



City of  
Gothenburg

# Stadsleveransen:

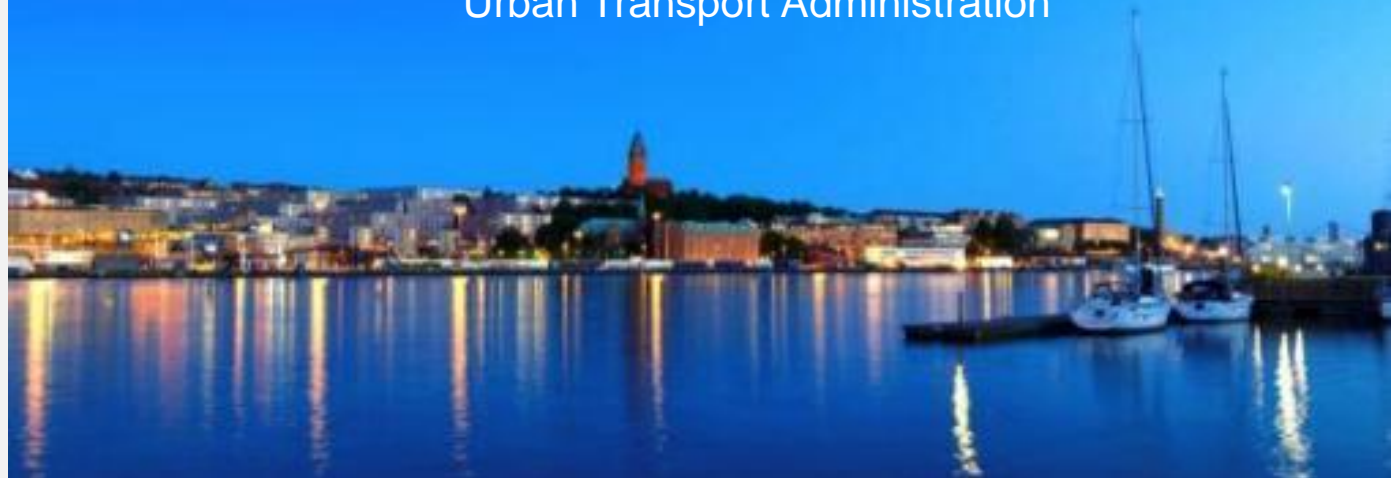
A success story on urban freight logistics

1/12 2016

Michelle Coldrey

City of Gothenburg

Urban Transport Administration



# A sustainable city – open to the world



go:

