



LOGISTICS & E-COMMERCE

URBANISM NEXT EUROPE  
**2021**



# A new solution to urban commercial vans: Millions of new delivery and service bikes to transform European cities

Promoted by City Changer Cargo Bike Project, Cycling  
Industries Europe and Loendersloot Groep

 @UrbanismNextEU #UNextEU →

# Supported by the City Changer Cargo Bike project



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 769086





# Our speakers

**Kevin Mayne, Chief Executive Cycling Industries Europe**

**Jesse van Hulst Advisor Sustainable Mobility, Loendersloot Groep**

**Philipp Kahle, Chief Technical Officer and Co-founder, ONO. (Vice-chair of the European Expert Group on Cargo Bikes and Cycle Logistics)**

**Alexandra Winderickx, Project Coordinator, City of Mechelen**





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# The challenge and the opportunity

Speaker: Kevin Mayne, Cycling Industries Europe

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Cycling  
Industries  
Europe

**THE VOICE OF CYCLING  
BUSINESS IN EUROPE**



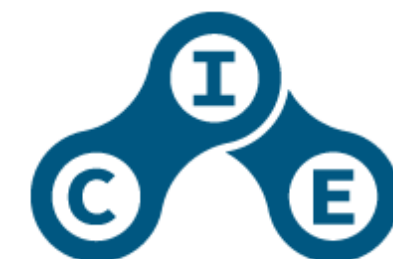
# What's the problem?

“Air pollution is a major cause of premature death and disease and is the single largest environmental health risk in Europe responsible for around 400 000 premature deaths per year in the EEA-39” European environment Agency “Air quality in Europe — 2020 report”

“Transport is one of the main sources of air pollution, for which evidence on direct effects on mortality as well as on respiratory and cardiovascular disease is firmly established.” WHO Europe



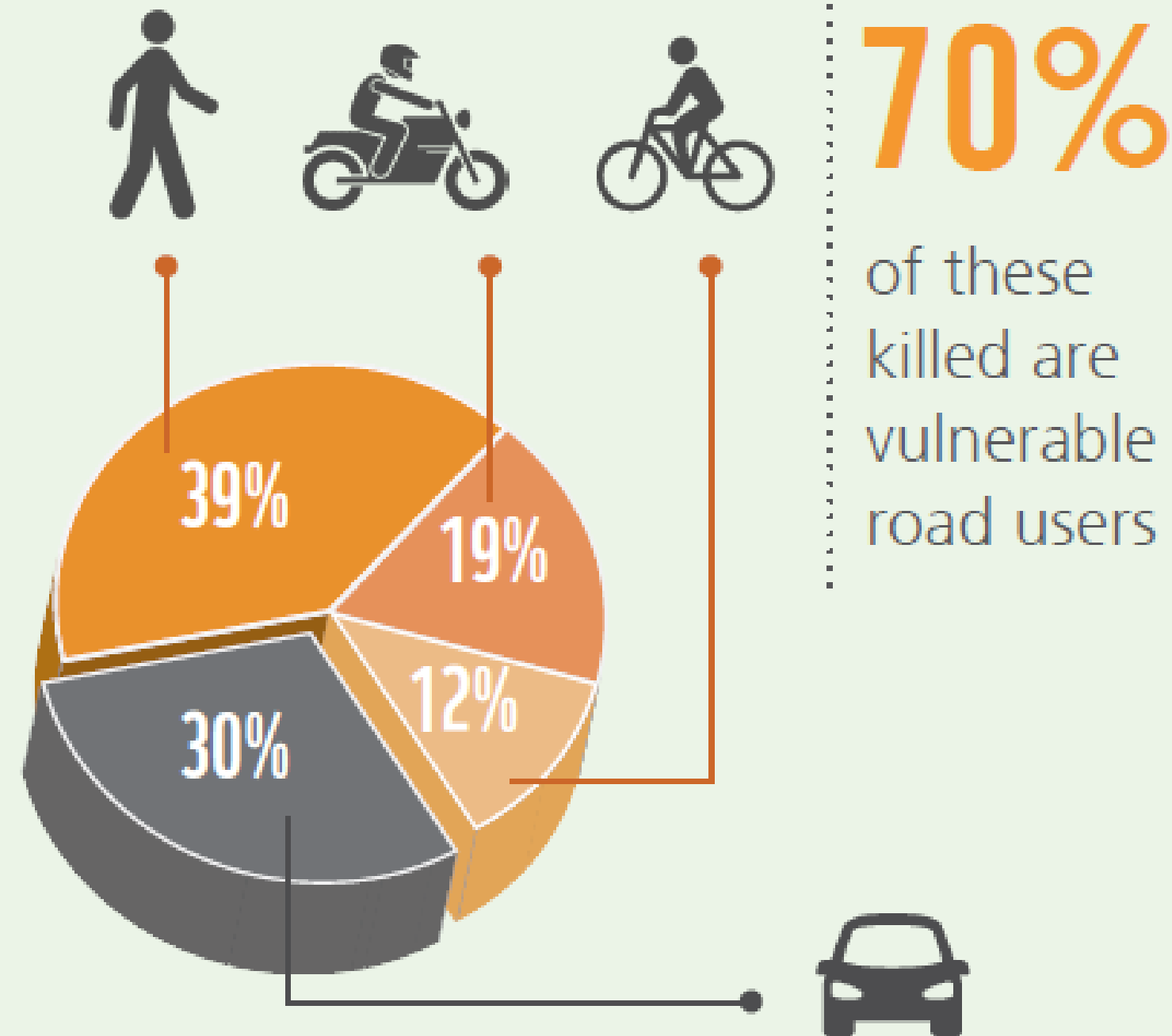
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**Cycling  
Industries  
Europe**



