Experiences with Aggregation

ITS DK, 2022

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Donkey Republic

Donkey Republic In Numbers

13k bikes & ebikes

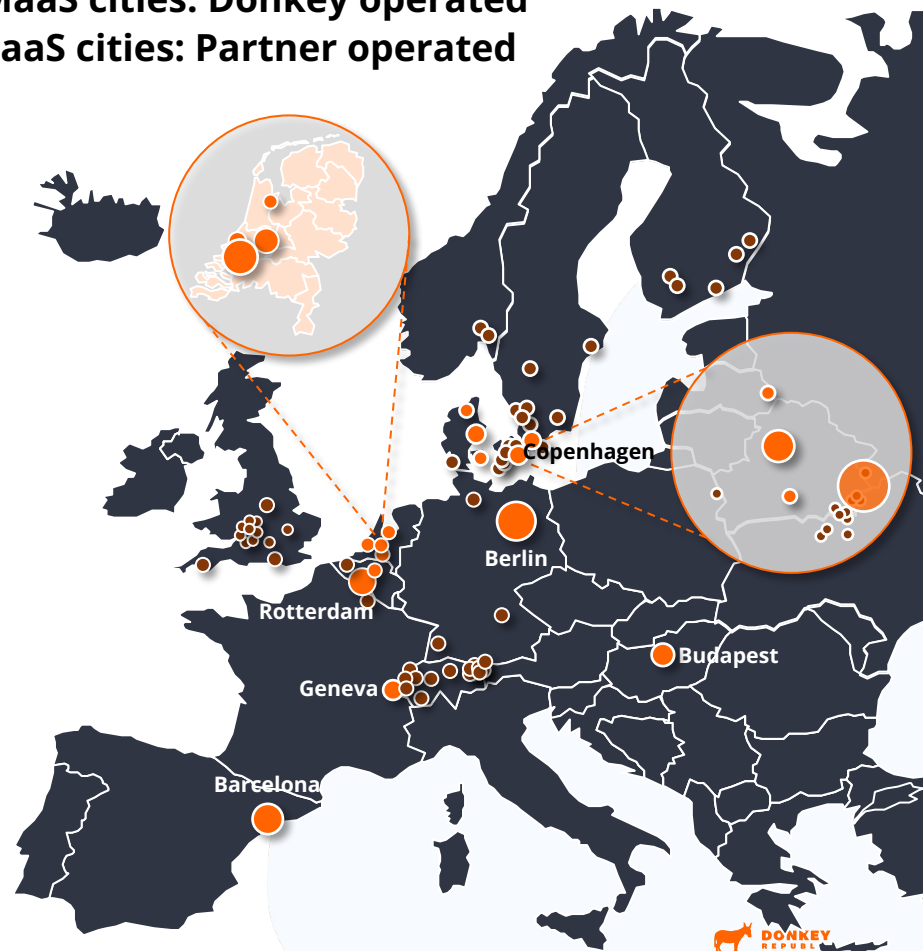**+1.2m unique riders**

+12m trips taken

14 countries

83 cities

86 employees

● **MaaS cities: Donkey operated**
● **SaaS cities: Partner operated**

Copenhagen

Berlin

Rotterdam

Geneva

Budapest

Barcelona

DONKEY REPUBL

Donkey Republic in a nutshell

+70 cities
In 14 countries

+14k vehicles
ebikes and pedal bikes
(soon also cargo bikes)

+10m trips
Since 2015
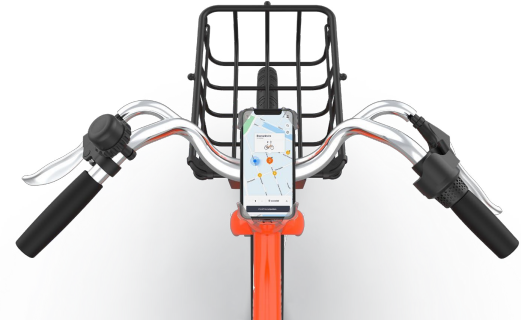
Reasons to consider working with us

Responsible

Virtual stations

HQ'ed in Copenhagen

Listed company

No gig economy

Quality vehicles

Affordable

KISS approach in everything we do

Transparent pricing for city and partners

Monthly membership for users

Flexible

Turn-key solution

Pricing, discounts, exclusivities, campaigns

Local operator partnerships

	Congestion €/km Time delay costs to society	Public health €/km Effects of activity, accidents and air pollution	CO2 emissions Gr/km	Space m2/passenger When parking
Bike	0 €	1.3 €	17 Gr/km	2
Train	0 €	0 €	66 Gr/km	50
Scooter	0 €	-1.4 €	107 Gr/km	1
Car	-0.35 €	-0.12 €	162 Gr/km	20

