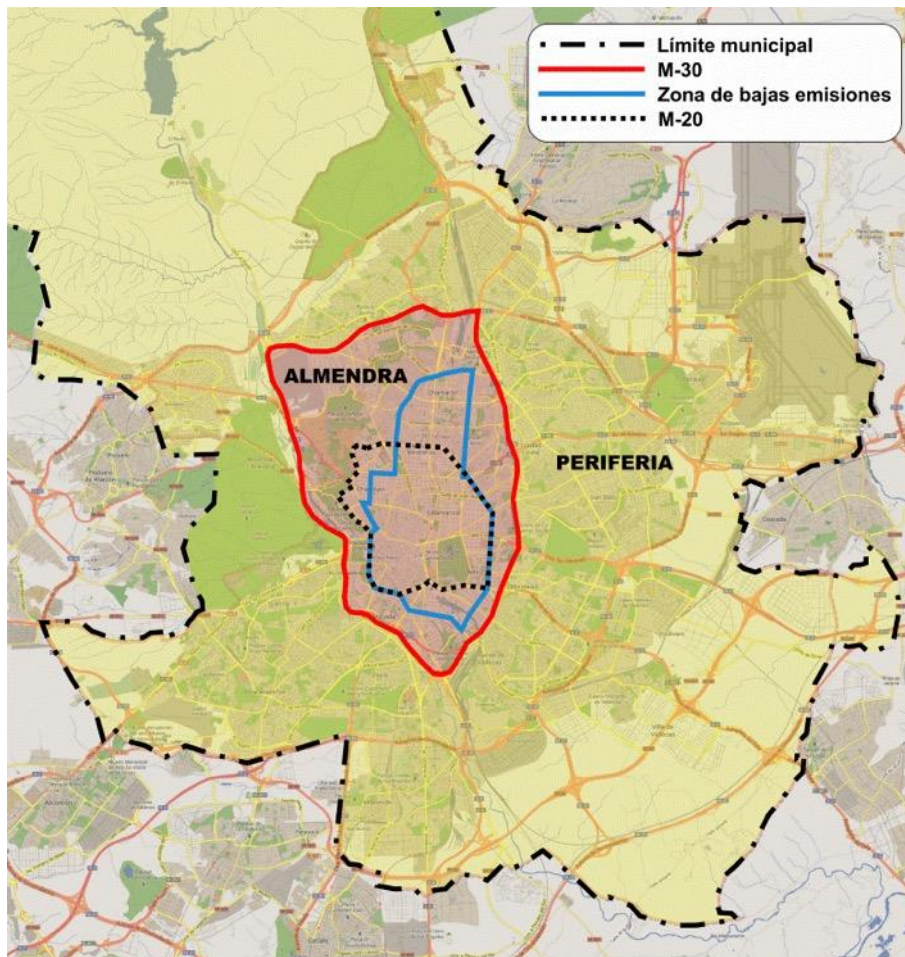


MADRID URBAN FREIGHT OVERVIEW



BASIC DATA



Population:

–Municipality - **3.166.130**

–More than 5 million people in the metropolitan area

–City centre - **1.006.086**

Surface: **604,31 (km²)**

Density: **5,239 (inh./km²)**

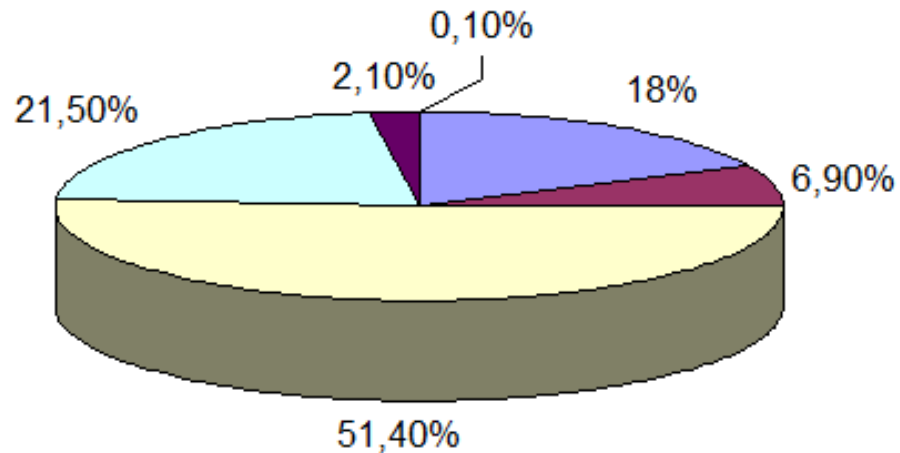
Car ownership rates:

404 (cars/1.000 inh.)