**9500** PEOPLE KILLED EACH YEAR  
ON URBAN ROADS IN THE EU



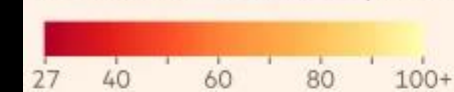
DEATHS ON URBAN ROADS ARE DECLINING  
MORE SLOWLY THAN ON OTHER ROAD TYPES

Source ETSC 2019



### Workers and tourists stay away from city centres

Retail and leisure footfall, as a % of baseline\*. Figures shown are an average of the week



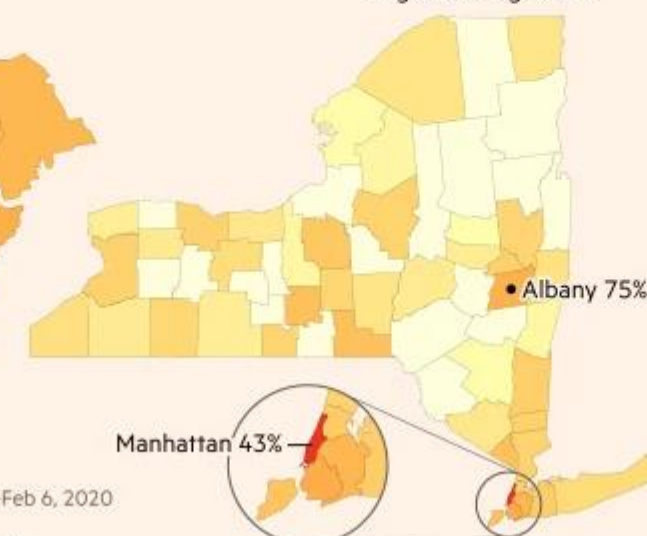
