

Binnenstadservice and Goederenhubs Experience from the Netherlands

City development Forum; Urban logistics

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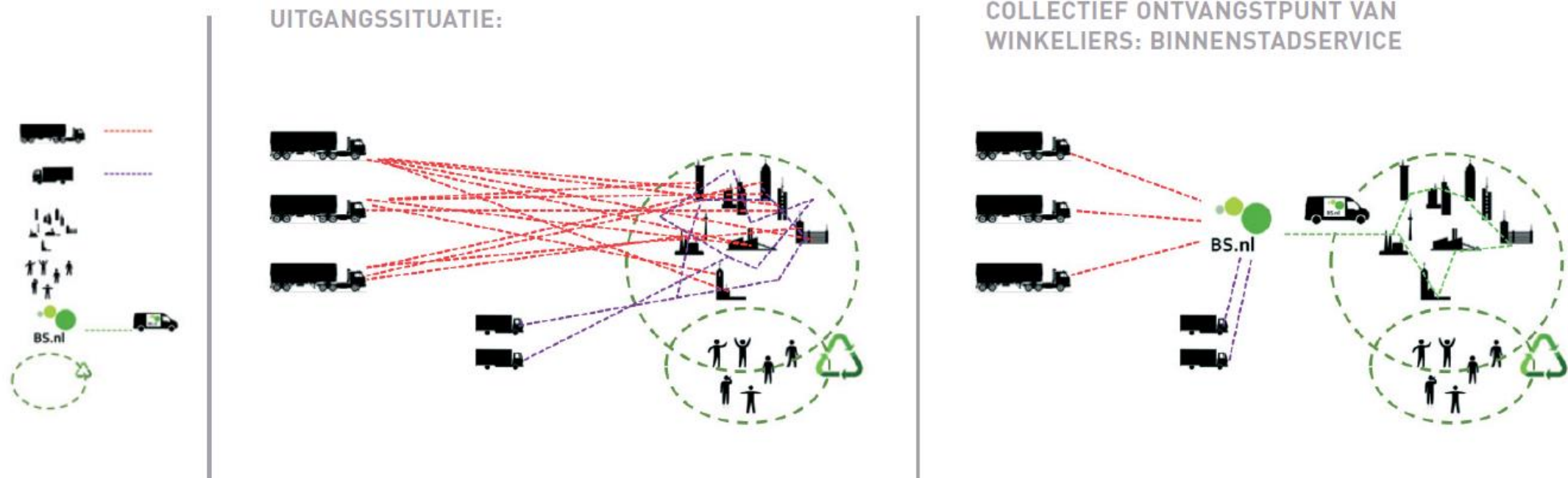
The challenges Nijmegen had

- Bad air quality
- Congestion in the city
- Too many trucks, more than half empty
- Lack of space for logistics in inner city
- Bad environment for consumers / tourists
- Issues on energy, climate and CO2

So we started Binnenstadservice

- End receivers use the collective delivery address for their supplies
- Binnenstadservice is the shared delivery terminal
- Binnenstadservice consolidate deliveries to the end addresses
- Value added services are being offered to customers
- Full truck loads for one address is no Binnenstadservice business
- Social, financial and ecological sustainable

