

## Case study Debrecen (Hungary)

- City profile
- Description of Bicycle Share Scheme
- Operational aspects
- Communication / Marketing messages
- Contact details:

### 1. City profile

Councilor responsible cycling / Bike sharing:  
Zoltán Szilvassy dr. - rector

Short city description: Debrecen is the second largest city in Hungary. In addition the country's largest universities located here and there are lots of domestic and foreign businesses in the area. Due to the proximity of the Ukrainian and Romanian border the numbers of foreign companies are quite high. Through its' international airport Europe's more capital are approachable from Debrecen.



### 2. Description of Bicycle Share Scheme

- name bike share scheme and link to its website - Unibike ([www.unibike.hu](http://www.unibike.hu))
- in operation since: 2015
- operator: Sund Magyarország Ltd.
- hardware supplier: Sund Magyarország Ltd.
- contract duration: indefinite period
- financing of the contract: Private financing (University of Debrecen)



The system is available only for University members (workers and students).

### 3. Operational aspects

- Technology: RFID card (own, private card of the Uni - DEKA Card)
- Registration: 300 HUF / 0,98€ (only once & lifelong)
- Tariffs: 30 minutes for free, than 200 /HUF /hour (0,65€)
- Operational key figures

Year	Stations	Bikes	Users	Rentals
2015	4	90	80	300
2016	4	90	250	1642
2017	6	90	n/a yet	n/a yet

### 4. Communication / Marketing messages

- key messages: Green Uni
  - main target groups: Students (8.000 foreign, 20.000 Hungarian and 3.000 workers)
- <https://www.youtube.com/watch?v=KQXnMB2iBiA>

### 5. Contact details

Szabó László - [szabo.laszlo@citybikeszeged.hu](mailto:szabo.laszlo@citybikeszeged.hu)  
Török Gergő - [gergo.torok@unideb.hu](mailto:gergo.torok@unideb.hu)





**About VeloCittà:**

The European VeloCittà project brought together five cities that seek to improve their existing bike sharing schemes. In London (UK), Krakow (PL), Burgos (SP), Padua (IT) and Szeged (HU) the performance of the bike sharing system was enhanced through two complementary approaches. On the one hand marketing campaigns tailored to certain target groups, like students or commuters. And on the other hand adoption of the most effective available operational solutions with regard to organisational and financial aspects as well as political involvement. The ultimate benefit of VeloCittà is that it provides inspiration and builds capacity and knowledge in local authorities and bike sharing stakeholders to boost the uptake of bike sharing.

VeloCittà is a demonstration project co-funded by the Intelligent Energy Europe Programme of the European Commission. It had 11 project partners. It ran from March 2014 – February 2017.

For more information, questions, project outputs and reports, please visit [www.velo-citta.eu](http://www.velo-citta.eu) or send an email to [info@dtvconsultants.nl](mailto:info@dtvconsultants.nl)

**Partners:**

