

City Logistics 010

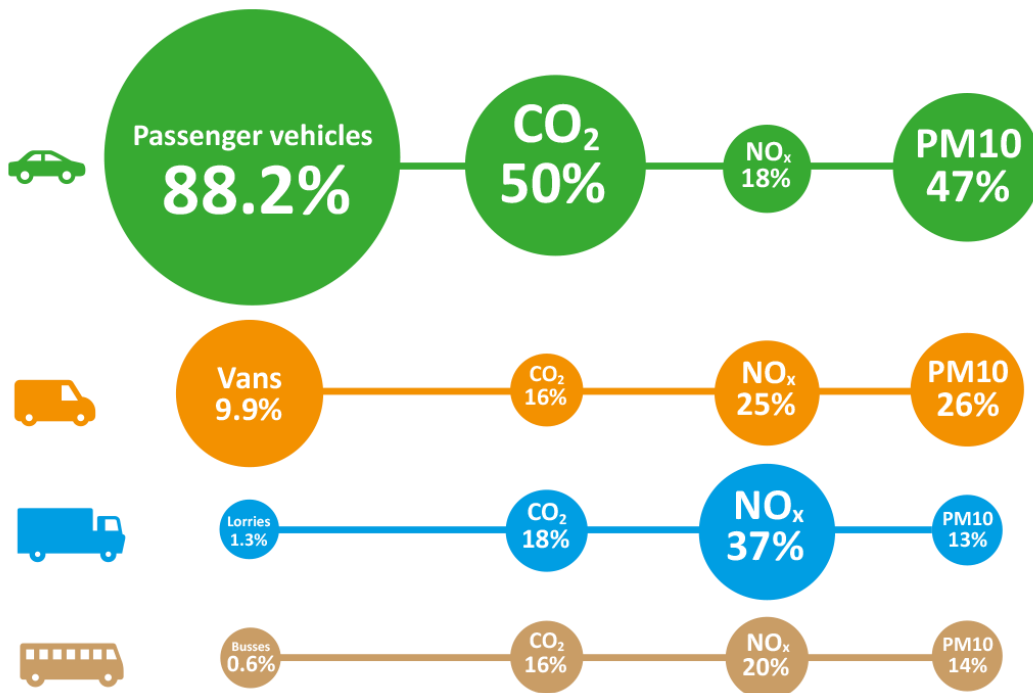
Richard van der Wulp
City of Rotterdam
&
Hans Quak
TNO



General Challenges up to 2030

- Continuing urbanization
- Create a city lounge
- Economic transformation
- Air Quality & Climate



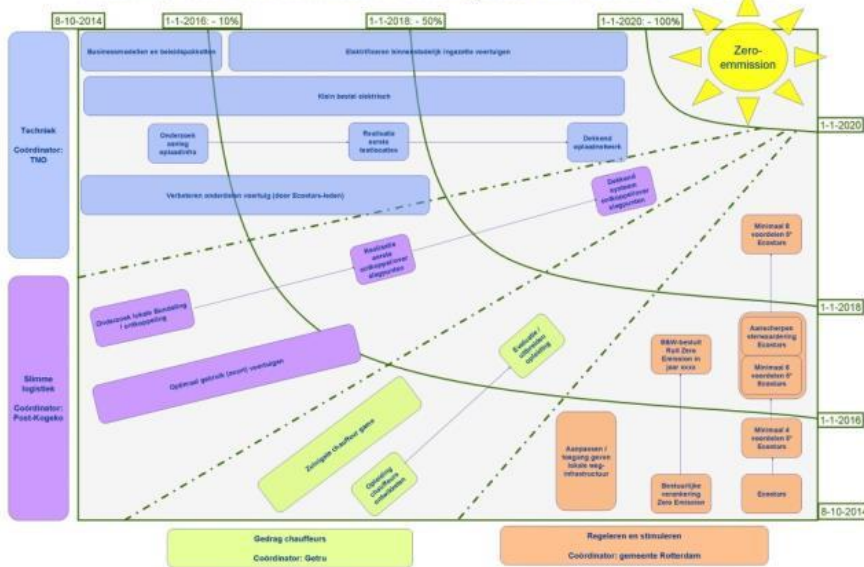


A living lab approach? Back to 2014..

- Immediate cause for starting planning of living lab: several elements came together and formed the actual starting point:
 - Core partners in the VREF Center of Excellence for Sustainable Urban Freight Systems (see <https://coe-sufs.org/>)
 - Rotterdam established a starsystem that supports and rates (local) carriers in Ecostars (see <http://ecostars-rotterdam.nl>)
 - Environmental zone was implemented for vans and cars (trucks was already established)
 - On a national level in the Netherlands, agreements were made between the national government and other partners (e.g. companies, other authorities, NGOs, etc.) in order to become more sustainable.

Convenant GD010ZES

Roadmap: naar Zero Emission Stadslogistiek Binnenstad van Rotterdam



How are we going to achieve this?



