

Summary of Agile Pilot

Company name	Florescence Ltd.
Company location	Budapest, Hungary
Domain	Digital services and communication, Shared and green mobility
Municipality	Kecskemét, Hungary
Project period	September 2025 - May 2026 (9 months)
Solution	<p>Within the framework of the PilotInnCities project, Florescence Ltd. implemented and tested the Velorium concept in Kecskemét.</p> <p>Velorium is an integrated physical and digital upcycling solution that simultaneously addresses two urban challenges: the lack of secure bicycle parking infrastructure and the underutilisation of vacant municipal properties. The concept transforms long-unused municipal premises into fully automated, community-operated bicycle storage facilities accessible 24/7 through RFID-based access control.</p> <p>The pilot was implemented in a formerly unused pavilion building located at Kodály Zoltán Square, opposite Kecskemét railway station. The facility was converted into a secure smart bicycle storage unit accommodating up to 12 bicycles, including high-value e-bikes and cargo bikes.</p> <p>The physical infrastructure is complemented by the proprietary velorium.hu software platform, which enables users to:</p> <ul style="list-style-type: none"> • register online, • rent storage spaces, • manage subscriptions, • make payments through an integrated payment gateway, • access the facility via RFID-enabled city cards. <p>The solution combines sustainable mobility, circular use of urban assets and digital service provision into a scalable Smart City model.</p>
Stakeholders	<p>Key stakeholders involved:</p> <ul style="list-style-type: none"> • Florescence Ltd. (solution provider) • Municipality of Kecskemét • KIK-FOR Ltd. (municipal property management company) • Városfejlesztő Ltd. (city card operator) • 131 local residents participating in the needs assessment process • Local cycling communities and civil organisations • HROD Social Economy and Community Development Centre • Neumann Technology Platform (NEUM) • External mentor: Sándor Koszecz
Lessons learned	<ul style="list-style-type: none"> • Agile piloting proved essential in managing delays related to municipal property allocation and utility infrastructure development. • Participatory planning and map-based citizen engagement significantly improved site selection quality. • Crowdsourced geospatial data can effectively validate infrastructure investments and increase social acceptance. • Successful implementation requires close cooperation between municipalities, infrastructure providers and technology developers. • Location quality is a decisive factor in the viability of shared mobility infrastructure. • The pilot demonstrated that vacant municipal properties can be transformed into valuable mobility assets through relatively low-cost interventions.
KPI 1 Establishment and Operation of an Automated Community Smart Bicycle Storage Facility	<p>Measurement: Documentation of the establishment and commissioning of the bicycle storage facility (photos, handover records and operational documentation).</p> <p>Expected target value: Establishment and operation of one automated community smart bicycle storage facility during the pilot period.</p> <p>Achieved value: Target achieved (1 facility established and operational)</p>

	<p>Summary and analysis of the results achieved in relation to the indicator: The pilot successfully transformed a previously unused municipal pavilion into a fully operational smart bicycle storage facility equipped with RFID access control, digital user management and secure bicycle parking infrastructure. The facility became operational during the pilot period and demonstrated the feasibility of combining adaptive reuse of municipal assets with sustainable mobility services.</p> <p>Comments / factors influencing the results: Administrative delays related to site allocation required adjustments to the implementation schedule. However, the final location near the railway station proved highly suitable due to its visibility and intermodal transport connections.</p>
<p>KPI 2 Citizen Engagement in Site Selection and Planning</p>	<p>Measurement: Participatory activities, public communication, consultations and questionnaire-based needs assessment.</p> <p>Expected target value: 100 participants.</p> <p>Achieved value: 131 participants (131%).</p> <p>Summary and analysis of the results achieved in relation to the indicator: The pilot exceeded its participation target through a map-based online survey and related communication activities. Residents identified bicycle parking challenges and proposed potential locations for future facilities. More than 100 location-specific inputs were collected, providing valuable evidence for site selection and validating the final pilot location.</p> <p>Comments / factors influencing the results: The use of digital participation tools and cooperation with local cycling communities significantly increased engagement and improved the quality of the collected information.</p>
<p>KPI 3 Partnership Engagement Throughout Needs Assessment, Implementation and Evaluation</p>	<p>Measurement: Organisation and documentation of two multi-stakeholder workshops, including invitations, attendance records, meeting minutes and supporting materials.</p> <p>Expected target value: Implementation of two partnership workshops involving the municipality, Florescence and relevant stakeholder organisations.</p> <p>Achieved value: Target achieved.</p> <p>Summary and analysis of the results achieved in relation to the indicator: Two stakeholder workshops were organised during the pilot period. The first workshop focused on exploring cooperation opportunities, identifying needs and defining implementation conditions. The second workshop was dedicated to evaluating the pilot results, collecting stakeholder feedback and discussing future replication opportunities. The workshops strengthened cooperation between municipal actors, mobility stakeholders and the solution provider, contributing to a more robust and widely supported implementation process.</p> <p>Comments / factors influencing the results: The workshops provided an important platform for knowledge exchange and helped align stakeholder expectations throughout the pilot lifecycle.</p>
<p>Evaluation of the business model focusing on its viability and potential for growth</p>	<p>Florescence operates a hybrid business model combining urban regeneration, mobility infrastructure development and Software-as-a-Service (SaaS).</p> <p>Validated strengths</p> <ul style="list-style-type: none"> • Cost-efficient upcycling of vacant municipal properties • Reduced need for new construction • Fully digitalised customer journey and administration • 24/7 operation without permanent staff • Strong alignment with municipal sustainability objectives • Existing utility infrastructure reduces implementation costs • Recurring software licensing revenues

