



medio ambiente y  
movilidad

MADRID

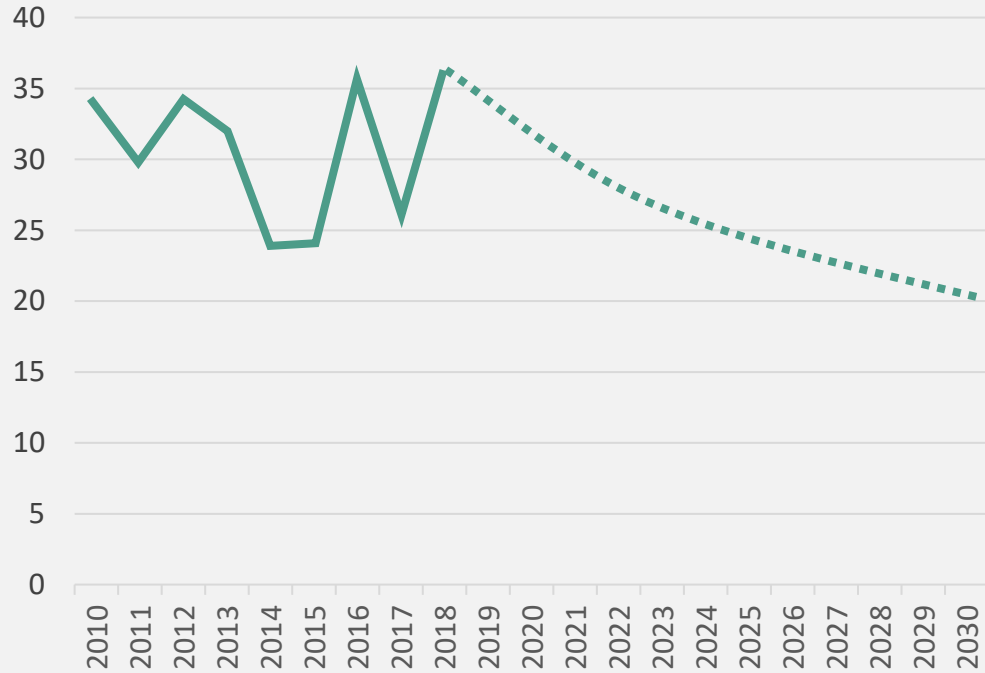


# Draft summary

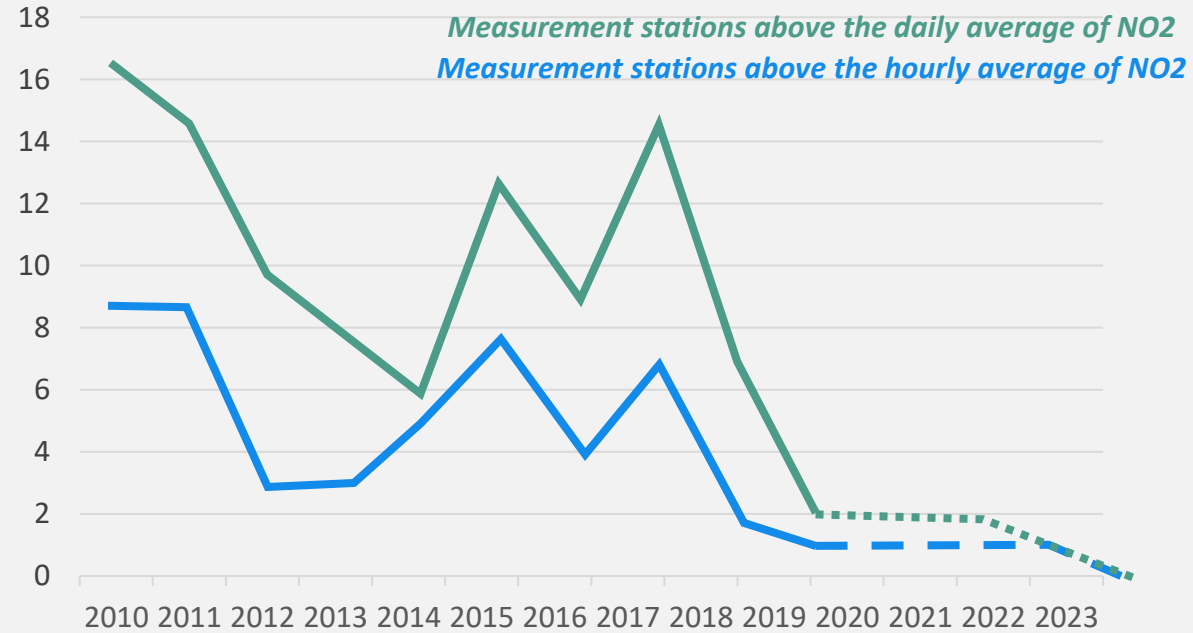
April 2021

# Goals in line with the EU targets...

### Traffic fatalities



### Targets within the EU air quality standards for urban areas



## Mobility...



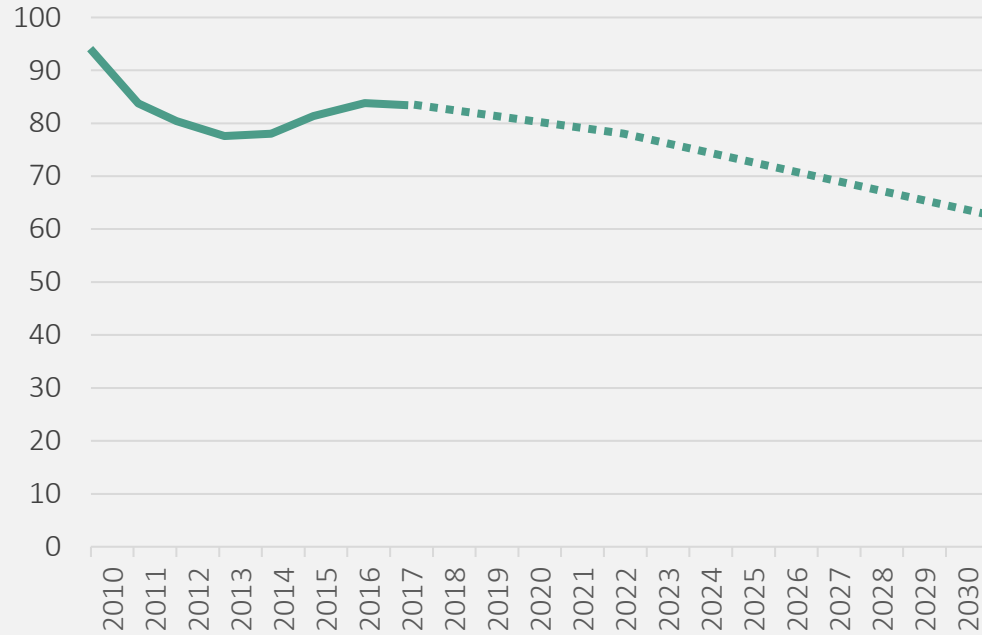
-50% in deaths and serious injuries by 2030



Air quality: Compliance with the Air Quality and Health EU goals

# ...In line with world standards

Goal: Greenhouse Gases reduction emitted by transport  
(index 100=1990)



*Same working day traffic flow in 2023 as in July 2018 ( 5%-10% Veh-km Reduction.)*

*Same working day traffic flow in 2023 as in the month of August (20%-25% Veh-km reduction.)*

