

## PROJECT MEDIA RELEASE

PowerHUB  
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## How Cities Tackle Shared Micromobility Parking

As shared micromobility expands across Europe, cities are grappling with challenges like **improper parking, street clutter, and public safety concerns**. While cities like Madrid and Paris have implemented strict bans on micromobility services, others, like Prague, are adopting innovative solutions to tackle these issues.

The ParkedByMe project — a collaboration between Czech innovation organisation PowerHUB, Barcelona-based consultancy FACTUAL, and Norwegian startup SparkPark — addresses **improperly parked shared vehicles** with cutting-edge Bluetooth parking technology. This ensures cleaner streets and improves urban mobility systems. The project is supported by the EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union.



While Madrid banned kick-scooters due to parking challenges, Prague embraced a tech-driven approach. In Prague 7, **25 pilot locations** were set up with SparkPark's Bluetooth sensors, ensuring vehicles park only in designated zones. Local bike-sharing operator **KolemPlzne** participated, providing key traffic data and real-world feedback.

KolemPlzne users praised the **simplicity, flexibility, and practicality** of shared bikes, noting benefits such as physical activity, stress relief, and faster travel. However, safety concerns persist, with users citing **narrow bike lanes and proximity to traffic** as major issues. Other challenges included improper parking, theft risks, and maintenance issues like battery life.

In Madrid, ParkedByMe surveyed **16 citizens** following the e-scooter ban. Respondents praised the city's bike-sharing system (biciMAD) as a **key complement to public transport** but highlighted parking challenges. Full docking stations often forced users to leave bikes outside designated zones—highlighting the need for smarter parking solutions.



As the pilot concludes in Prague, ParkedByMe offers a scalable roadmap for European cities. By ensuring shared micromobility vehicles are parked **accurately and safely**, the project paves the way for cleaner streets, safer spaces, and smarter urban mobility systems.

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## About EIT Urban Mobility



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*ParkedByMe is a project under the support of EIT Urban Mobility.*

*EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union, aims to accelerate solutions and the transition towards a user-centric, integrated and truly multimodal transport system. As the leading European innovation community for urban mobility, EIT Urban Mobility works to avoid fragmentation by facilitating collaboration between cities, industry, academia, research and innovation to solve the most pressing mobility challenges of cities. Using cities as living labs, its industry, research and university partners will demonstrate how new technologies can work to solve real problems in real cities by transporting people, goods and waste in smarter ways.*

## About PowerHUB

PowerHUB is a technology transfer organization focused on innovation and research. Since 2017, we have sought to make the world more sustainable, equitable, and connected by helping big ideas become a reality. We create sustainable ecosystems using innovative digital technologies, supporting startups and organizations. We are a founding member of EIT Urban Mobility and we are actively involved in the EIT Raw Materials and InnoEnergy communities.