	<p>Identified barriers and potential weaknesses</p> <ul style="list-style-type: none"> • Strong dependency on municipal decision-making processes • Long procurement and approval timelines • Limited applicability in areas without suitable vacant properties • Absence of liability insurance for stored bicycles may create trust barriers • Limited internal organisational capacity for rapid expansion <p>Implemented / planned modifications</p> <p>Based on pilot findings, Florescence plans to:</p> <ul style="list-style-type: none"> • develop solar-powered standalone bicycle storage units for housing estates where vacant premises are unavailable, • introduce flexible pricing linked to user numbers, • formalise partnerships with local cycling organisations, • strengthen citizen co-creation methodologies during future deployments. <p>Identified potential areas requiring external support</p> <ul style="list-style-type: none"> • Marketing and public communication • Legal and GDPR compliance • Development of scalable licensing models • Technical partner networks for manufacturing and maintenance • Financial planning and business development support <p>Priority needs for further scaling</p> <ul style="list-style-type: none"> • Expansion into additional Hungarian cities • Development of outdoor solar-powered storage solutions • Stronger communication and community engagement strategies • Standardised municipal implementation packages • Strategic partnerships with local mobility stakeholders
Impacts	<p>The pilot successfully demonstrated that secure bicycle storage infrastructure can be created through the adaptive reuse of vacant municipal properties.</p> <p>Key impacts include:</p> <ul style="list-style-type: none"> • Creation of a fully operational smart bicycle storage facility • Reuse of previously unused municipal infrastructure • Validation of a scalable upcycling-based mobility solution • Engagement of 131 residents in participatory planning • Successful operation of the velorium.hu digital platform in a real-world environment • Strengthened cooperation between municipal stakeholders, residents and technology providers • Creation of a strong reference case for future expansion
Suggestions for future actions, especially focusing on sustainability and replication	<ul style="list-style-type: none"> • Replicate the model in other medium-sized and large Hungarian cities. • Expand the concept to housing estate environments through standalone solar-powered units. • Integrate participatory mapping into all future site-selection processes. • Strengthen cooperation with cycling advocacy groups. • Explore integration with additional city card systems and mobility services. • Develop standardised implementation guidelines for municipalities.
Next steps	<ul style="list-style-type: none"> • Expand operations to additional Hungarian cities with populations above 20,000. • Enter regional Central and Eastern European markets. • Develop solar-powered outdoor storage products. • Strengthen marketing and communication activities. • Refine SaaS licensing structures.

	<ul style="list-style-type: none"> • Build strategic implementation and maintenance partnerships.
Provider's Reflection	Florescence considers the pilot highly valuable as a real-life validation of both the technical solution and the business model. The project confirmed the importance of agile implementation methods, stakeholder engagement and strong mentoring support. The documented Kecskemét reference project now serves as a credible foundation for national and international expansion efforts.
Municipality's Reflection	The pilot demonstrated that underutilised municipal assets can be transformed into useful community infrastructure supporting sustainable mobility goals. The participatory planning process helped ensure that the selected location reflected actual citizen needs and increased local acceptance of the project.
Expert's Reflection	The pilot highlighted the importance of combining physical infrastructure development with citizen participation and digital services. The mentoring process proved particularly valuable during periods of administrative delay, helping the project overcome implementation challenges and successfully reach completion.