10 years of experience

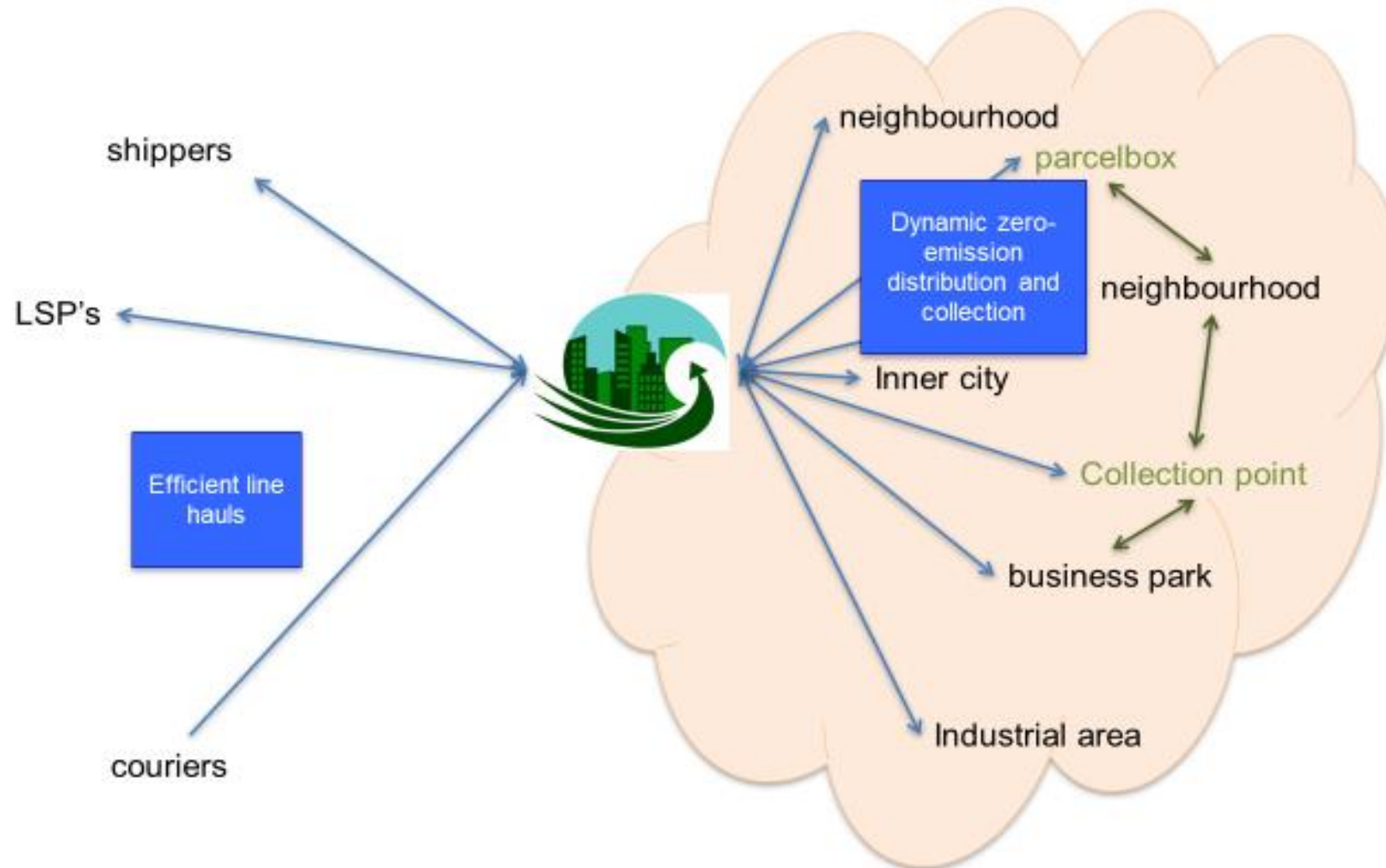


Lessons learned

- End receivers do have the power to decouple and optimize the physical flow of the goods, but not the financial flow;
- That's why Goodhubs need to turn to (read: contract) both sides of the supply chain (up- and downstream) to be financial sustainable;
- Shippers only want to make a contract in case they remain in control of the information and receive a real time Proof of Delivery (POD)
- Market players are more willing to change logistic behaviour in case the government forces them to do so

So we moved forward, same ambition, more experience

Moved forward in designing a new national system for city logistics. Create a transition to citylogistics that is financially, environmentally and socially efficient and sustainable





Experience with city logistics in 16 hubs
in The Netherlands

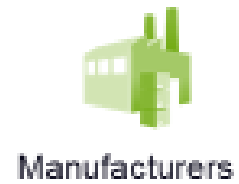
Now we have the ambition to build
and be partner in **Goodhubs Europe**
to **connect 500 independent hubs**

