



SURFLOGH

SMART • URBAN • FREIGHT • LOGISTICS • HUBS

Session 'Trial & error'

Interreg
North Sea Region
SURFLOGH
European Regional Development Fund





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Interreg
North Sea Region
SURFLOGH



European Regional Development Fund

EUROPEAN UNION

Surflogh aims to stimulate sustainable, efficient cargo distribution in urban areas



Total budget received from Interreg North Sea Region Programme (2014-2020): € 1,359,188

Total project budget: € 2,718,376

Priority 4: Promoting green transport and mobility

Twitter www.twitter.com/surflogh

Website www.northsearegion.eu/surflogh

 BORÅS STAD

provincie Drenthe

Gemeente
Groningen


MECHELEN

Edinburgh Napier
UNIVERSITY

SEStran
South East of Scotland
Transport Partnership



Trial & error

- * Focus on urban freight, goods = 10% of all traffic
- * How to make it more sustainable & efficient?
- * Euproject:
 - test innovation via pilot projects
 - academic research & development of case studies
- * How to learn from mistakes/failures?

Program

14:00-14:20: City of Groningen (NL), Sjouke van der Vlugt

“Start-up and upscaling of a bike courier company Go-Fast ”

14:20-14.40: City of Mechelen (BE), Veerle De Meyer

“Convincing shop owners to make their deliveries more sustainable”

14:40- 15:00: Napier University Edinburgh (Scotland), Jonathan Cowie

“An interactive overview of the developed case studies on sustainable logistics”





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Faces of the Future – Trial and error

Start-up and upscaling of a bike courier company / Go-Fast



Introduction of Groningen

Introduction of Groningen

First mentioned 1040 AD

Population 2019: 230.000

Daily Urban System 500.000

140.000 jobs

60.000 students

8.000 international students

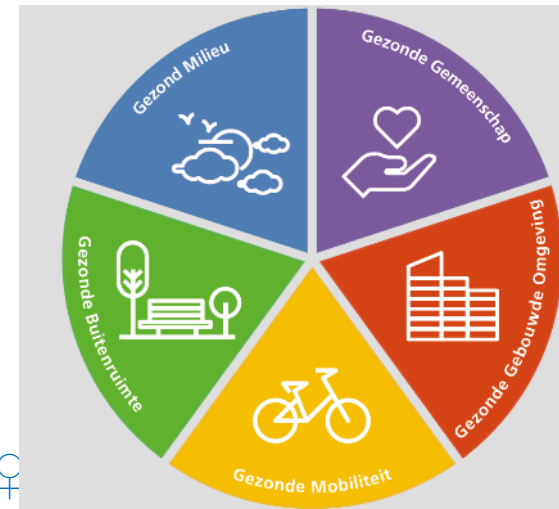
Average age: 36.4

2nd startup-city in NL

#Green City 🌿

#Happy City 😊

#Healthy City ♀



Gezonde Stad Index

Rang Stadsnaam Score

Rang	Stadsnaam	Score
1.	Groningen	
2.	Nijmegen	
3.	Maastricht	
4.	Almere	
5.	Amersfoort	
5.	Apeldoorn	



Challenges



Zero-emission and save logistics 'Quality of life'

Future plan for logistics

2022

- Larger area with time frame for deliveries
- Camera enforcement
- Smart and strict exemption policy

2025

- Zero-emission zone



Ambition of Cargo Bike Capital: replacing *as much as possible* vans 1-on-1 by cargo bikes

