t CO₂ emissions avoided across pilot cities



15+ cities committed for replication post-project

OUR EUROPEAN CONSORTIUM – STRONG. DIVERSE. COMMITTED.



World Gastronomy Network Kft. (Coordinator) – Hungary



Asociația Între Vecini Romania



Syntezia Sàrl Switzerland



Signalton Technology Ltd. Turkey



University "St. Kliment Ohridski" – Bitola North Macedonia



Technical University of Munich Germany



Innowise S.z.o.o. Poland



Municipality of Bitola North Macedonia



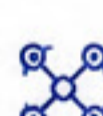
DÉDALE France



Dutch Cycling Embassy Netherlands



Municipality of Porto Portugal



ENoLL – European Network of Living Labs



Urban Cycling Institute Netherlands



Accell Group Netherlands



LIVING MOBILITY LABS ACROSS EUROPE

📍 Pilot Cities 🌿 Associated Labs 📍 Replication Network

HEALTH & BEHAVIOUR AT THE CORE



Health Benefits

- Improved physical fitness
- Reduced stress & better mental wellbeing
- Lower risk of chronic diseases
- Healthier, happier communities



Behaviour Change Approach

- Evidence-based methods
- Motivation, nudging & positive reinforcement
- Habit formation & social influence
- Inclusive, engaging & citizen-centred



OUR IMPACT – FOR PEOPLE, CITIES & THE PLANET



Better public health & wellbeing



More sustainable and resilient cities



Cleaner air & lower emissions



Stronger communities & social inclusion



Data-driven better decisions



BICO turns cycling into a daily choice for healthier people and stronger cities.

TOGETHER, WE BUILD A HEALTHIER, MORE ACTIVE, AND MORE SUSTAINABLE EUROPE.



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BICO Project

#BICOproject

#ActiveMobility

#HealthyCities

#BehaviourChange

#LivingLabs