[Reference year: 2014]

MAJOR SOURCES OF POLLUTION

NOx emissions by source

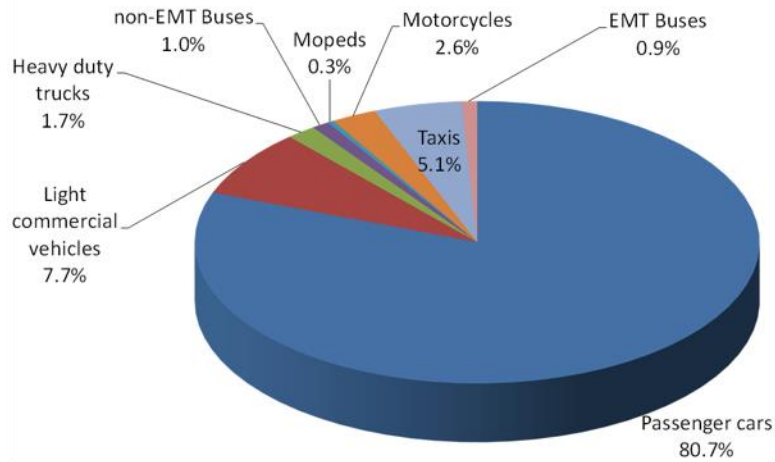


- **Road traffic is the main contributor of emissions in Madrid city (year 2014):**
 - **51.4 % of NOx**
 - **55.1 % of PM2.5 (exhaust)**
 - **40.3 % of CO2**
- **Followed by Non-road transport (21,5% of NOx)**
- **And Non-industrial combustion (RCI) (18% of NOx)**

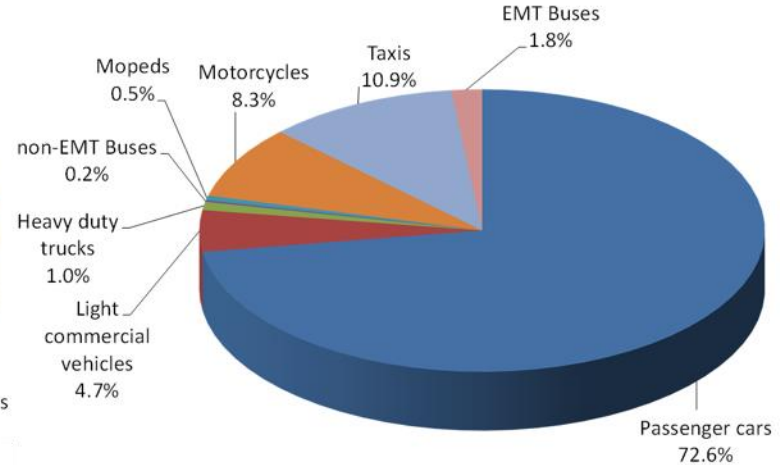
URBAN FREIGHT CONTRIBUTION (ROAD TRAFFIC)

DISTRIBUTION OF TRIPS ON A REGULAR DAY REGARDING VEHICLE TIPOLOGY

Standard vehicle – VFCS 2013 – Municipality



Standard vehicle – VFCS 2013 – Inside M30 (Zone A)



