

VELIB CASE

Through the presentation try to answer the following specific questions

1. Why did the City of Paris want a bicycle-sharing program? What are JCDecaux's interests in offering Vélib'? Are there any conflicts between parties' interest?
2. How well does the contract satisfy the interests of each party? Can we improve it?
3. As the mayor of a new city negotiating a bicycle-sharing agreement, what can we learn from Vélib'? What are the main risks associated with public private partnerships?
4. Is this kind of public private partnership possible for every kind of public services? Are the risks associated with such partnerships susceptible to differ from one European country to another?