#### London, UK

Region average: 71%



#### New York, US

Region average: 92%



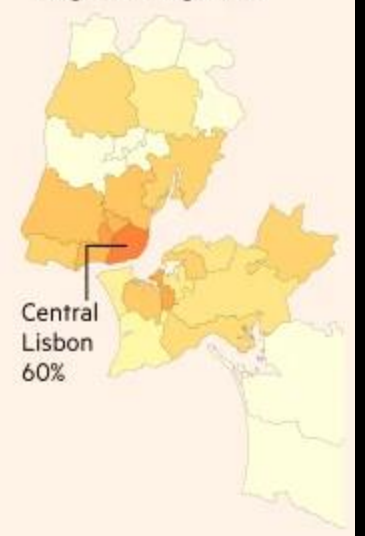
#### Ile de France, France

Region average: 81%



#### Lisbon, Portugal

Region average: 82%

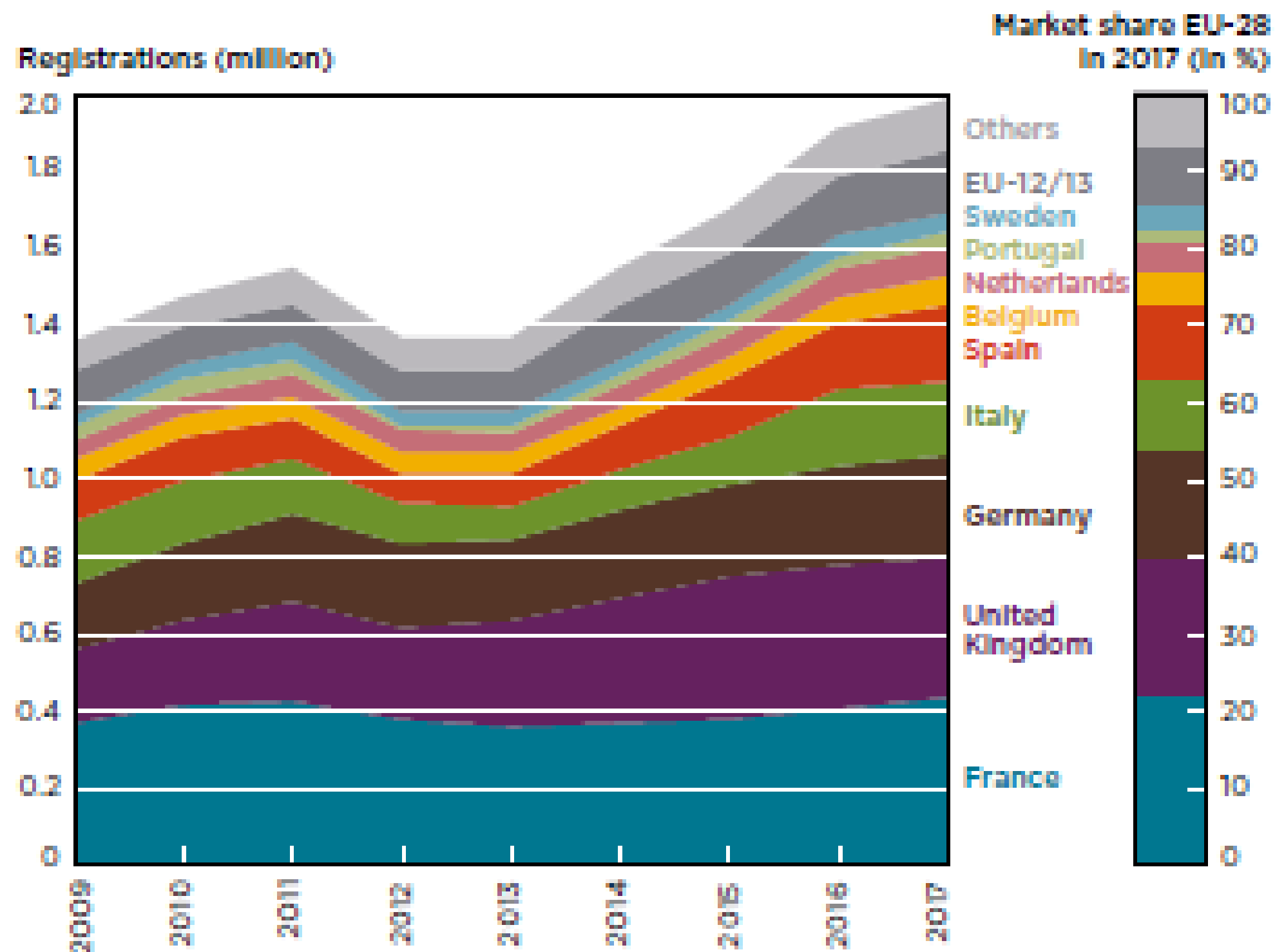


Baseline = average for same day of week, Jan 3-Feb 6, 2020  
Source: Google community mobility data  
FT graphic: John Burn-Murdoch / @burnmurdoch  
© FT