WHOLE CITY

1,7 % of the trips on a regular day are made by Heavy Trucks

7,7 % of the trips by Light Comercial Vehicles



WITHIN FIRST RING ROAD (M – 30) CITY CENTRE

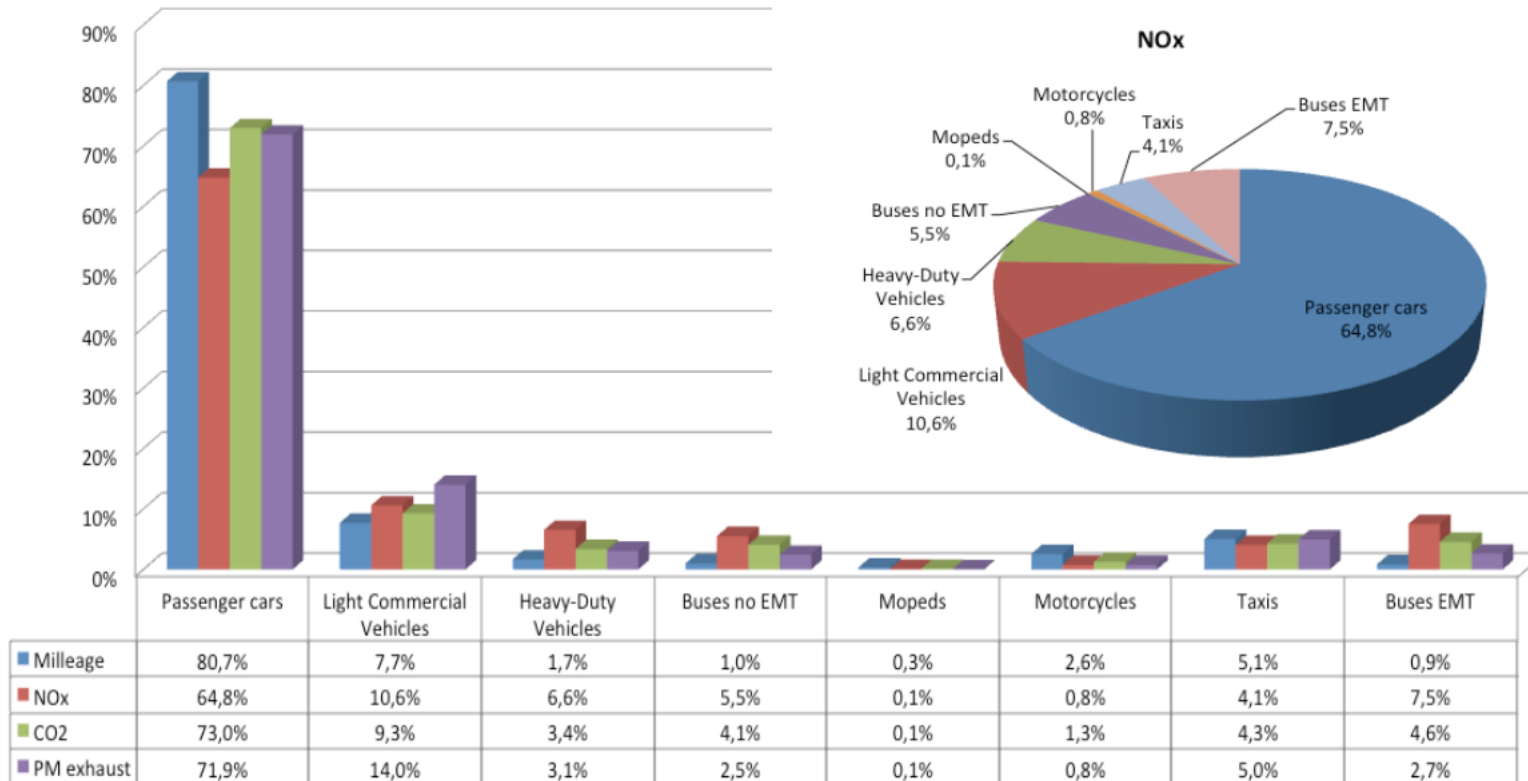
1 % of the trips on a regular day are made by Heavy Trucks

7,7 % of the trips by Light Comercial Vehicles

URBAN FREIGHT POLLUTANT EMISSION SHARE (ROAD TRAFFIC)