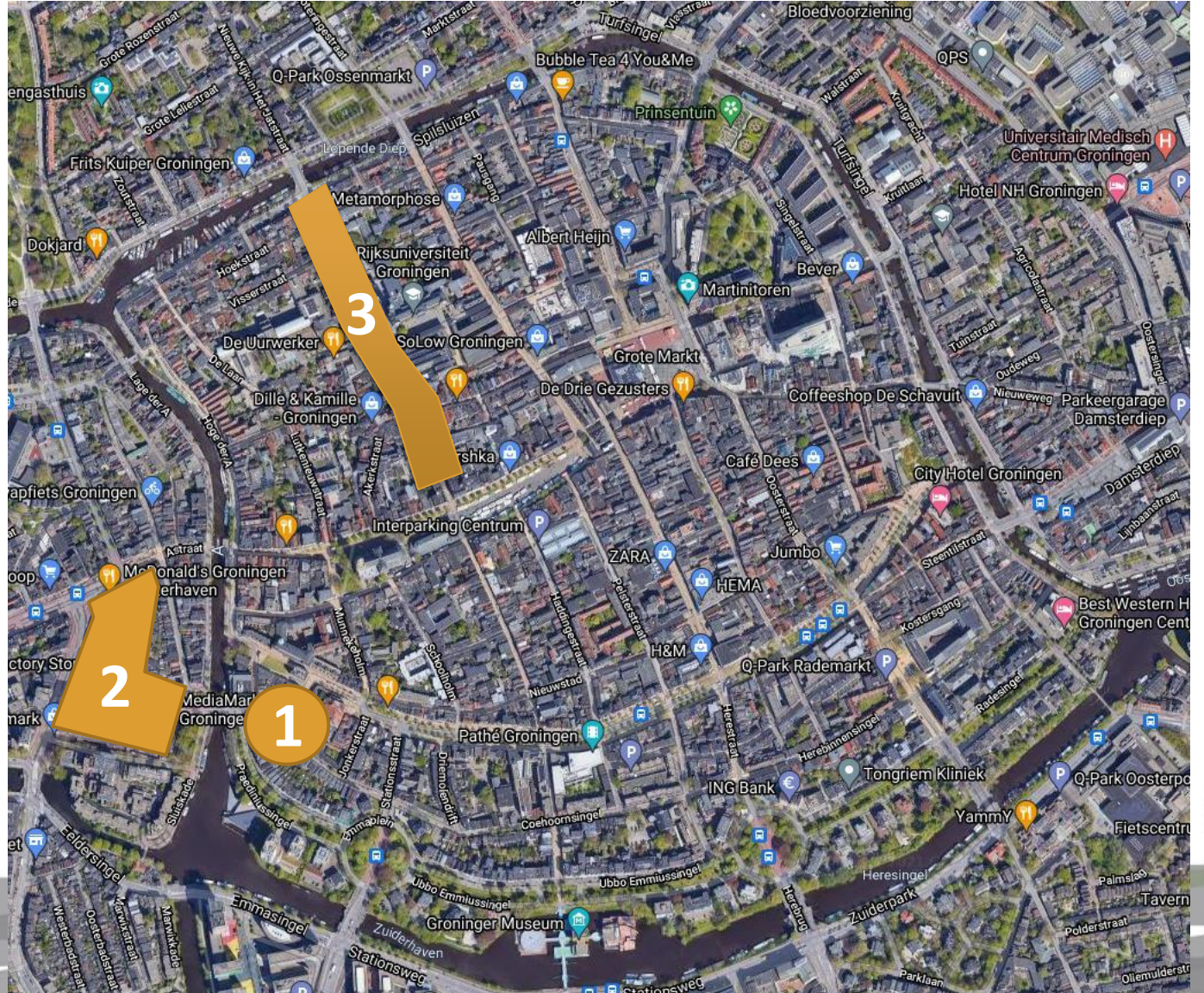


Pilot 1



Stadsdistributie Groningen

1. Hub
2. Shopping street hub for Westerhaven
3. Cycle logistics Oude Kijk in't Jatstraat in cooperation with Go-Fast











Lessons Learned (positive and negative)

Stadsdistributie Groningen

- A central Hub for a shopping street only works if the majority of shops cooperate
- Some logistics flows can gain a lot in efficiency (in the city and on the highway)
- Cycle logistics via a hub can be very reliable for a lot of goods
- Taking back return flows (like paper) is very appreciated by shop owners
- It's hard to make a positive business case for a hub, all stakeholders need to be transparent for that