Community and communication

Frontrunners

Frontrunners:

Group changes in time

Community



Community

2 meetings / small conferences per year with local companies

Next: April 12th & October 3th



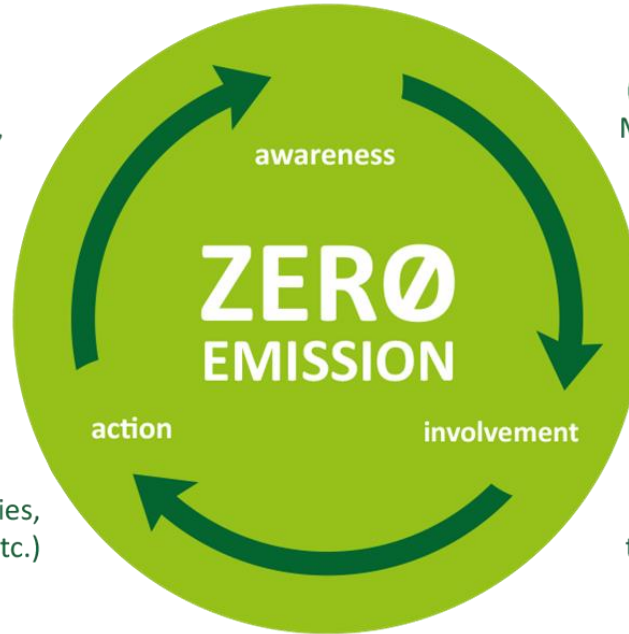
Community

Shippers

(Supermarkets,
Department stores,
Hardware stores
DIY stores)

Buyers

(Major employers,
Municipalities, etc)



Carriers

(Transport companies,
Delivery services, etc.)





















Suppliers

(All companies
that supply goods)

TECHNIQUE




















Vans

2010	trend	2020	trend reversal
			
			
			
			
			
			
	 CNG		 CNG



Freight trucks

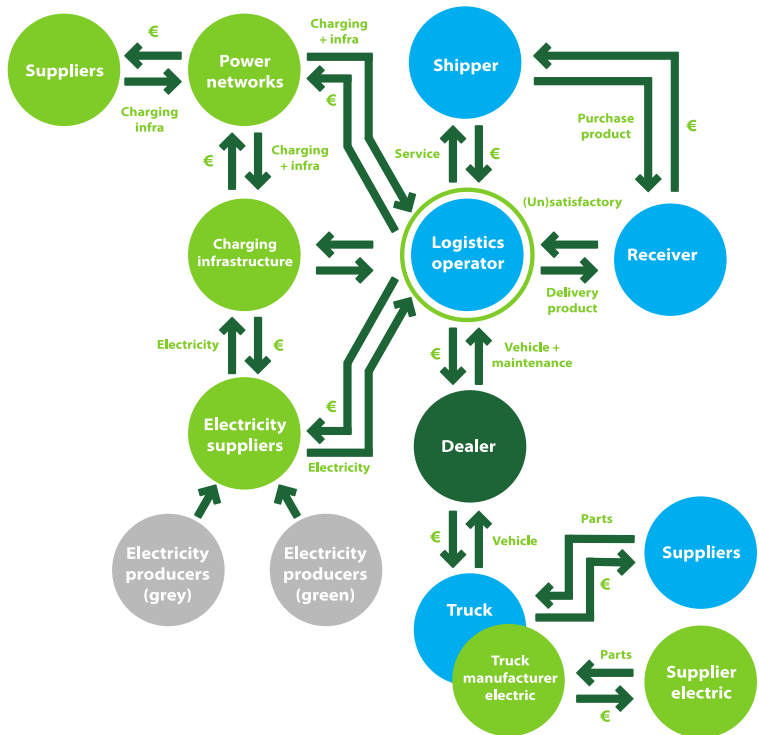
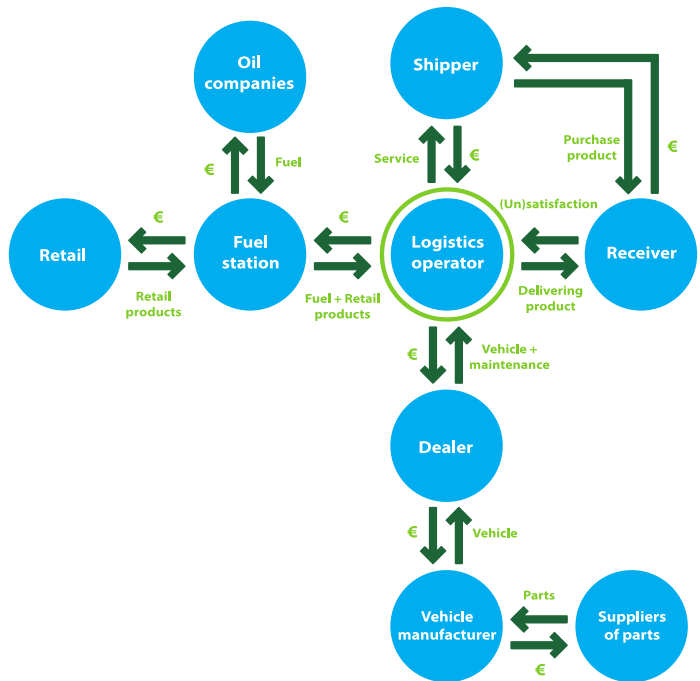
2010	trend	2020	trend reversal
			