Emissions by vehicle type

Vehicle type distribution- City of Madrid - VFCS 2013



PLAN A :AIR QUALITY AND CLIMATE CHANGE PLAN



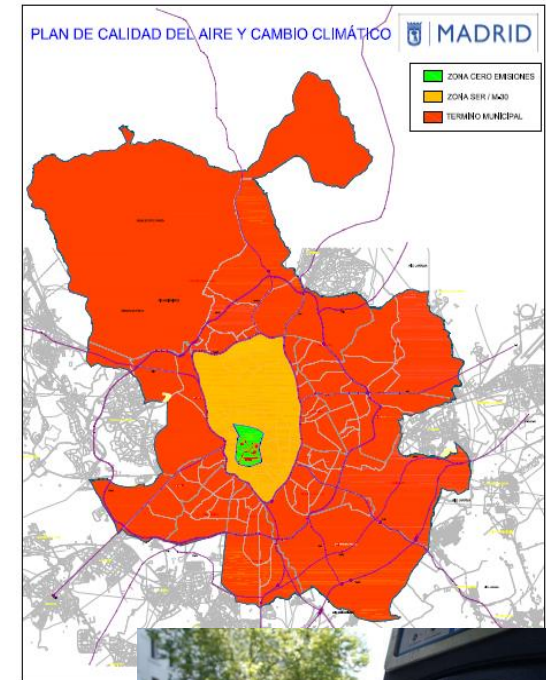
MADRID´S NEW AIR QUALITY STRATEGY 2017 - 2025 (NOW ON PUBLIC CONSULTATION PROCCESS)

MAIN GOAL ON URBAN MOBILITY

- Local commitment to get a 50% reduction of road traffic CO2 emissions in 2030 with respect to 1990

CENTRAL RESIDENTIAL AREA - ACCESS RESTRICTIONS FOR FREIGHT VEHICLES PROGRAM:

Distintivo ambiental DGT	desde 2018	desde 2019	desde 2020
CERO	Horario extendido de reparto		
ECO	Horario extendido de reparto		
C	Horario estándar		
B	Horario estándar		NO ACCESO
Sin distintivo	Horario estándar	NO ACCESO	NO ACCESO



CERO EMISSION VEHICLES AND ECO (LPG, GNC and Hybrid) will enjoy of free access conditions and extended timetable

OPTIMIZATION OF FREIGHT OPERATIONS WITHING THE FIRST RING – Managing On Street Loading Zones

- Creation of a register of urban freight vehicles and operators. Mandatory for the use of on street loading zones
- Management of Loading zones through a Mobile Phone APP
- Controled by Madrid´s REGULATED ON STREET PARKING AREA SISTEM
- Redesing and redistribution of street loading zones
Currently 2.449 Loading Zones



Innovation on Logistics– PPP / EU projects

FREVUE Freight Electric Vehicles in Urban Europe



CIVITAS ECCENTRIC

UE Project 2016-2020



MAIN BARRIERS AND CHALLENGES

BARRIERS

FREIGHT COMPANIES USUALLY USE SELF EMPLOYEES FOR LAST MILE DELIVERIES

- **LOW FINANCIAL CAPACITY**

• **LOW RENEWAL RATE OF THE FREIGHT FLEET:**

MEDIUM AGE: OVER 10 YEARS (USUALLY FREIGHT VEHICLES ARE EXPECTED TO LAST MORE THAN 15 YEARS

- **LACK OF URBAN SPACE IN THE CITY CENTER FOR CONSOLIDATION CENTRES**

CHALLENGES

- **PROVIDING FINANCIAL SUPPORT FOR THE RENOVATION OF FLEETS**
- **OFFERING PUBLIC SPACE TO DEVELOP NEW PATTERNS IN URBAN LAST MILE LOGISTICS**
- **FOSTERING COOPERATION BETWEEN PUBLIC BODIES AND LOGISTIC OPERATORS**
- **UNDERSTANDING NEW MODELS: eCOMERCE**

MOTIVATION FOR CHOOSING LONDON

- **SIZE OF THE CITY , BIGGER THAN MADRID BUT CLOSE IF WE INCLUDE MADRID ´S METROPOLITAN AREA**
- **SIMILAR PROBLEMS REGARDING AIR QUALITY (NOX LEVELS)**
 - **CONSIDERING LONDON AS AND AVANCED CITY IN THE DEPLOYMENT OF TRAFFIC REDUCTION MEASURES:
CONGESTION CHARGE, URBAN REDESING, ETC.**
- **ONE OF THE FEW SUCCESFUL LAST MILE CONSOLIDATION PROJECTS USING ELECTRIC VEHICLES IS LOCATED IN LONDON**
 - **AMBITIOUS PLANS ON CITY FLEET RENEWAL**

We are SEUR



Number of parcels we deliver every single day

300.000

Total revenue in 2016 (millions)

€636

Deliveries in 2016

100 MM

Employees

7.100

Delivers in

230 countries

We are DPDgroup



Number of parcels delivered in 2015

1 billion

Total revenue in 2015 (billion)

€5,7

Number of vehicles

37,000

Hubs and depots

830

Delivery experts

50,000