Pilot 2



Local and Incidental Flows – Go-Fast

1. Hub – Jan de Jong movers
2. City centre / future regulated area

- First Mile
- Last Mile
- Only Mile

- Express ride
- Express route
- Hub route

Corona > From B2B to B2C



GO-FAST

BICYCLE DELIVERY SERVICES



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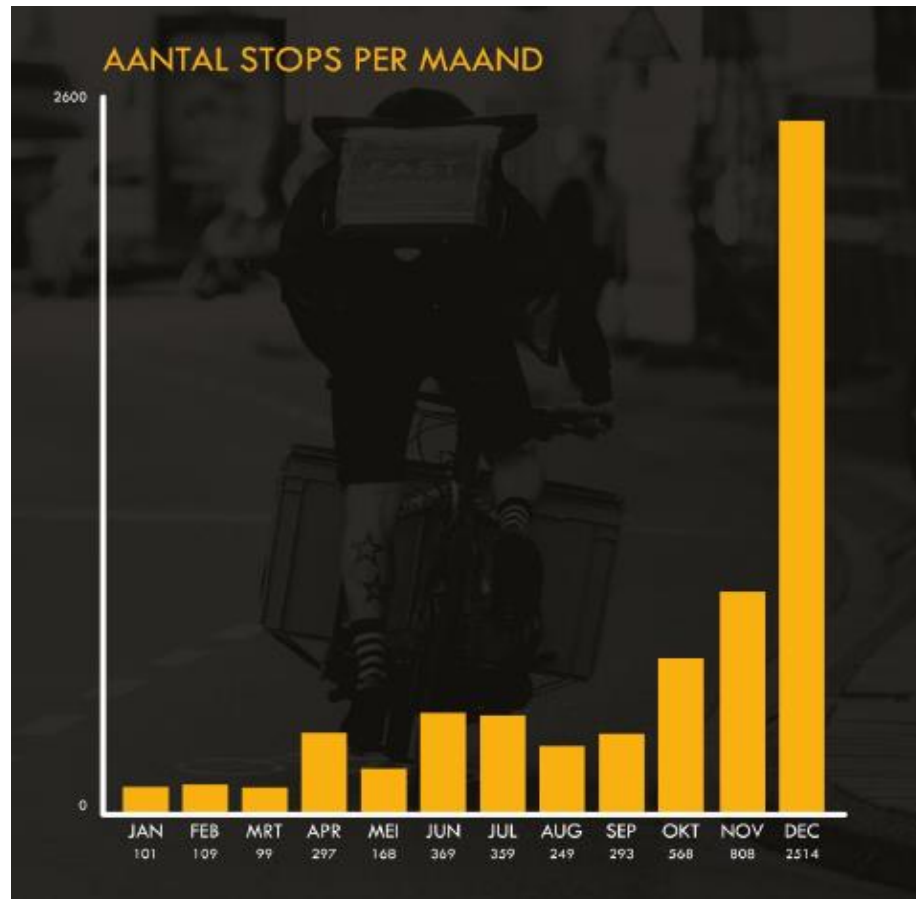
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Lessons Learned

Local and incidental flows

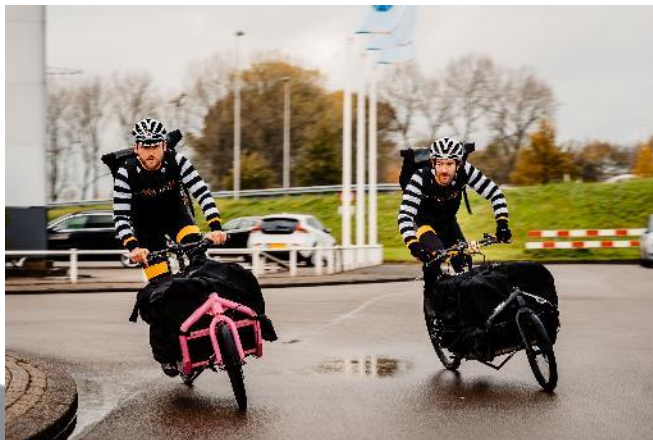
- There is potential for cargo bike logistics!
- Corona effected the pilot. From B2B tot B2C.
- Large and stable customers are needed for a business case
- For large volumes cargo bikes seem to be inefficient because they must drive back and forth several times
- A hub only is affordable with large volumes

Pilot 3

Smart and shared Logistics

1. Hub – Stadlogistiek
 2. City centre -future regulated area
- Services like warehousing for shops
 - Link between local shop and (inter-) national retailers
 - E-commerce deliveries from local shop and local warehouse
 - Upscaling in volume and vehicles





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5
Welkom
BIO JAN
wilver

STAD LOGISTIEK
ALLES IS ELECTRIC

A large photograph of a tall, ornate Gothic church tower, likely the St. Lawrence Church in Rotterdam. In the foreground, a white van with 'STAD LOGISTIEK' branding is parked on a cobblestone street. The van features a green graphic of a house and a leaf, and the text 'ALLES IS ELECTRIC'. A smaller inset image in the top right corner shows a sign for 'JAN DE JONG VERHUUR' with the number '5' and the word 'Welkom'.