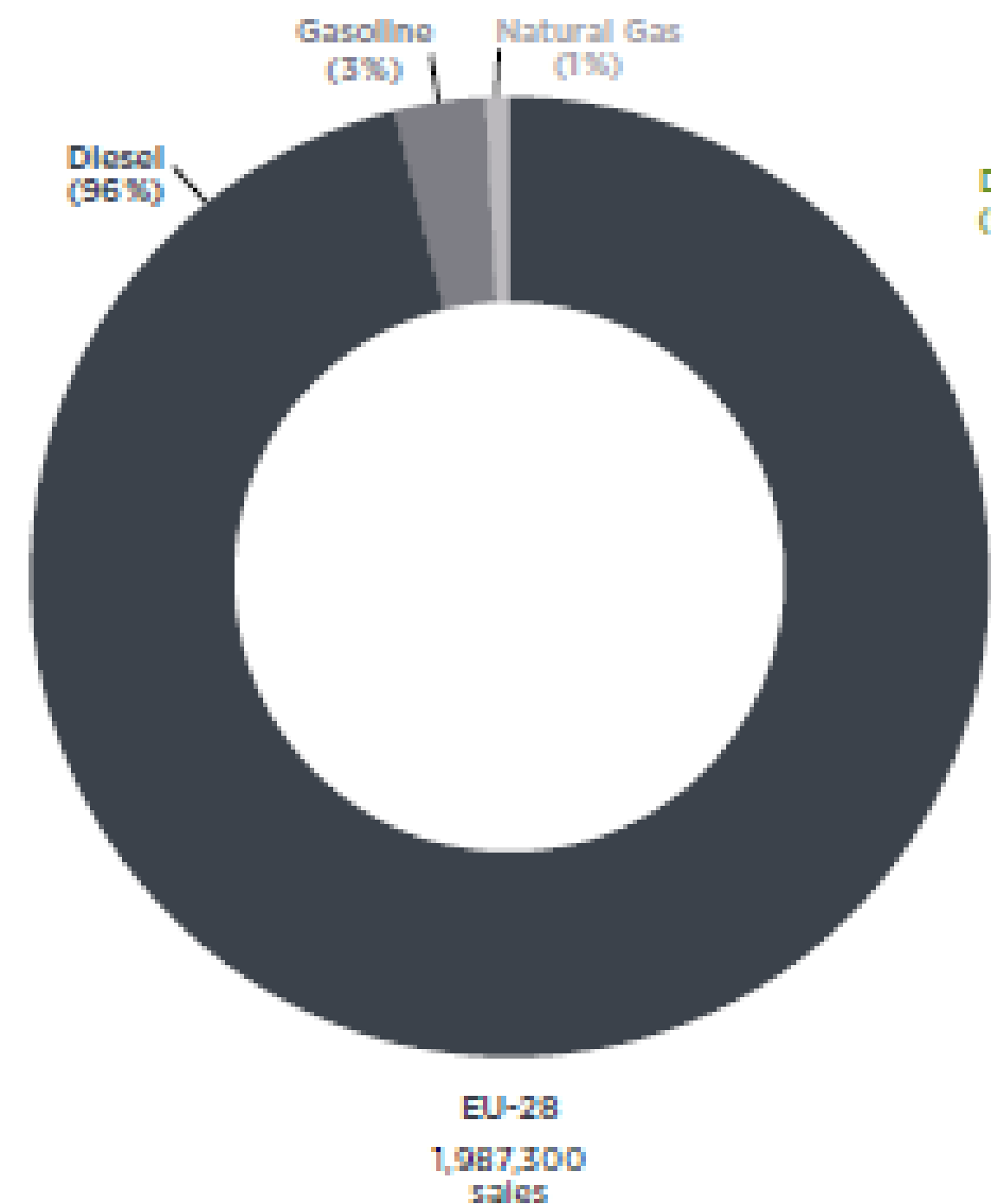
Source Financial times FT.com 2020

Fig. 2-7

Light commercial vehicles:  
Registrations by  
Member State



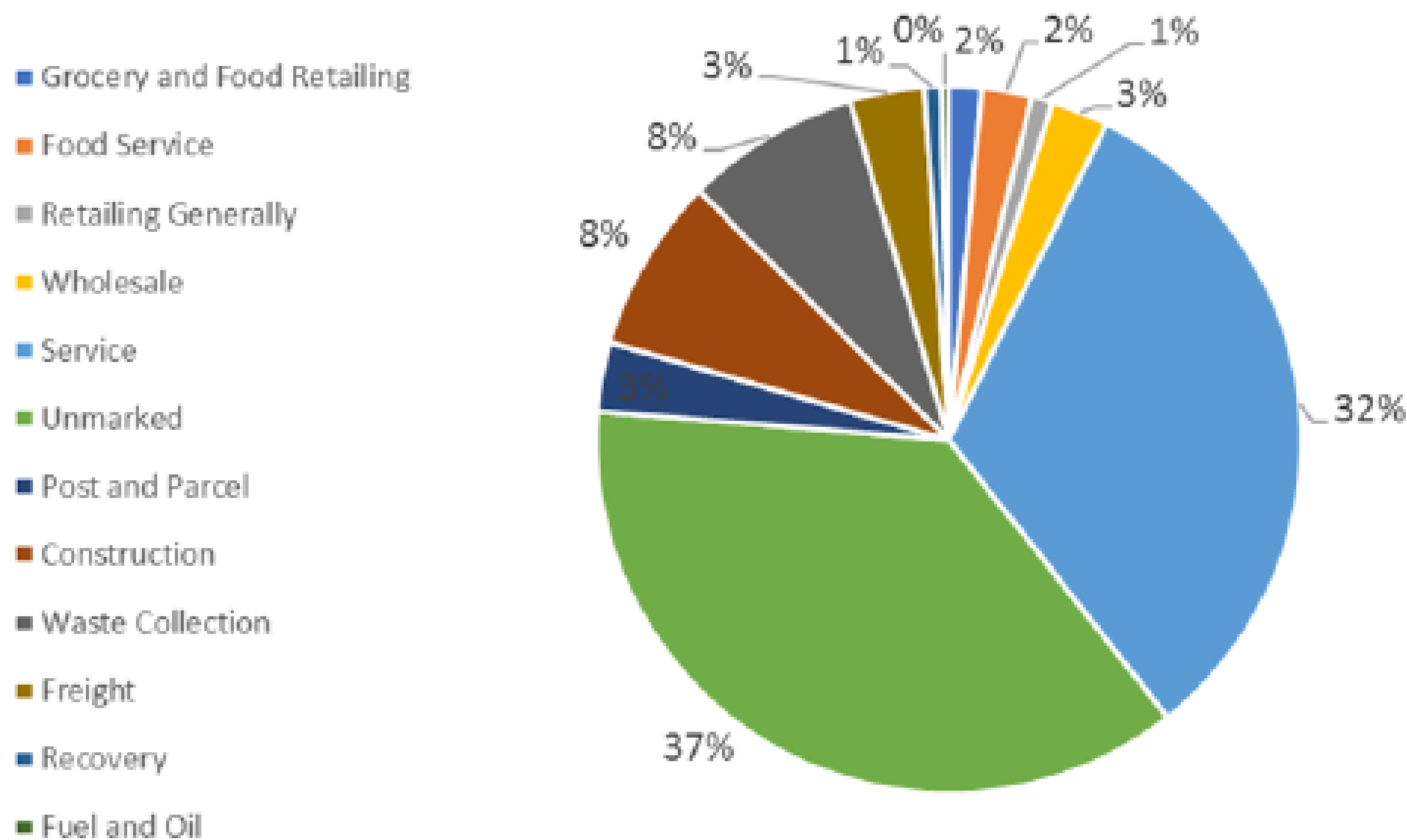
Light commercial vehicles (N1 category) in the EU are defined as vehicles designed and constructed for the carriage of goods and having a maximum mass not exceeding 3.5 metric tons. They can be further classified into three sub-categories: N1 class I vehicles with a reference mass (mass in running order plus 25 kg) not exceeding 1305 kg; N1 class II vehicles with a reference mass between 1305 and 1760 kg and N1 class III vehicles with a reference mass above 1760 kg.



