



European Logistics Platform

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City Logistics

How to tackle future challenges for a sustainable urban development

AGENDA

Welcome

Markus Ferber MEP

Introduction

Simon Webb (Procter & Gamble),
European Logistics Platform

“City centre distribution in Paris through Multimodal (road/barge) transport”

Laurent Kamiel
FRANPRIX

*„Learning the lessons from the 2012 Olympics;
making deliveries in London safer and more efficient“*

Ian Wainwright
Transport for London

“Turn-by-turn navigation impact on driver productivity, safety and stress”

Benoît Vaillé,
HERE, a Nokia business

Wrap-up and Outlook

Simon Webb (Procter & Gamble),
European Logistics Platform

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How to tackle future challenges for a sustainable urban development

Current state of urban freight transport

- Deliveries typically account for 50% and more of the total costs in logistics networks
- Professional logistics operators aim to optimise the efficiency of vehicle and driver circulation
 - to save costs
 - to reduce trips and congestion
 - to minimise fuel use and emissions
- Realisation of efficient urban logistics schemes is dependent on supportive infrastructure, policies and commitment of public bodies and receivers

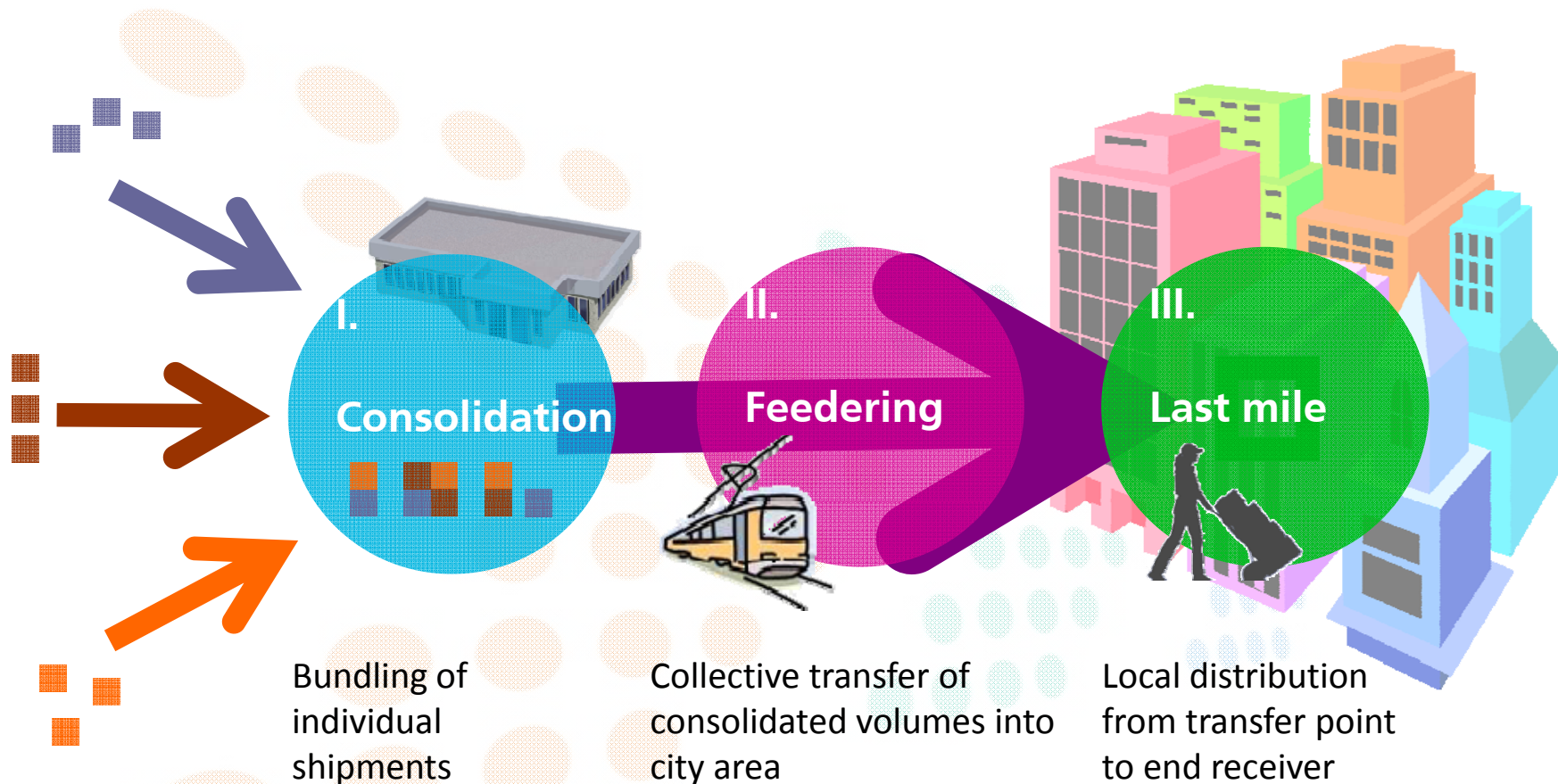


Barriers to organise urban logistics

- The application of city logistics principles however is constrained by several non-logistics aspects:
 - limited governance of municipal authorities
 - lack of knowledge, interest and competence
 - proliferation of different kind of operators
 - increased time sensitivity of most consumers
 - development of e-Commerce
 - many regulatory and industry stakeholders involved
 - prohibitive costs for logistics of urban space
 - lack of interoperability of ITS devices
- Regulatory obstacles, e.g. zero-emission zones, time frame for deliveries, access restrictions, professional driving licenses for electric vans etc.

