

1/9 Get around the city!

Get around the city with free bike service stations posted around the city!

GET AROUND THE CITY!

OPTION 2 - Collaboration with bike shops

Donate 500 bikes to 20 bike shops with the company's logo on the bikes! The bike shops can rent for a cheaper price or for free so more people can enjoy!

500 x 250\$ = 125 000\$

Bike care and repair: 30 000\$

Total Annual budget : 155 000\$ per year



Solution

The concept could first be implemented near Berliner Sparkasse banks which are located in the heart of the city!!!

A free bikes service would be offered to the berliner sparkasse customers who could unlock bikes by simply using their bank card or a pin number given by the bank to their current customers and new customers. This would create a certain control on the bikes!

If the concept works well ...which I think it will :) ...next year's budget could be spent on more bike stations and repairing the bikes that could have been damaged!

This concept would offer a great non-polluting way to get around the city, by saving money and helping the environment, therefore creating a better berlin :)

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Please describe your idea in one sentence.

The idea is to implement different free bike stations around the city! People can enjoy a pollution free transport !

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Who will benefit from your idea, hence whom is your idea directed towards?

Everyone!

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Why is your idea “good for Berlin”?

It offers a free way of transportation around the city without polluting the city!

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How many people do you think will benefit from your idea?

Many

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In what way does the Berliner Sparkasse gain visibility through your idea?

The logo of the company will be imprinted on the bikes and stations, the bikes are in movement and so is the visibility!

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Which kind of people and how many of them will take notice of your campaign?

Everyone

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How much do you estimate the annual budget for the implementation of your idea to be?

200 000 euros

Gute Ideen für Berlin

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Creative's profile



Kakel **PRO**

Architect - designer - artist

Creative's top 5 skills

Illustration, Photography, Product Design, Packaging Design, Service Design