

# Urban freight – a component of urban mobility strategies



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**Moving towards a  
decarbonized future of  
last mile logistics**

# Sustainable Mobility Strategies

- ... shall summarise the vision and goals for the future mobility in a city, municipality or in a regional context;**
- ... follow general/ global goals, to protect health, climate, urban quality of life and social participation;**
- ... form the basis for municipal action;**
- ... are developed and implemented in a process including many actors and diverse aspects;**
- ... must include an urban freight strategy.**

# Freight in Mobility Strategies: Purpose

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**For passengers: Meeting their mobility needs  
(also questioning these needs?)**

**For goods: Meeting „transportation needs“  
(do we have to accept extent of freight growth) ?**

# What a municipality needs to know I

## Flows of goods (what/ how much)

- within the city
- to and from the city
- through the city

## Related environmental and social impacts

- emissions
- space needs
- accidents

- ...

- Who transports goods and with which means (how)?
- Economic impacts, livelihoods, jobs, opportunities, threats ...
- Which sectors to protect?
- Which ones to limit?



### **Drivers for growth of urban freight**

- **Within the city or region?**
- **National and international developments and interests and related forecast**

- **Expected change (in economy, of companies, in routes, in technologies...**
- **Upcoming hotspots of possible problems or opportunities**
- **Required services, regulation, incentives, ...**

# Freight in Mobility Strategies: Vision & Goals

**Goods shall reach their destinations with the least negative impacts on people and environment.**

**Transporting goods shall be organised in the most efficient way: ecologically, economically, socially.**

**Their urban air sector will be governed most carefully by local governments.**

**For the last mile, priority is given to human powered and small electric vehicles on 1, 2, 3, or 4 wheels.**

**Urban hubs & consolidation centers will be made possible to reload goods and pool trips.**

# Municipal instruments include:

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## Concept

- City wide logistic concepts which enable new forms of goods transportation



## Traffic safety & health

- Vehicle size in inner city and neighborhoods
- Speed limitation
- Encouraging specialised lorry mirrors
- Low Emission Zones





## Space and planning

- Providing and limiting space
- (Inner city) access regulation
- New share of road space
- Parking restrictions
- Providing zones and space for logistical hubs





## Triggering innovation

- **Convening power and facilitation of B2B cooperation**
- **Supporting new organisational models for business**
- **Greening municipal fleets**
- **Using purchasing power**

## Information, demonstration, showcasing

- **Events for privates and business**
- **Information campaigns**



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**Thank you!**

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