European Vehicle Market  
Statistics. Pocketbook  
2018/19 ICCT



# Doing what?



Service activities cover  
Everything from telecoms  
to air-conditioning to banking  
road maintenance, internet  
providers

Construction is clearly an important  
traffic generator

Food is only a maximum of 7%  
including wholesale

UK Data – 2017

LCP report for RAC Foundation

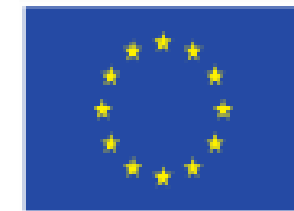
# Opportunity

## EU Urban Mobility Roadmap

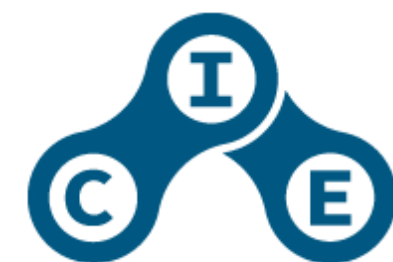
“The mobility patterns in EU cities are changing, affected by technological, socio-demographic, cultural and environmental factors.

EU climate ambitions as well congestion, air quality, noise and road casualties require strengthened measures.

This crisis has shown an additional need to re-think urban mobility to make it more sustainable, fair, inclusive and safer while at the same time promoting active and healthy lifestyle, with important co-benefits for a clean energy transition.”



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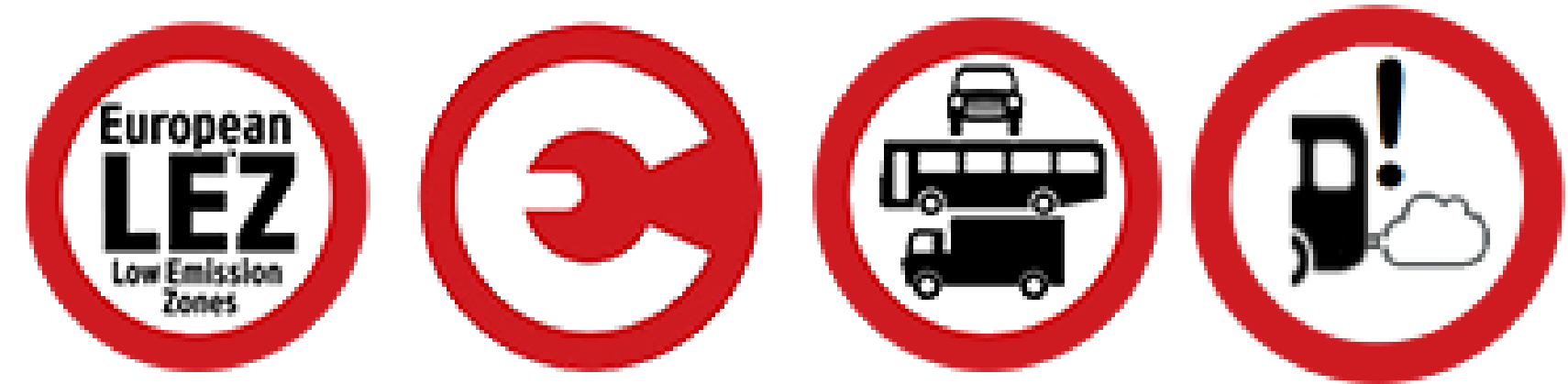
**Cycling  
Industries  
Europe**