## Mobility...



*Efficient, innovative*

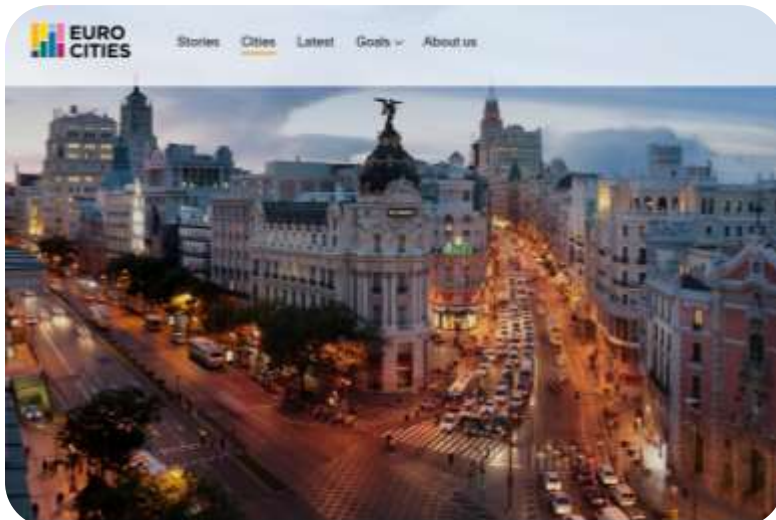
-60% CO<sub>2</sub> emissions by 2030 in comparison with 1990. Agreement COP25



Reduction of commuting time

# Madrid is willing to lead those changes

## EUROCITIES VICEPRESIDENCY



- › Aiming to transform urban mobility in times of pandemic

## POLIS PRESIDENCY



- › Urban freight working group

## ECCENTRIC PROJECT





# Strategic Line 7 of the Sustainable Mobility Plan

Promoting technological change and UF optimization

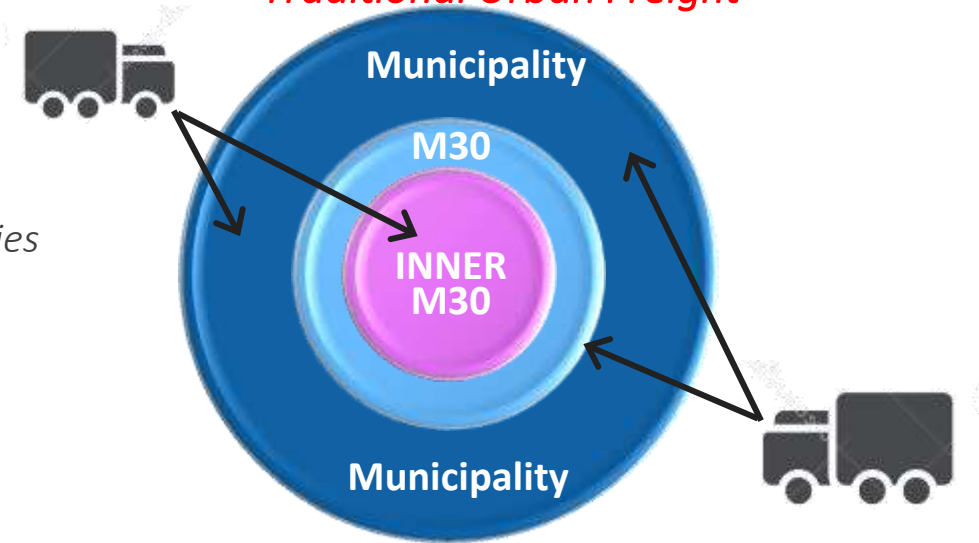
**Measure 17** Promoting the change of Technology of Urban Goods Distribution vehicles

› Actions 59 to 60: Economic incentives. Access limitations depending on technologies

**Measure 18** Optimizing and improving URBAN FREIGHT

- › Action 61: Establish collaboration agreements with companies in the sector for the optimization of the UF (standardization processes, consensus proposed...)
- › Action 62: Facilitate the location of logistics centers in the municipality of Madrid (especially between M-30 and M-40).
- › Action 63: Implement microplatforms in car parks, close to restricted access areas (Centro District).
- › Action 64: Create a system for the management and control of public parking spaces reserved for loading and unloading in the city of Madrid ("app").
- › Action 65: Study the increase in the number of loading and unloading zones to facilitate home delivery.
- › Action 66: Promote the installation of distribution lockers (slogans) for e-commerce in EMT car parks and other intermodal centers.
- › Action 67: Review the regulation of night urban freight

*Traditional Urban Freight*



*A distribution based on peri-urban logistics centers, microplatforms and clean vehicles for capillary distribution*

