

S U P B A R
E R I C E L
L L A O N A



15 minute Delivery in the 15 minute City

Janet Sanz, Deputy Mayor of Barcelona

In Barcelona we have a new urban and mobility model, Superilla Barcelona:

The city will gain in the following two years 1 million m² of public space that used to be dedicated to cars, and dedicate this space to sustainable mobility and green streets.





1 out of 3 streets in the city will become green streets for pedestrians, green areas and sustainable mobility, by 2030.

We are developing a sustainable mobility plan to promote biking and public transport:

- Doubling bike lanes: from 120 to 272 km by 2023
- Promoting the public biking service: almost 10% of Barcelona's population are subscribers
- 9.3% of all journeys in Barcelona are done by bike.
- We are finishing the construction of a tram that will connect the opposite side of the city in less than 20 minutes. It will reduce 200.000 car rides

One of the great challenges we are facing in decarbonizing our cities is how to manage urban freight distribution

- Online shopping has increased with the pandemic: from 23 milion online shopping in 2018 to 33M in 2020
- Nowadays, 23% of the mobility by private vehicle in Barcelona is due to delivery. This represents 31% of PM10 emissions and 34% of NOx emissions.

We have started a strategy to reduce the journeys done for delivery:

- We want to promote the appearance of distribution and collection spaces outside the public thoroughfare, encouraging the use of collection points and the deployment of distribution centers.
- Promote the greening of delivery fleets and promote cycling.
- Guarantee and promote the existence of integrated logistics land in urban areas, on a metropolitan scale.

At the same time we want to reduce journeys done for delivery, we want to promote local businesses through planification, rehabilitation and economic policies

We believe that local businesses assure neighborhoods full of life and they have a lower emission impact.





Urban freight distribution needs to adapt to XXIst century mobility:

We want to reduce 25% of car rides by 2024

We want to guarantee the right to move and, at the same time, build a free-emission city