€2.7 health & congestion gain and 127gr CO2 savings per trip

Social Impact of each modality per passenger KM

X

Replacement of other modes

X

Average trip length

=

Total Impact of avg trip

More info, studies and sources::
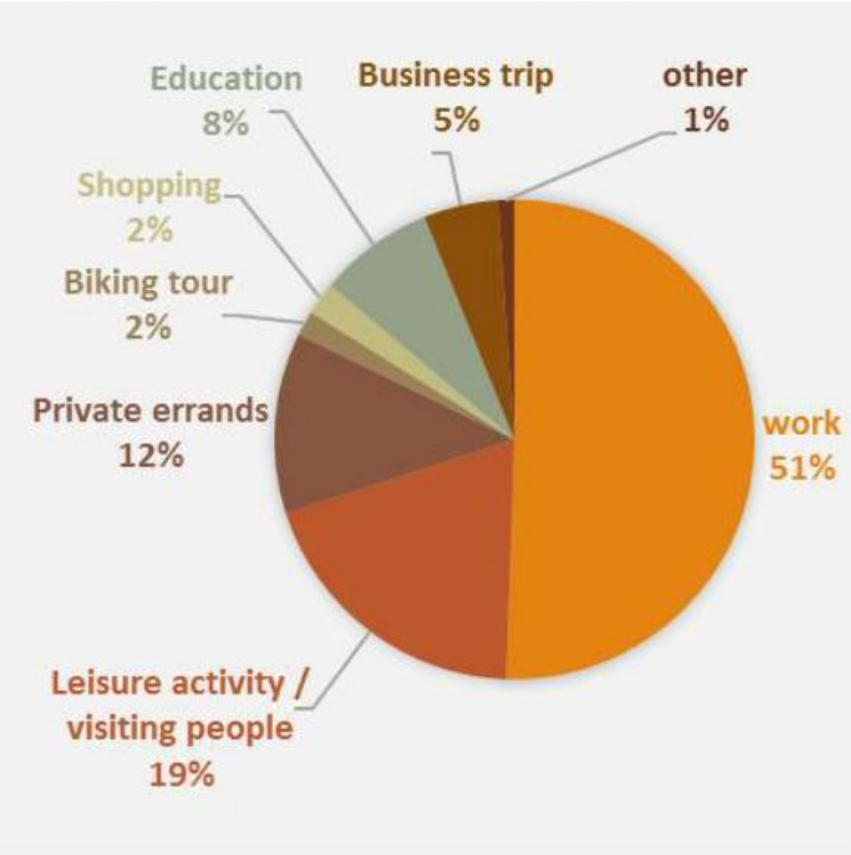**https://www.donkey.bike/sustainability/**

EVERY RIDE COUNTS

Donkey Republic is on a mission to create a better world by making truly sustainable mobility available to everyone.

Being flexible and spontaneous key reason for shared service

Motivation to use bikesharing

- other
- costs associated with bike ownership *
- responsibilities associated with bike ownership *
- my bicycle needs maintenance **
- as tourist
- don´t own a bicycle yet *
- access PT
- no other TM available
- avoid unguarded bike parking
- unfavorable PT / avoid waiting in off-peak hours
- avoid PT (e.g. during rush hour))
- more flexibility than own bike
- spontaneously

amount of indications (n=712)

0   100   200   300   400

■ (at least) one bicycle   ■ bicycle isn´t working right now   ■ no bicycle

Most shared trips related to work, secondly leisure

Experience with aggregators

Full Integration

- No need to download Donkey App
- Book, pay, unlock through aggregator

Live with 4 aggregators.

Another ~5 expected in 2022.

Partial Integration

- See price, availability
- Refer to Donkey app with deeplink to selected bike

Live with 15 aggregators.

GoogleMaps is the only one doing anything.

Rejseplanen performance: 1% of GoogleMaps.

Future thoughts

Full integration is >10x more effective in converting compared to partial integration - when riders do not already have the operator's app.

All large tech companies want to become THE AGGREGATOR
(and they execute much more effectively compared to public authorities)

Main risks:
- Platform companies also operating some modes => push people to their own vehicles and mainly to cars.

- Public authorities not letting effective parters handle aggregation

Solution:
- Regulate such that operators cannot become platforms

- Open up selling of public ticketing

Thank you!

Erdem Ovacik

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Ride
Counts