De physical X-dock



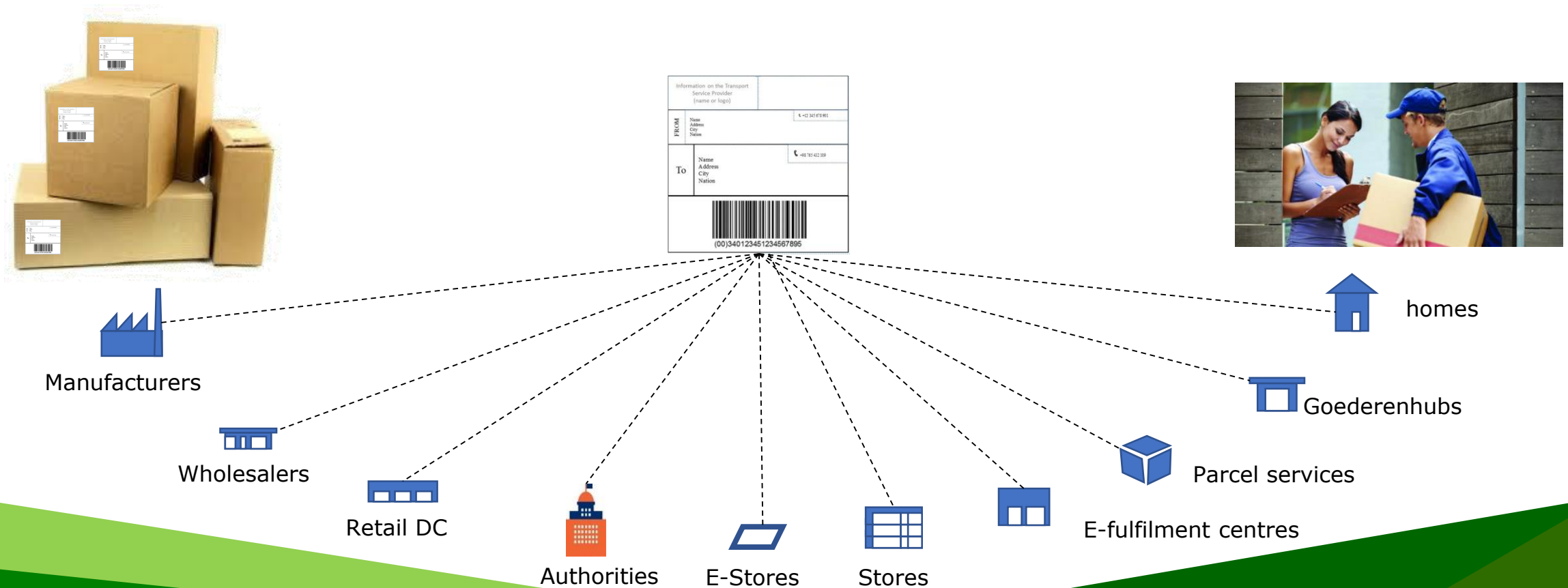
Verbinden door ontkoppelen

The virtual X-dock



Harmonised label: used by all

Attached by source, used by all



Verbinden door ontkoppelen

Some research results

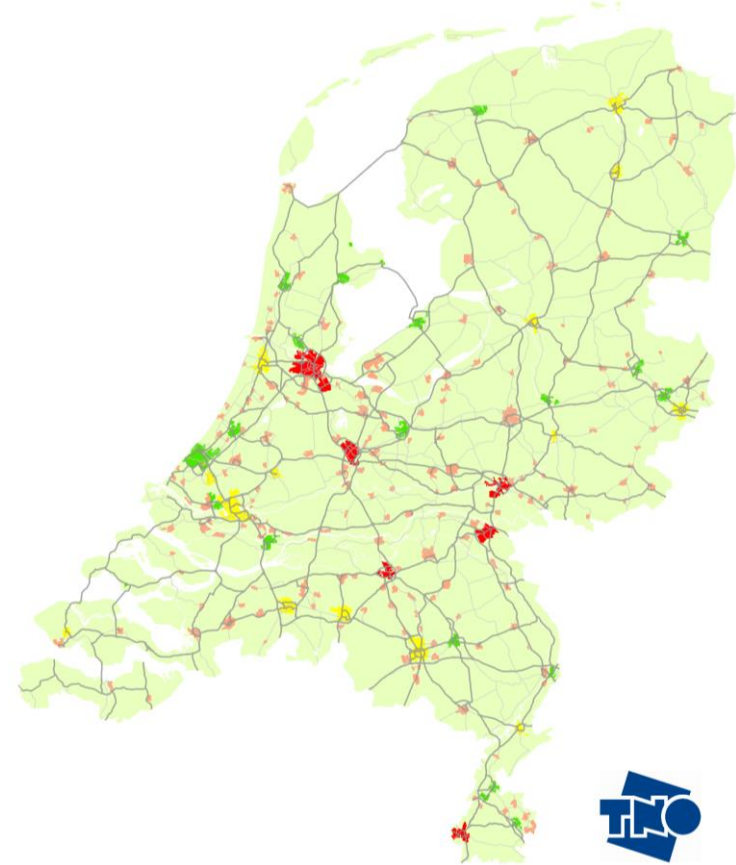
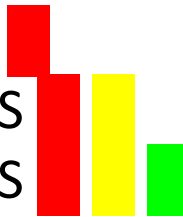
TNO worked in 2010-2011 with a research team on all kinds of impact:

