

Fietsdiensten.nl

“Fietsdiensten.nl promotes the use of the (transport) bike. The company advises and supports both individuals and the government in increasing bicycle mobility.”

1. Introduction

Jos Sluijsmans worked as an attorney and cycled back and forth daily between Nijmegen and Arnhem. He observed how his colleagues who drove to work would regularly become involved in traffic jams and noticed that the city was becoming congested and polluted. He wondered if it would not be more beneficial if more people left their vehicle behind and if the transportation of people and goods could be accomplished with bicycles.

Jos was able to further develop his plans for more cycling due to a grant from the province of Gelderland. In 2004, he founded his company: Fietsdiensten.nl. He began with a bicycle courier service. In addition, he guided people who could no longer cycle independently.

Meanwhile, Jos focuses on the (co-) organizing of cycling events and mobility debates, the promotion of bicycle products, and advising on mobility issues in which the bicycle and the bicycle infrastructure are key.

2. Principles

The primary driver behind the company Fietsdiensten.nl is the realization that everyone can improve the environment and can lead healthier lives by using bicycles. If cities are to become more livable and more attractive, then there must also be greater attention to other forms of mobility. Cycling is energy and cost efficient, healthy, enjoyable, and environmentally friendly; it promotes the well-being of people in numerous ways.

Fietsdiensten.nl is also a co-organizer of cycling events and various forms of consultation. On the platform formed by these activities, people can meet and reinforce each other. It provides opportunities to promote cycling that can transport goods as an alternative to motorized transportation but also, for example, for bicycles used as a tool for people with disabilities or for those which are made from recycled materials or raw materials such as bamboo and wood.

Founder Jos Sluijsmans additionally promotes products from other entrepreneurs who share the values of Fietsdiensten.nl. Wherever possible, Fietsdiensten.nl aspires for the sharing of cost, knowledge, time, and goods. This can be considered as shared value creation.

3. Design

Fietsdiensten.nl is housed in a building that is shared with two other bicycle companies that collectively form "The bike-atelier". The three of them play a role in the organization of events centered on bikes. This facilitates sharing knowledge, cost, space, and materials/tools with each

other and thus the three entrepreneurs create cooperation, support, and joint development of each other's ideas.

The bike-atelier is moving to the old Honig factory in Nijmegen which is in the process of being converted until 2022 into a multifunctional space where more than two hundred creative entrepreneurs will find a place. The move allows for expansion and connection with several other businesses including the Dutch Bicycle Centre co-founded by Jos.

Of the various types of transaction forms, Fietsdiensten.nl mainly uses sharing and creating. The resources utilized for this purpose are money, time, services, and knowledge for the product, i.e., the bicycle.

4. Value Proposition

Fietsdiensten.nl originated from the idea to promote the use of bicycles as an alternative to motorized vehicles to transport goods and people. In the downtown area, bikes are often as fast or even faster than a vehicle and friendlier to humans and the environment. Fietsdiensten.nl is very actively committed to the promotion of innovative bikes such as bamboo bicycles, wooden bicycles, and the Alinker which is a new, hip balance bike allowing people with physical disabilities to travel independently and with dignity.

What Fietsdiensten.nl primarily does is provide the initial push to the development of various initiatives and to bring the necessary parties together, for example, by organizing and advising on events, as a mediator for the municipality and other parties on bicycle mobility, and as the initiator of projects. Jos Sluijsmans works many hours out of passion for and commitment to people and the environment; not everything will be compensated with money. The happiness and pleasure you find in it for yourself and the things you can do for others are also valuable.

Fietsdiensten.nl still sees plenty of opportunities that are not, or not properly, utilized such as freight transport within the city by bicycle. Initiatives for this are embraced by companies such as DHL.

By participating, advising, promoting, and supervising activities or products in which the bicycle is central, Fietsdiensten.nl contributes to a form of mobility that is more environmentally friendly than motorized transport. Fietsdiensten.nl is not interested in upscaling but prefers to continue working in conjunction with others in the role of consultant, organizer, and initiator.

