



WELCOME

“BLUE OCEAN IDEA” - CREATED THE FUTURE CIRCULAR CYCLING

REFUBSIHBIKE ... ABANDONED BIKES AND THEN ... MUCH MORE

SUSTAINABLE CIRCULAR ECONOMY MOBILITY BUSINESS CASE, D



European union

fipuvoimas
EU:lta
2014-2020



PIRKANMAA

Sustainable
TOURISM
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VISIT
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AMMUNNAN KESKUS
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Refurbish
bike 
refurbishbike.com



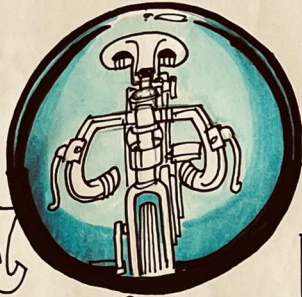
63 %

WITHIN TOURISM IS SEARCHING FOR SUSTAINABILITY BEFORE ARRIVAL

SMILE & BIKE



NEW BIKE
CYKEL



NEW BIKE
REFURBISH BIKE
REFURBISH BIKE



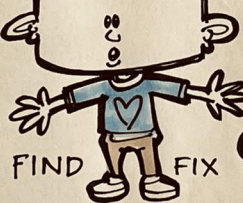
COVID-19



THINK DIFFERENT



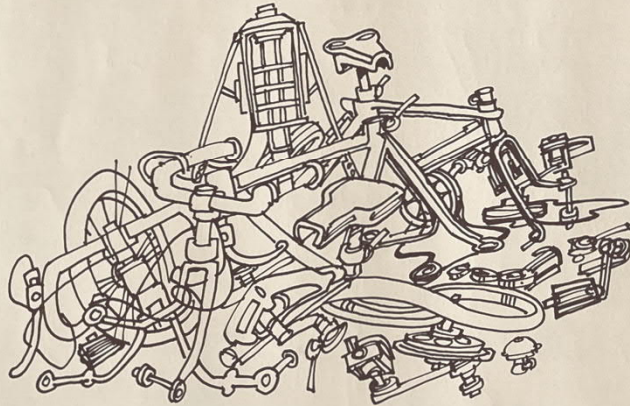
JUNK-BIKE



FIND FIX



FACTS IN OUR WOLRD



CASE IN AARHUS, DENMARK

2021; estimated abounded bikes from the municipality 1.500 a year

2022; realistic 20.000 bikes a year

80% of abounded bikes are with functional or ressources for another bike recycling

New production of a bike is estimated CO2 load on the environment is between 170-190 kg CO2 pr bike.

A RefurbishBike is reducing the CO2 load pr bike within 250 - 300 kg CO2 pr bike in a circular economy model.

Calculation model:

A NEW BIKE NEGATIVE CO2 LOAD is 3.6 Ton (20.000 bikes) before using the bike in the Urban Mobility

A RefurbishBike positive reduction in a fleet is **5.0 Ton+** at (20.000 bikes) when put into a Urban Mobility fleet model



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Tech Lab**



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EU:lta
2014-2020**



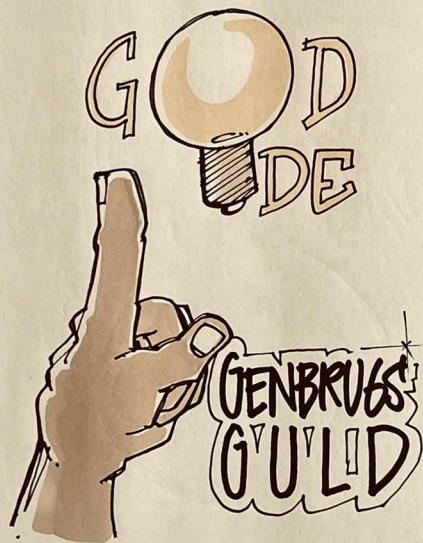
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ACT NOW !