# From large town – to a green and close city where nothing is far away



## A growing city



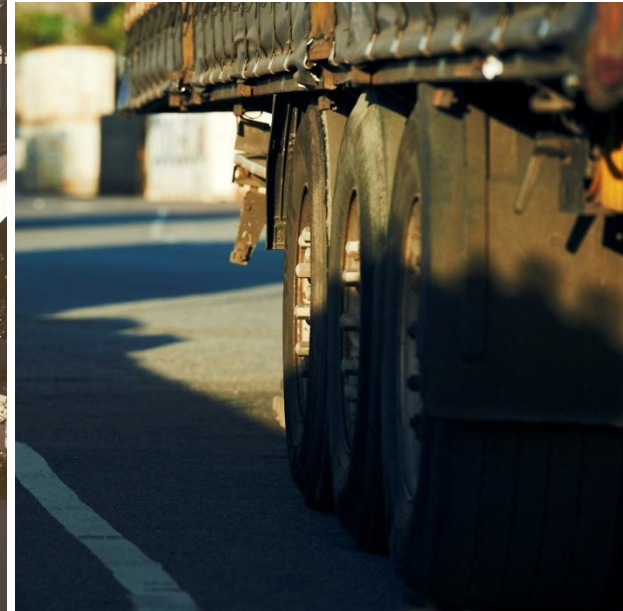
# Three main objectives



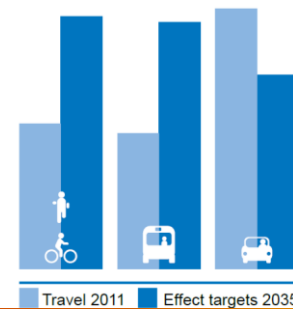
Easily accessible regional centre



More attractive urban space



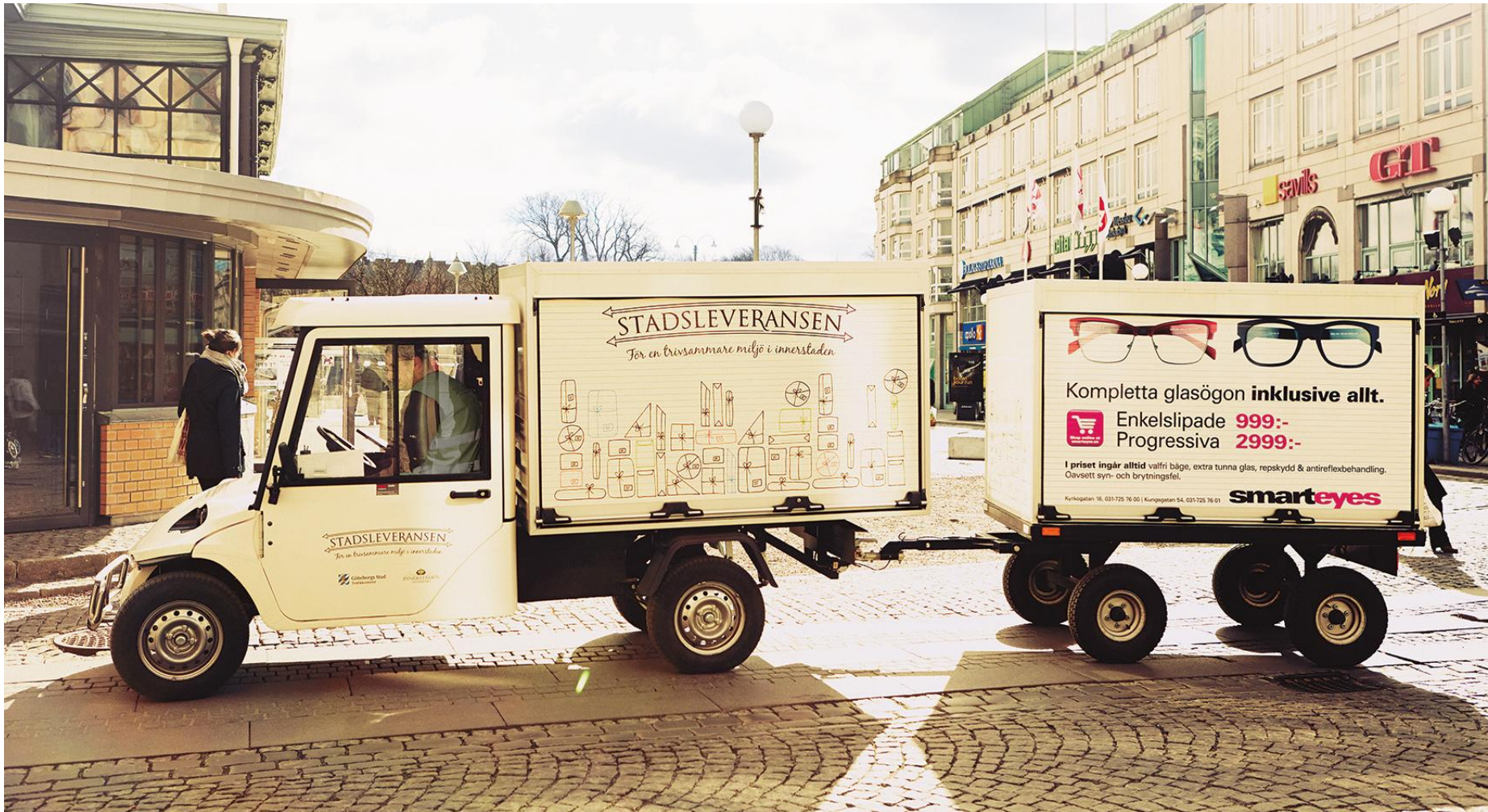
Logistics centre of Scandinavia



# Transport of goods



# Innovations in logistics and business models



# Smart Deliveries

Consolidated deliveries with clean and energy efficient vehicles

- Feskeleveransen/Fish-delivery
- Lindholmsleveransen/Campus Lindholmen-delivery
- Cargobike solutions
- Stadsleveransen/City-delivery