# Policy instruments and challenge for urban logistics: e.g. Access restrictions

## Example: Low emission zones

- Umweltzonen (Germany),
- Milieuzones (Netherlands),
- ZCR, Zone à Circulation Restreinte (France)
- Lage-emissiezone (Belgium)
- Clean Air Zones (England)
- Miljøzone (Denmark),
- Miljözon (Sweden),
- Lavutslippssone (Norway),
- Alacsony Kibocsátási Övezet (Hungary),
- ZTL ambiente (Italy).



# Opportunity

## Cargo bikes and cycle couriers can:

- Replace over 50 % of urban transport-related trips
- Provide largely unrestricted access to urban and suburban areas
- Enhance air quality, safety levels, and liveability of urban areas
- Improve the image and general levels of cycling



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**Cycling  
Industries  
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**To the panel – how  
can we make it  
happen!**

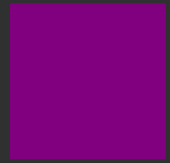


**Jesse van Hulst Advisor Sustainable Mobility,  
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# Best practices of cycle logistics

Jesse van Hulst. *Cyclo-geographer and mobility advisor*

 @UrbanismNextEU #UNextEU →

# Looking at logistics from the bicycle



*Logistics is not a one size fits all solution*

Fresh items

Piece goods

Garbage

E-commerce and express

Facility services

Construction/service





# Fietskoeriers.nl

A cooperation between 40 Dutch cities in creating a national e-commerce cargo bike delivery service.

- Last and first mile on the cargo bike
- In between hubs with low emission vehicles
- Outside cycling area trade with external partners
- Ship from store







# Untapped market of medicine delivery

*Demographic trends, current limits to infrastructure and demands on flexibility are just a couple arguments to transform medicine delivery from a car dominated to a bicycle-oriented market.*



# Forming a last-mile hub

*Synchronizing different flows of logistics, connecting with local partners and national transporters and focusing on niche markets.*





# The synergy of businesses, consumers and policy makers

It's up to the innovators to start the pedal movement,  
the consumers to get the momentum going  
and the policy makers to be the *derailleur* and bring  
the cycle logistics momentum on speed.



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# Thank you!

Do you have any questions?

Ask **Jesse van Hulst**, [jesse.vanhulst@loenderslootgroep.nl](mailto:jesse.vanhulst@loenderslootgroep.nl)

 [@UrbanismNextEU](https://twitter.com/UrbanismNextEU) [#UNextEU](https://twitter.com/UrbanismNextEU) 