A CIRCULAR BUSINESS MODEL MUST
GENERATE AN INSTANT EFFECT

OR AS A MINIMUM;

HAVE A LONG TERM EFFECT

HAVE VALUABLE TO USERS OR THE
STORY TELLING

HAVE ACT NOW CHANGE IN THE
FUNCTIONALITY

CHANGE A TRANSPORT BEHAVIOUR
BY NODGING



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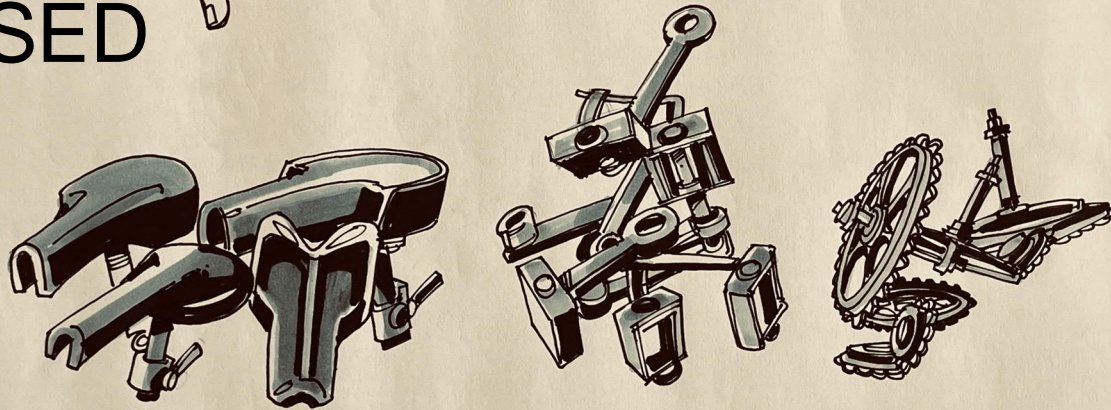


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80%
REUSED



RESPONSIBLE RECYCLING
OF OUR RESOURCES ...



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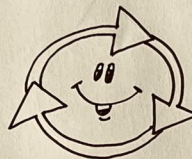
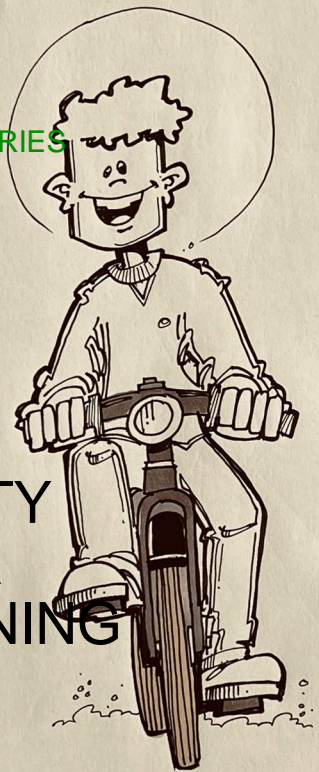


JAMK UNIVERSITY OF APPLIED SCIENCES

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WITHIN THE TURIST INDUSTRIES
FOLLOWING TRENDS
BECOMES
THE AGENDA

63%
LOOKS
WITHIN
SUSTAINABILITY
DURING THEIR
TRAVEL PLANNING



WHAT THEY TELL US ...

SERVICE	66%
PRICE	50%
CONCEPT	94%
GOOD CAUSE	61%

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OPetus- ja kulttuuriministeriö
Ministry of Education and Culture

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Suomen Keskustiedustelu
Suomen Keskustiedustelu

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ABANDONED RESOURCES LOCAL CREATED A SOLUTION WITHIN TOURISM



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REFURBISH BIKE

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1 MIO. DKK

WITHIN TURISME TURNOVER CREATES 1.3 JOB LOCALLY



360 BIKES

CREATES 2.400 RENTALS WITHIN TURISME, PRIVATE AND EVENTS FROM MARTS - OCTOBER



THE OCEAN RACE

AARHUS
DENMARK

HOST CITY

**Refurbish
bike** 

**STOPOVER
OFFICIAL SUPPLIER**

PARTNERS TODAY AFTER YEAR TWO



AARHUS
KOMMUNE

go green
with
Aarhus



Go-Sail
Movement at sea





THANK YOU

SMILE & BIKE

BY REFURBISHBIKE