Lessons Learned from pilots



POLICY FRAMEWORK – UVAR (urban vehicle access regulation)

- Time frame for deliveries
- Zero-emission zone
- Enforcement

HUB & DELIVERY LOCATION

- Distance between hub and delivery location
- The impact depends on what type of deliveries the company offers

SUSTAINABLE BUSINESS MODEL

- Local bicycle couriers need large and stable customers
- Large parcel companies need to change existing operations

LOCAL AND NATIONAL

- Dividing local and national shipments
- Large volumes > stops close together
- Perspective for hubs in combination with bicycle logistics.

CARGO BIKES

- Deliver parcels, instead of "commuting" from/to a hub

SMART LOGISTICS

- planning and tracking software > efficient and reliable logistics
- Satisfied customers will keep coming back
- IT software is mainly used at company level
- Planning and monitoring software at city level is still lacking





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**Mechelen:
Convincing shop owners to make
their deliveries more sustainable**





Logistics policy: what?

More efficient and sustainable logistics

- * reduction in number of vehicle movements
- * reduction in number of driven kilometers
- * reduction in CO2 emissions
- * improvement of air quality





Pilot project in Surflogh

Brigitte Buelens
Zaakvoerster Poulain Carmin

Als alle handelaars zouden instappen in dit project

1:33 / 2:09

Sustainable city hub

Pilot project:

Total logistical unburdening for the shop owner

In cooperation with:

- city hub ODTH & Bike courier Ecoloeriers

Role city:

- Facilitate & coordinate
- Convince shop owners
- Development calculation tool
- Financing last mile



The approach

- recruiting and convincing shop owners
 - city representative in coop with bike courier
 - via retail organisation 'Mechelen Meemaken' : newsletters, meetings
 - via individual visits
- start-up period to give shop owner time to adapt
- pilot time: 6 months (prolonged due to corona)
- in-between evaluation + end evaluation



The City Logistics Configurator

Home: [City logistics configurator](#)