# Stadsleveransen



- **Common goods reception** for businesses in the inner city
- **Consolidation and last mile delivery** with **electric powered vehicles**
- **Run by Innerstaden** (a joint company owned by the merchants, real estate owners and the city)
- **Operator – Paketlogistik** (a small haulier company)
- Functions both as **c/o adress and haulier** (PostNord och DHL)
- **Handling** of small shipments (packages)
- Continuously **expanded** and **developed**

# Development



## Phase 1

- Concept phase 1-2 years
- Small number of shops
- C/o adress/consolidation point
- Mapping and evaluation
- 2012-13

## Phase 2

- Development phase 2–3 years
- Increased number of shops, larger area
- Goods redirected from hauliers
- Development of value adding services
- 2014-16

## Phase 3

- Establishment phase
- Open for all businesses within the inner city area
- Fully commercial business
- 2017-

# Operational area - Stadsleveransen



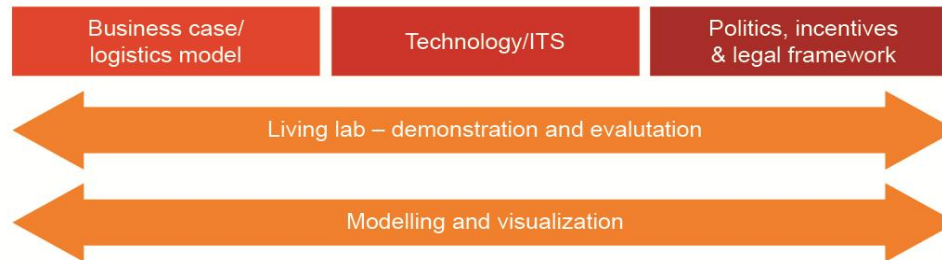
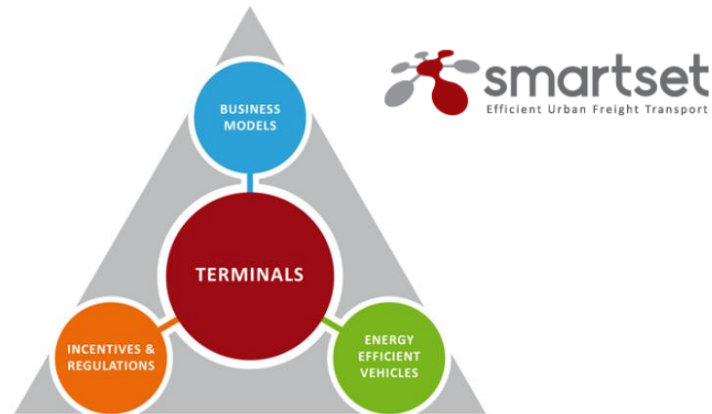


# Development of regulations and incentives



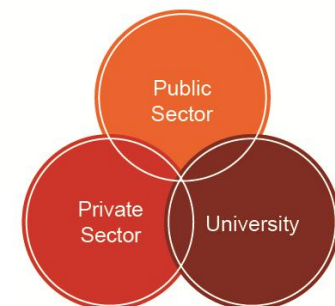
- Present regulations give free access to vehicles that conforms to the environmental zone and length restrictions, to most of the streets in the inner city anytime of the day.
- In order to make consolidation services and clean vehicles more competitive and financially sustainable in the inner city, a need has been identified to **further differentiate the terms and conditions for access to the streets** between different vehicles and operations.
- Goals with the **legal framework** in the inner city area.

# SMARTSET EU Project



## Local Freight Network

Involves stakeholders from different sectors in continuous improvements



# Thank you!

Michelle Coldrey

## Contact Details

City of Gothenburg, Urban Transport Administration

Köpmansgatan 20, 403 16 Göteborg

Michelle.coldrey@trafikkontoret.goteborg.se

[international.goteborg.se](http://international.goteborg.se)

SUSTAINABLE CITY  
OPEN TO THE WORLD



City of  
Gothenburg