



Co-funded by
the European Union

BIKE2GREEN INTRODUCTION

Bike2Green is a European project supporting the social acceptance and adoption of active mobility and thereby contributing to the green transition to a more sustainable transport. The project will nudge this modal shift through a gamification scheme of kilometric reimbursements and economic prizes to spend in physical shops in Stockholm. Bike2Green promotes a wide social participation in the change, therefore, the local network of shops will be engaged, so that the money awarded in the gamification scheme will be spent locally by the project participants. It will stress the importance of societal engagement and environmental activism of a whole community for the uptake of alternative sustainable mobility. Bike2Green is co-funded by the European Union and is coordinated by KTH.

Learn more: <https://ecf.com/bike2green>

1. WHO CAN APPLY?

The project is open to anyone that fulfills the following conditions:

- Lives or works in the Stockholm Region,
- Is at least 13 years old at the time of the application.
- Owns a compatible Smartphone (Android OS minimum version 6.0 or iOS OS minimum version 13).

2. HOW DOES BIKE2GREEN WORK?

Each selected participant will get:

- 1) Km reimbursements based on km actually cycled within the urban area available in the Pin Bike app.

The rewards are:

- SEK 5/km for commuting home/school and home/work rides. In a given day, only the first four daily commuting sessions are valid for receiving km reimbursements.
- SEK 2/km for generic rides within the urban area.

- Maximum reward: SEK 100 per day per participant, SEK 550 per month per participant.

- 2) Points for every km cycled and for additional positive actions, such as filling out questionnaires, inviting your friends, etc.
- 3) Monthly prizes. Every month, the top 40 users will win SEK 300 based on the number of points they received.

The project team reserves the right to terminate the awarding of prizes if the allocated resources are exhausted.

In case of top monthly users scoring even points, the monthly prize will be awarded based on the number of km cycled. Km reimbursements and monthly prizes can be combined.

Bike2Green will engage local storekeepers. Once registered in the Pin Bike network (pinbike.web.app/newVendor) free of charge, storekeepers will be able to redeem users' vouchers by simply scanning the related QR code.

3. HOW CAN I APPLY?

PHASE 1 - Register on link.pin.bike/bike2green from 28/02/2024.

PHASE 2 - Successful applicants will be notified by mail. KTH will select 1500 participants with the aim to balance the participation according to gender, age and city district.

PHASE 3 - Successful applicants will collect the Pin Bike bike kit according to the instructions they will receive via email. They will need to bring along their confirmation e-mail and a valid ID. The pickup of the Pin Bike kit must be carried out within 10 days from the receipt of the confirmation email, under penalty of the application being forfeited. In case of forfeiture, the uncollected kit will be made available again for the benefit of users on the waiting list.

PHASE 4 - Selected participants will download the Pin Bike app from [Apple Store](#) or [Google Play Store](#) and install the Pin Bike Kit on their bike. The Pin Bike kit comes with:

- a hardware device to be mounted on the bicycle hub;
- a led signal light;
- a reflective plate;
- an adapter to inflate wheels at every gas station;
- a project code to add in the APP in order to participate in Bike2Green.

More information on how to use the Pin Bike kit at this link: <https://link.pin.bike/HowToUse>.

PHASE 5 - Project will start on 18/03/2024 and shall end in 2025, based on the availability of resources. At the end of the project, users returning the Pin Bike kit to KTH will receive an additional reward, based on the indications that the project partners will share via email and app notification in due time.

4. HOW AND WHERE CAN I SPEND MY VOUCHERS?

Participants can constantly check the amount of rewards that they have collected in the Pin Bike App. The Pin Bike app will automatically create a SEK 500 voucher to spend in physical local shops joining the Pin Bike network. Participants will be able to check the shops joining

to the Bike2Green project in their app and can filter them according to products/services they offer and distance from their locations. Vouchers of less than SEK 500 will not be created and the participant cannot claim any reward if the threshold of SEK 500 has not been reached.

Users' electronic vouchers will be identified by an alphanumeric code and a QR code and will be available in the Pin Bike app (Menu "Gamification" → "Prizes and rewards" → "Awards obtained").

At the end of Bike2Green, every user having more than SEK 10 but less than SEK 500 in their portfolio will receive the related voucher.