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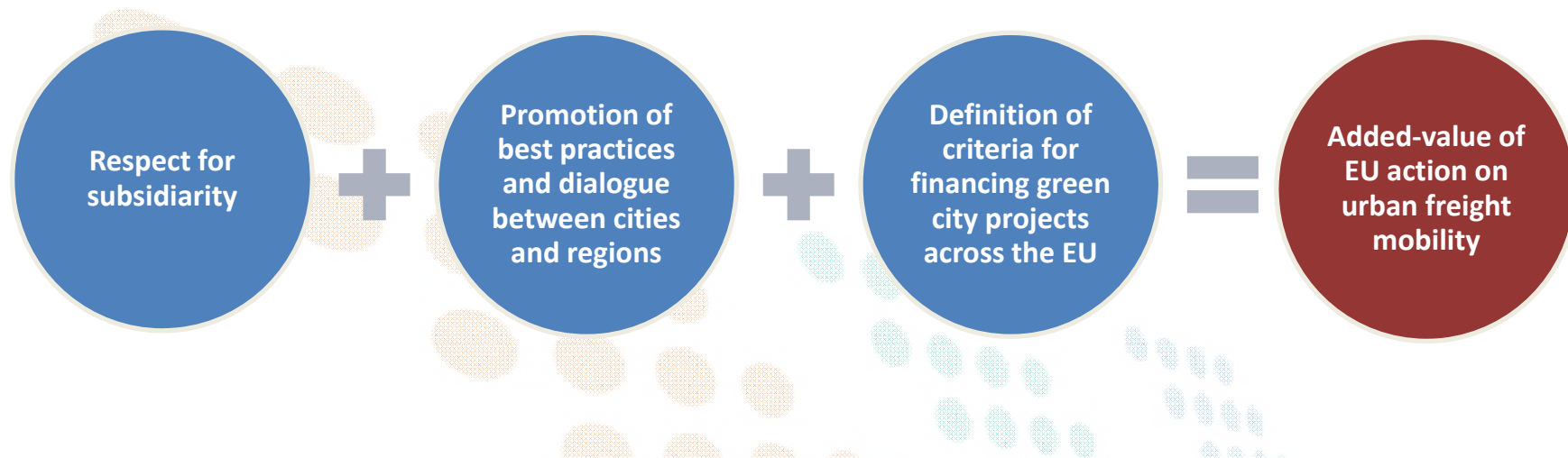
How to tackle future challenges for a sustainable urban development



CORE ELEMENTS OF COMPREHENSIVE CITY LOGISTICS

Wrap-up and Outlook (1/2)

Role of the EU in urban freight transport policy

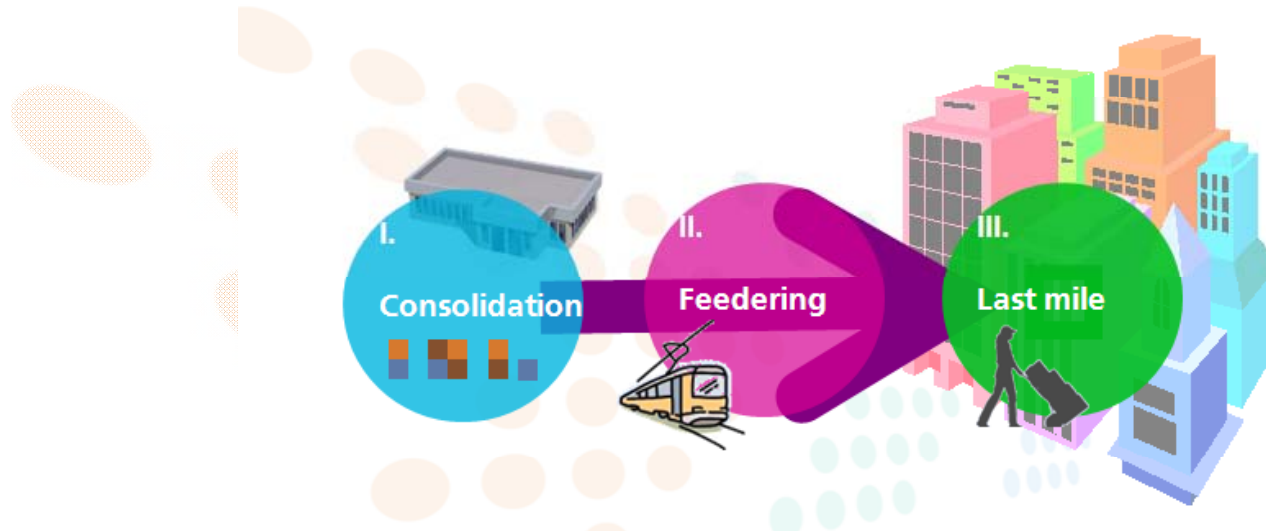


Urban mobility plans (UMP) should:

- Be based on a case-by-case approach adopted after stakeholders' consultation;
- Treat freight and passenger urban mobility requirements equally;
- Improve city access and mobility at reasonable costs for all stakeholders and the final customers;
- Be coordinated with other local UMPs to ensure coherence and avoid divergent city access restriction rules, which can constitute local trade barriers.

Wrap-up and Outlook (2/2)

Towards an integrated urban mobility policy



An integrated urban mobility policy means:

- To integrate all stakeholders; especially freight operators must be equally recognized in the debate on urban transport
- To take into account all relevant city policies like urban land-use planning or time restrictions for deliveries and put in perspective the new demands of the citizens/consumers like with the development of e-Commerce.
- To inform the representatives of the local citizen in order to secure public acceptance of the deployment of the new delivery solutions (e.g. with communication campaign)

Thank you for your attention!

<http://www.european-logistics-platform.eu>



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