- Environmental
- Social
- financial

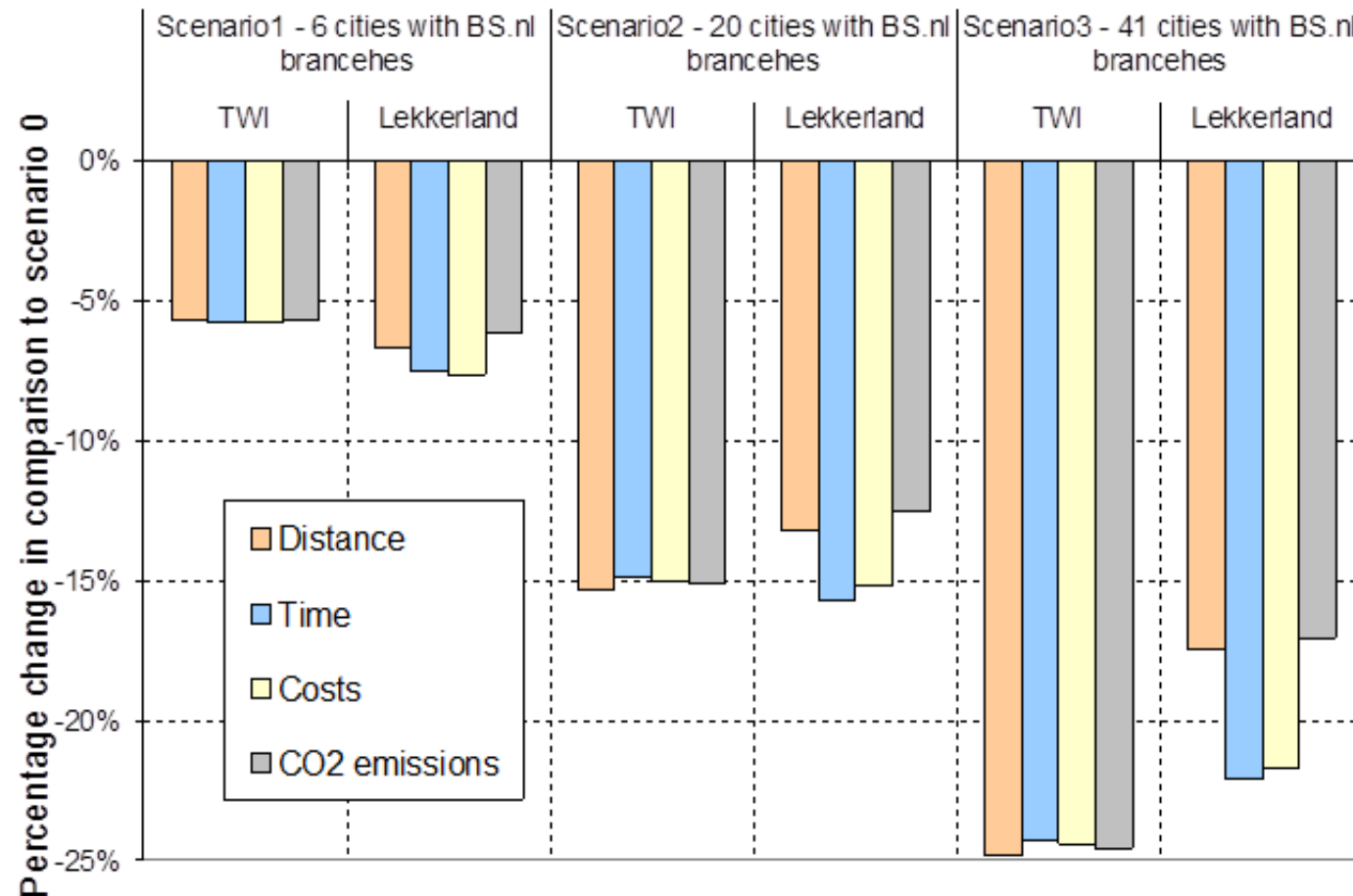
Both for the cities and the long haul

Study TNO

- Hubs in more cities:
 - No problems with local regulations
 - One contact for many cities
 - Large time-windows
 - Enough space for (un)loading
- Effects calculated for 2 different shippers/carriers
- Scenario's (maximum effect all carriers' deliveries in city to BSS)
 - Scenario 0 – no BSS
 - Scenario 1 – 6 cities with BSS
 - Scenario 2 – 20 cities with BSS
 - Scenario 3 – 41 cities with BSS



The impact for carriers



Role of the municipality

- Work on Sustainable Urban Logistics Policy (SULP)
- Procure supplies in a sustainable way
- Praise, preach and punish

Policy on sustainable logistics

- Regulate emission zones
- Time line towards zero emission logistics in the city
- Promote energy neutral solutions
- regulate noiselevels
- Regulate size of trucks for traffic safety

Procurement of supplies

- Governments can use their purchase-power to make their own supplies zero emission and energy neutral
- Not only the lowest price counts, environmental impact counts as well
- Plus points in tender for making use of sustainable goods and supply
- Be the good example!

Praise and preach

- Governments can promote the solution while at the same time maintain the level playing field that is needed to balance interests;
- The alderman can play her/his symbolic role: opening acts, presentations at conferences;
- The local government can use social media to seek publicity for the solution (use twitter, instagram, apply for awards etc.);
- Use the stage on conferences and workshops to preach the good solutions.

Thank you for your attention

Questions?

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