City Logistics Configurator Retailers



City Logistics Configurator LSP's





The City Logistics Configurator

Home: City Logistics Configurator Retailers

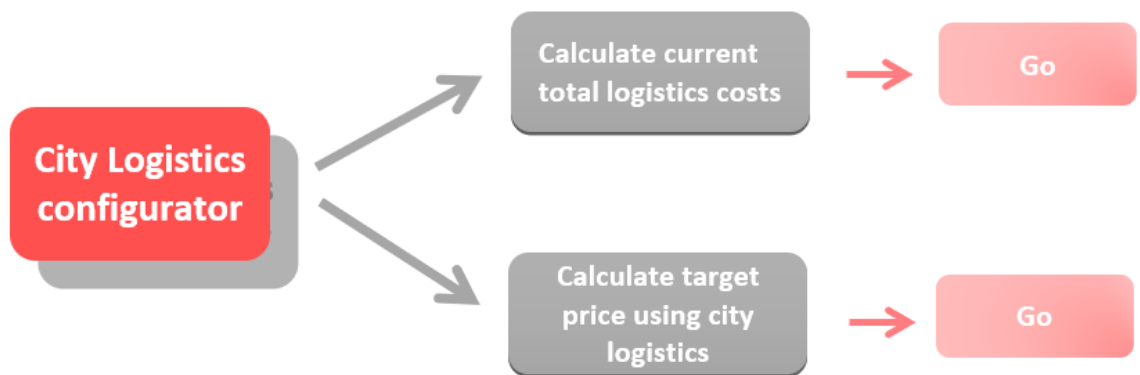


HOME

Current total logistics costs

Target price city logistics platform

Overview



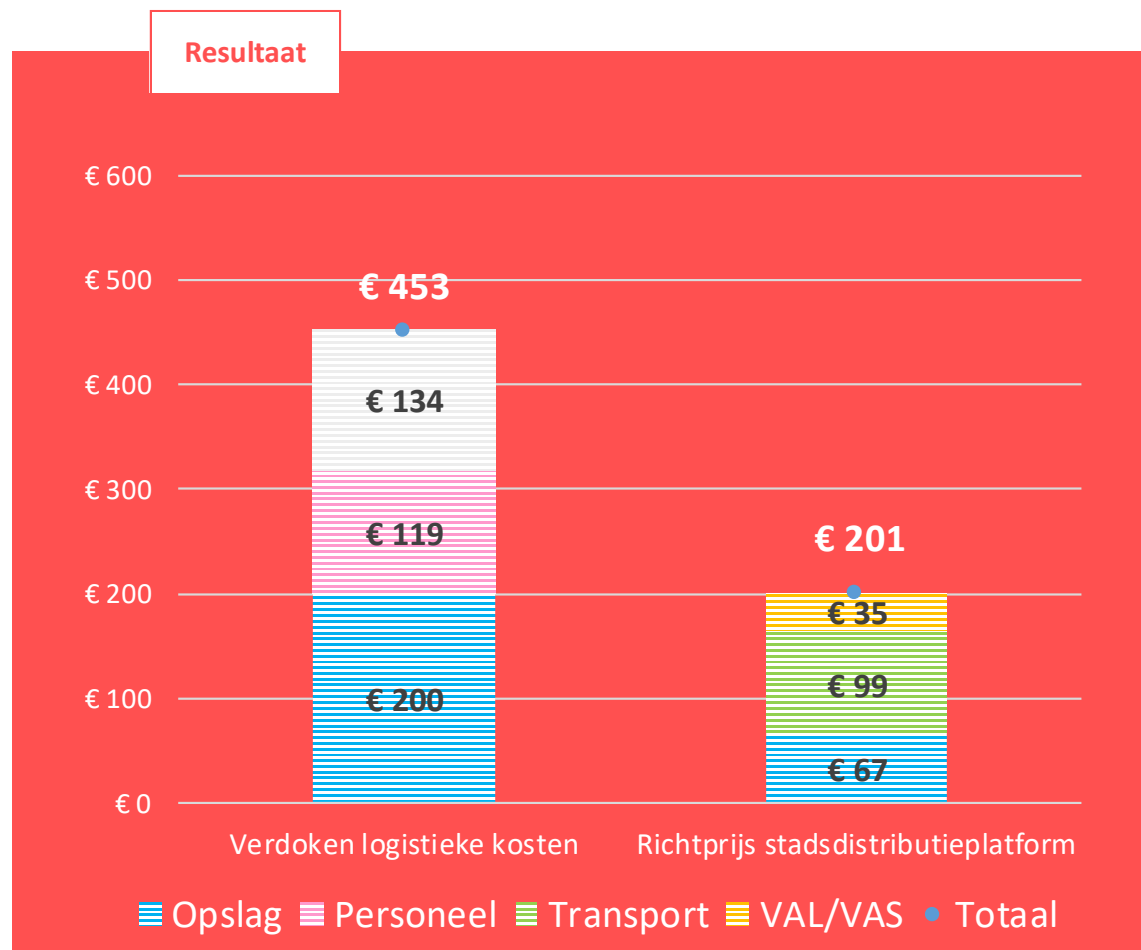
The objective of the City Logistics Configurator is to quantify the opportunities for cooperation with the urban distribution platform in Mechelen.

This Configurator provides insight, both quantitatively and tailored to your business operations:

- (a) your **current total logistics costs**, by making some **hidden logistics costs** transparent.
- (b) what **target price** you should take into account when **starting up a collaboration** with the urban city logistics platform in Mechelen. This both for the logistic activities that you are already carrying out you (such as storage, storage management, transport, ...), as well as for additional logistic services that can increase your service level to customers.



An example





Results of 1 example shop

- * Cost: +/- 600 €
 - * Delivery in store: same day or day+1
 - * Average: 3 to 4 deliveries in city hub
- 1 consolidated last mile delivery with cargobike
- * 48 rides x 6 km = 288 zero-emission driven kilometers
 - * 224 avoided vehicle movements of a van in the inner city





The outcome

- * Very time consuming: 1,5 year of negotiating time
- * Very little trust and involvement of shop owner
- * Very low awareness on logistics

Result:

Error: only 3 shops participated

Success: 2 continued after stop support city





Conclusion

- * Behavioural change takes time, a lot of time!!
- * Convincing the shop owner is necessary, but commercial agreements amongst logistics service providers is also necessary
- * flanking policy is necessary



Let's debate on the future of urban logistics!

- moderator: Bart Dumoulin, Bond Beter Leefmilieu
- debate panel
 - Luc De Schrijver, Managing director GLS (BE)
 - Dr., ir., Paul Buijs, Assistant Professor Sustainable Logistics, University of Groningen (NL)
 - Michaël Geeraert, Coordinator Urban Logistics, City of Ghent (BE)