Users can spend a single voucher or more than one for a single purchase in any shop joining Bike2Green. For instance: a user earns SEK 500 in the first month and receives a voucher, but decides not to spend it immediately. The following month she earns SEK 500 more corresponding to another voucher. She can spend her two vouchers for the same purchase, providing the related codes.

If not used fully, the amount of a single voucher cannot be returned nor monetised in any way. For instance: a user spends his SEK 500 voucher to buy an item worth SEK 475. He will not receive SEK 25 back.

Users can check the list of registered shops in their Pin Bike app. They can also invite their favourite shops to join at any time during the project. The electronic vouchers must be spent no later than the month following the closure of the project pilot activities.

5. HOW DO I REGISTER MY SHOP?

Storekeepers will simply have to register for free on the Pin Bike platform (<https://pinbike.web.app/newVendor>), enter their personal and company data, and indicate the location of their shop. This tutorial video provides all the instructions: <https://drive.google.com/file/d/1Pg7C-9Am86cuePBbV2Q6csQKpZrgAtNw/view?usp=sharing>

Through their web platform, local storekeepers will be able to redeem the vouchers earned by project participants by entering the unique alphanumeric code or scanning the QR code on the voucher. This tutorial video provides all the instructions: <https://drive.google.com/file/d/1PiY03KUF8y3hllk3WGOiGEELOyhqydr5/view?usp=sharing>

By the 10th of the month following validation, Pin Bike will make a single bank transfer including all the vouchers redeemed to each storekeeper.

6. GDPR AND PRIVACY

1. At the time of registration, applicants must expressly accept the privacy notice for the processing of personal data according to Article 13 of the European regulation 6790/2016 and subsequent amendments. By ticking the appropriate box in the registration form, users declare to have read and understood the project rules, giving consent to the processing and storage of their anonymised and aggregated data based on the following principles of correctness, lawfulness and transparency.

2. The Data Controller is KUNGLIGA TEKNISKA HOEGSKOLAN, Brinellgatan 8, 100 44 Stockholm, Sweden. The Data Processor is FB Innovation srls, SP 231, km 32,700, 70033, Corato, Italy (Pin Bike). Personal data will be processed exclusively by persons appointed by the Data Controller or the external Data Processor, who are authorized and instructed for this purpose, adopting all appropriate technical and organizational measures to protect the rights, freedoms, and legitimate interests recognized by the European Regulation on the Protection of Personal Data no. 679/2016 and subsequent amendments.

3. Processing procedures

KTH as the Data Controller determines the purposes for which and the means by which personal data is processed in relation to Bike2Green. By registering to Bike2Green you consent to having your details processed in accordance with the regulations outlined in this article.

Bike2Green collects your personal data during the project pilot activities for the following purposes:

- we collect personal data to manage project participants
- we collect personal data to send out relevant information during the pilot activities
- we collect personal data to distribute project materials and surveys
- we collect anonymous data on the movements made through the cycling rides on which the Pin Bike device is installed, for the purpose of assigning a reward.

The processing of your personal data (cycling tracking data and demographic data that specifies the mobility motivations) is carried out by means of the operations indicated in art. 4 n. 2) GDPR and more precisely: collection, registration, organization, storage, consultation, processing, modification, selection, extraction, comparison, use, interconnection, blocking, communication, cancellation, and destruction of data. Your personal data are subjected to both paper and electronic and/or automated processing.

The Data Controller will process personal data until the end of the Bike2Green project (30/09/2025). After the conclusion of the project, the data processor shall return to the data controller all personal data processed on its behalf, and then proceed to delete them. KTH retains your personal data for as long as it is necessary to fulfil the purposes for which they are processed. Personal data in official documents is stored in accordance with the Freedom of the Press act, the Archive Act and the regulations instituted by the National Archives of Sweden. Depending on the situation this means your data may be destroyed after a short amount of time or kept in KTH's archives indefinitely.

KTH and FB Innovation s.r.l.s (Pin Bike) reserve the right to continue processing without any limitations the aggregated and anonymized data concerning movements for academic search, for the representation of open data related to project objectives and for the statistical representation of data collected for the project.

