

PostNL Bike Logistics Citylab

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We want to attribute to a cleaner and more sustainable city center

Therefore we bring and collect mail and parcels for business customers with electric bikes/Stints in the city center.

It is more efficient and agile than using cars.

In addition the demand for 'same-day', 'instant' and 'on demand' logistics is growing. With bicycle logistics we can fulfill the growing customers needs.



Setting up a Bicycle network is more than replacing cars with bikes

It has effect on all parts of the logistic chain:

- Developing bikes
- Planning tool for bikes
- City locations
- Drivers

Developing the bikes with the market

- Testing
- Interview the drivers
- Ask experts



Our Bikes



Roepnaam: Stint
Leverancier: Stint
Categorie: Groot, geen fiets



Roepnaam: 2-wieler
Leverancier: Urban Arrow
Categorie: Klein, 2-wieler

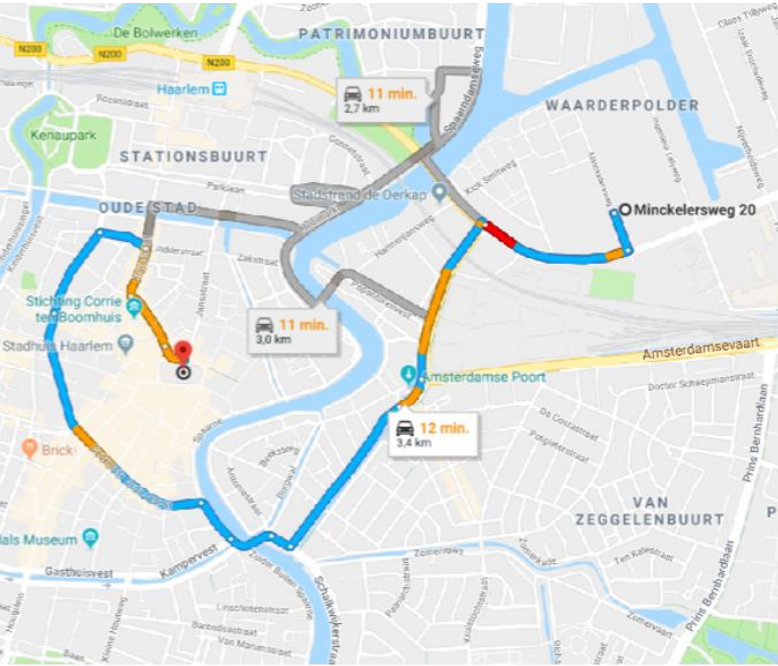


Roepnaam: Tender
Leverancier: Urban Arrow
Categorie: Groot, fiets



Roepnaam: Cargo Bike
Leverancier: Urban Wheelz
Categorie: Klein, 3-wieler

Planning with a program for bikes

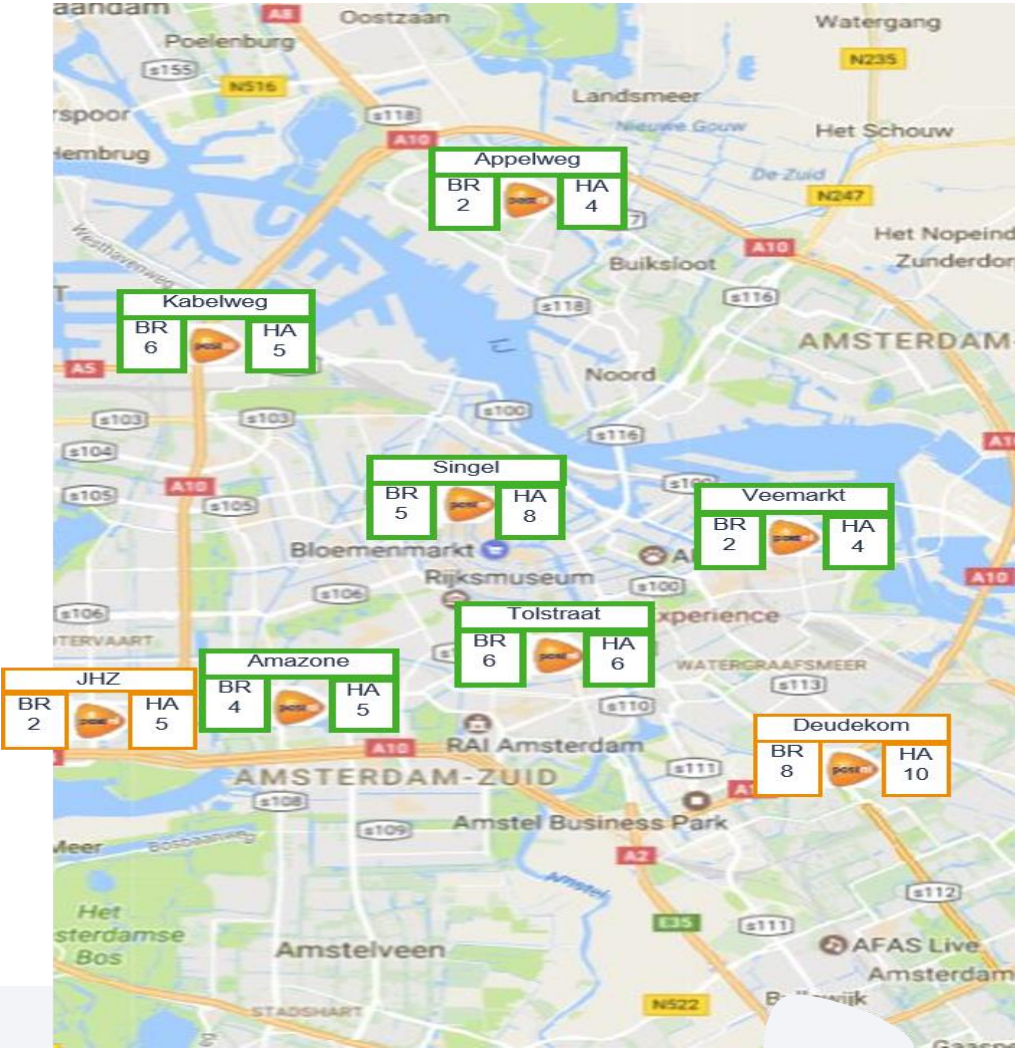


12 min.
3,4 km



6 min.
1,8 km

Locations in the city



Use locations PostNL has in the city

Before



After



New kind of drivers: We call them 'stadsbezorgers' (citydrivers)



- Work outside
- Healthy on the bike
- No longer in traffic jams
- More contact with people in the city
- Many positive reactions

In Amsterdam we do



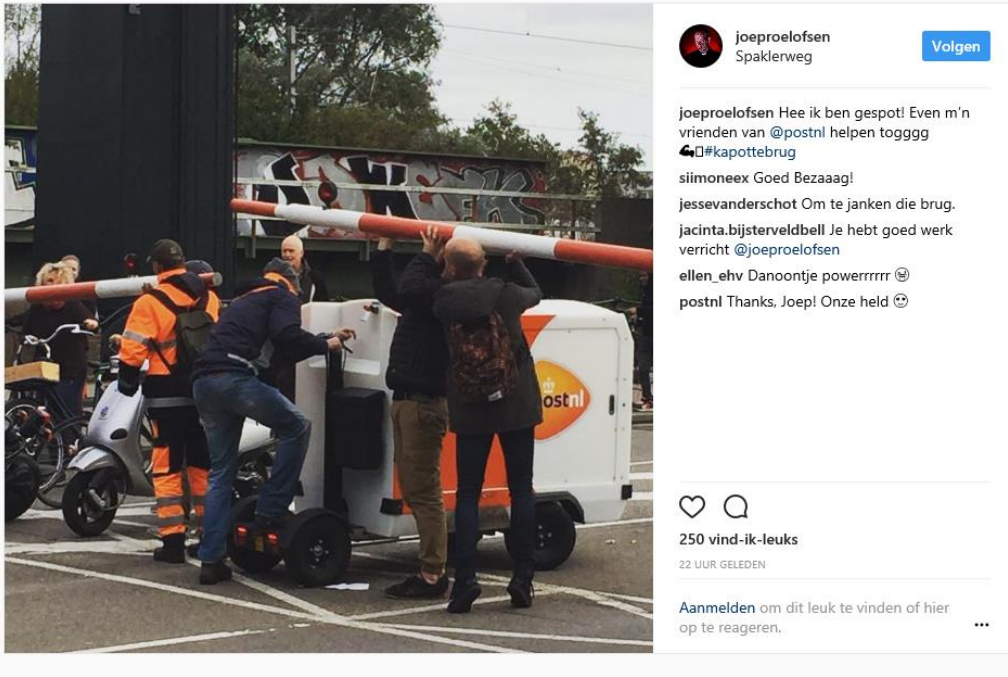
7 locations

1500 orders per day

60 rides (24 in the morning; 36 evening)

6 parcel rides

From 'corporate start-up' to 'corporate scale up'





"The best way of learning about anything is by doing"

- Richard Branson -