5. Community

In the beginning, a small community formed by providing cycle courier services together with others. By supporting people with disabilities with cycling, the social side of Fietsdiensten.nl is clearly evident. Jos Sluijsmans also yielded several ideas for bicycle transportation such as the establishment of bicycle lanes that have been embraced by the city and will benefit the community.

By sharing a building with two other entrepreneurs to strengthen each other's services and products, a community is also formed. Fietsdiensten.nl has also made a major contribution to the opening of the center in which fifteen bicycle entrepreneurs work together in the Dutch Bicycle Center (with products and services for the region of Arnhem-Nijmegen and beyond), located in the old Honig factory in Nijmegen. This factory had been vacant for years but now accommodates companies that offer different products.

Fietsdiensten.nl organizes the annual International Cargo Bike Festival which now attracts visitors and participants from more than twenty countries. The event promotes the role of the Arnhem-Nijmegen region in international cycling initiatives. For example, the inaugural meeting of the European Cycle Logistics Federation (ECLF) took place in Nijmegen during the International Cargo Bike Festival 2013. This is an inter-branch of delivery, courier, and logistics service providers who use freight and cargo bicycles.

Another international initiative where Fietsdiensten.nl plays a role is the Dutch Cycling Embassy. This is accomplished through participation in trade fairs abroad promoting Dutch bicycle products, most recently in Verona and Naples (Italy). Finally, Jos is an active member of the Cyclists' Union.

Meanwhile, a large community is now created in which people come together with similar ideas to use cycling as a wider alternative for transportation or other tools. Partly due to Fietsdiensten.nl, this community is still growing. Communication between stakeholders occurs in a variety of ways: through the Internet, social media, phone and e-mail, newsletters and personal meetings.

6. Results

Fietsdiensten.nl creates multiple values. The economic value is not the main driver but, of course, plays a role because there are hours and materials needed, and the financial risk should be considered. Fietsdiensten.nl promotes special bikes and innovative bicycle products such as cargo bikes, the Alinker, and the app RingRing.

The ecological value is the fact that less pollution is created by encouraging the use of bicycles. In addition, bicycles made from raw materials such as bamboo and wood are promoted.

The third value is the social value which is demonstrated in the goal to make people happier and healthier by increased exercise and greater independence. This is reflected in the activities of Jos such as cycling with handicapped people who must otherwise take the bus to their destination and teaching people how to cycle (again). Obviously, money is not the driving force behind all of this, but people do need to make an income.

The shared value is reflected in the cooperation and promotion of the Alinker, a balance bike developed by Barbara Alink. The involvement of the entrepreneurs of the bicycle atelier at

various events such as the International Cargo Bike Festival and sharing workspace together is an example of this.

The collective value is expressed by developing and implementing the ideas for a business center for bike entrepreneurs with other business owners. In addition, it is impossible to organize events without help from others such as volunteers, sponsors, entrepreneurs, local authorities, and other stakeholders.

7. Conclusion

Fietsdiensten.nl is strongly committed to promoting and developing a healthier way to transport passengers and goods within cities. Abroad, the Netherlands is seen as an example of what is possible with bicycles. The market, for example, of cargo bikes can continue to grow due to the changes in the society where environmental and health issues will play a greater role. The business model is viable and scalable by acting even more as advisor and organizer, however Jos Sluijsmans is Fietsdiensten.nl and wants to keep it that way. He does so from the desire to bring others together and to work with them by sharing and continuing to work on a wider use of the bicycle. The wellbeing of people is a high priority for him.

Fietsdiensten.nl is particularly strong in initiating activities. The eventual implementation of a plan is usually performed by others. Jos Sluijsmans acts upon the message, "Follow your passion." His passion for cycling is the basis of all of his activities. His knowledge, his network, and the resources that he can use ensure that he can continue to effectively navigate the changing world.

Address: Van Gentstraat 14F, behind
6524 BC Nijmegen

Phone: 06 3001 4801

Website: <http://www.fietsdiensten.nl>

Youtube: https://www.youtube.com/watch?v=Y53eX_wwiv8

Case Author: Berry van den Brandt, Student Business Administration EIA, HU