4. Navigation data

During their normal operation, computer systems and software procedures used to operate this website acquire some personal data whose transmission is implicit in the use of Internet communication protocols. This is information that is not collected to be associated with

identified interested parties, but which by their very nature could allow users to be identified through processing and association with data held by third parties.

This data is used for the sole purpose of obtaining anonymous statistical information on the use of the site. The data could be used to ascertain responsibility in the event of hypothetical computer crimes against the site.

5. Data Access

Your data may be made accessible for the purposes referred to in point 6.3 to employees and collaborators of the Data Controller, in their capacity as internal persons in charge and/or authorized for the processing and/or system administrators and to Data Processors used by the Data Owner to achieve the purposes referred to in point 6.3.

Personal data will not be transferred to any third country outside the European Union in any way, nor communicated to third parties except in cases provided for by current legislation, nor subject to automated decision-making processes including profiling. The data obtained through authentication with third-party systems is understood to be given to this site through the explicit acceptance of the authentication service (o-auth).

6. Data communication

According to art. 6 b) and c) GDPR, the Data Controller may communicate your data for the purposes referred to in point 6.3 without the need for an express consent to those subjects to whom the communication is required by law for the accomplishment of the aforementioned purposes. These subjects will process the data in their capacity as independent data processors.

7. Nature of the provision of data and consequences of refusing to respond

The provision of data for the purposes referred to in points 6.3 is mandatory. In their absence, we will not be able to guarantee the Services provided by the Data Controller.

8. Rights of the interested party

In your capacity as an interested party, you have the rights referred to in Articles 15 to 22 of EU Regulation 2016/679 where applicable and more precisely: to obtain confirmation from the Data Controller as to whether your personal data is being processed or not and, if that is the case, to gain access to the personal data; to be informed of the purposes of the processing; to obtain the erasure, anonymization, or the restriction or blocking of data processed in violation of the law, as well as the updating, rectification, or, where interested, integration of data; to object, on legitimate grounds, to the processing itself.

9. Procedures of exercising your rights

Please contact dataskydd@kth.se to obtain information about your personal data and what KTH processes, to have your data corrected or deleted, to restrict or stop the processing of your data.

To note, a request for erasure will not automatically be granted by KTH. KTH reserves the right to decline your request based on your personal data being necessary for the purpose of the processing. Another cause of rejection is the requirement to archive official documents.

10. Consent to processing and minors

Particular conditions are dictated by EU Regulation 679/2016 in the interest of minors in Article 8, which clarifies that the processing of personal data of minors under the age of 16 - or, if required by the law of the Member States, of under the age of but not under 13 - is only lawful if and to the extent that such consent is expressed or authorized by the holder of parental responsibility for the child. Therefore, behaviours assumed by minors without the authorization of those who are required to supervise them under their responsibility, parents and/or guardians in the first place, are contrary to the project provisions. Neither the Data Controller nor the Data Processor cannot be considered responsible for having violated the law, circumventing the provisions in force.

7. CHECKS, CONTROLS AND REWARDS WITHDRAWAL

Bike2Green reserves the right to carry out random checks on participants. In case of inactivity or negative behaviours (e.g.: hardware misuse, incorrect information, etc.), Bike2Green may exclude users from the project or even revoke their economic prizes with a request for a reimbursement of the economic amount awarded.

8. RESPONSIBILITIES

Bike2Green does not assume responsibility towards applicants for any case of misunderstanding or loss of communications, due to the most diverse causes, such as inaccurate indication of the address, failure or late communication of the change of address, postal errors or any case attributable to third parties.

Participants must use a bicycle that complies with the current regulations. They need to know the road rules and commit to safety, responsibility and respect of other road user groups.

The project partners KTH, ECF, and FB Innovation S.r.l.s. (Pin Bike) will be exempted and relieved from any civil and criminal liability arising from participation in the Bike2Green project for any damages, accidents, or injuries suffered and as a result of injuries caused to users or third parties and to illnesses related to the carrying out of the project including accidents and injuries resulting from the actions of other participants.

9. DISPUTES AND JURISDICTION

Any dispute will be settled according to applicable Swedish law. In no case is recourse to arbitration procedures allowed.

10. GENERAL INFORMATION AND CONTACTS

For information and clarifications, please contact: kom-bike2green@kth.se