			
			
			
			
			
			



Technique

- ZE trucks and vans (FREVUE)
- (Active) support local companies in applying for national subsidy





LOGISTICS



Logistics

- Support logistics companies (mobility coaches) from national program BeterBenutten - Avoiding peak times
- Facilitate decoupling points
- Efficient procurement

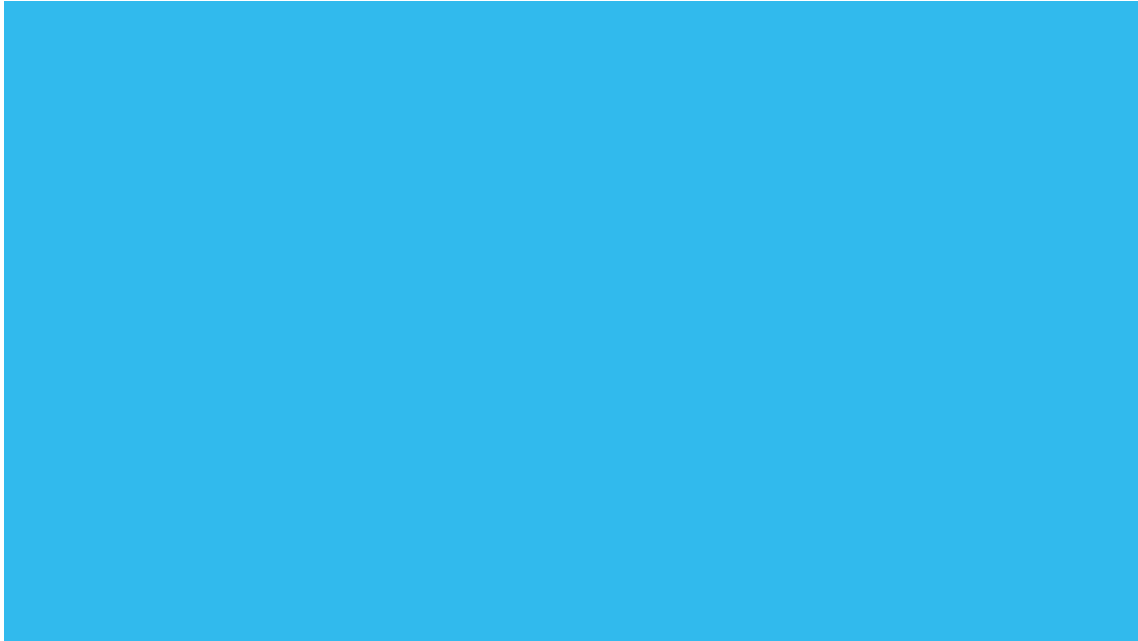


Logistics

- First ZE transport company (private): BREYTNER



BEHAVIOUR



Behaviour

- Practice what you preach
- Public procurement to encourage ZE transport



GOVERNANCE



Low Emission Zone



Privileges



Ecostars

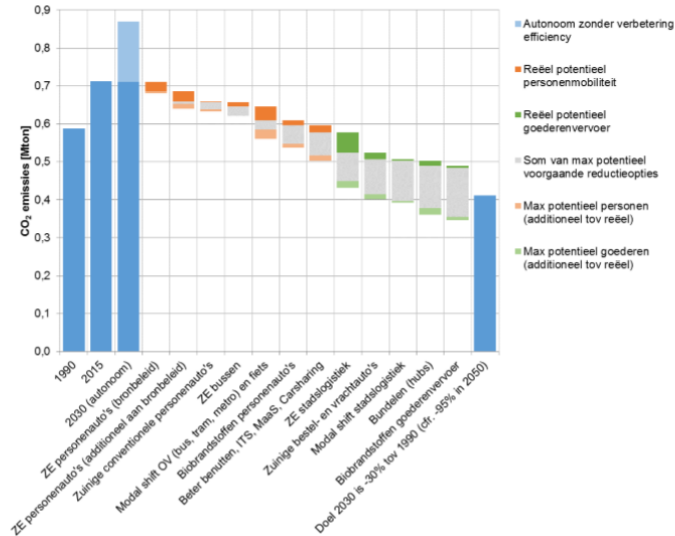
And one ZE street



Input for new local council

DUURZAME MOBILITEITSSTRATEGIE ROTTERDAM

TNO innovation for life



Next

- Intensify relation between governments, businesses and knowledge institutes
- Carrot and **stick**
- Upscaling good sustainable business cases