# CARGO BIKES AND SUSTAINABILITY FOR CITY LOGISTICS

Philipp Kahle, Vice-Chair of CIE Cargobike Expert Group & CTO, ONOMOTION GmbH

Speaker: Name, Organisation

 @UrbanismNextEU #UNextEU 

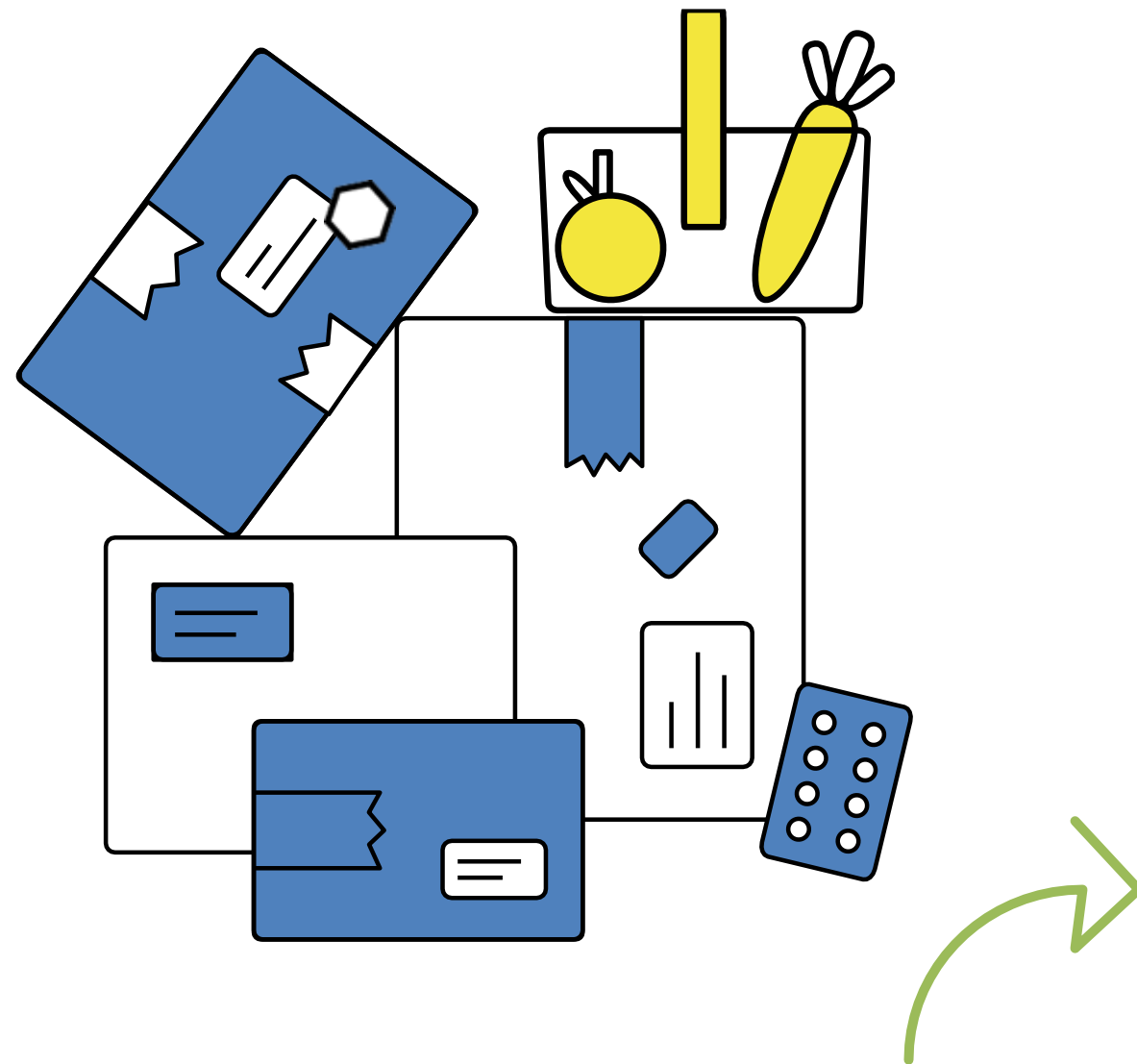


# CURRENT URBAN CHALLENGES





# THE CHALLENGES IN CITIES



## Online retail

Rising volume due to the growing use of eCommerce, eGrocery and other delivery services

## More traffic

As a result, more vehicles are used to transport goods including large combustion vehicles with substantial space requirements



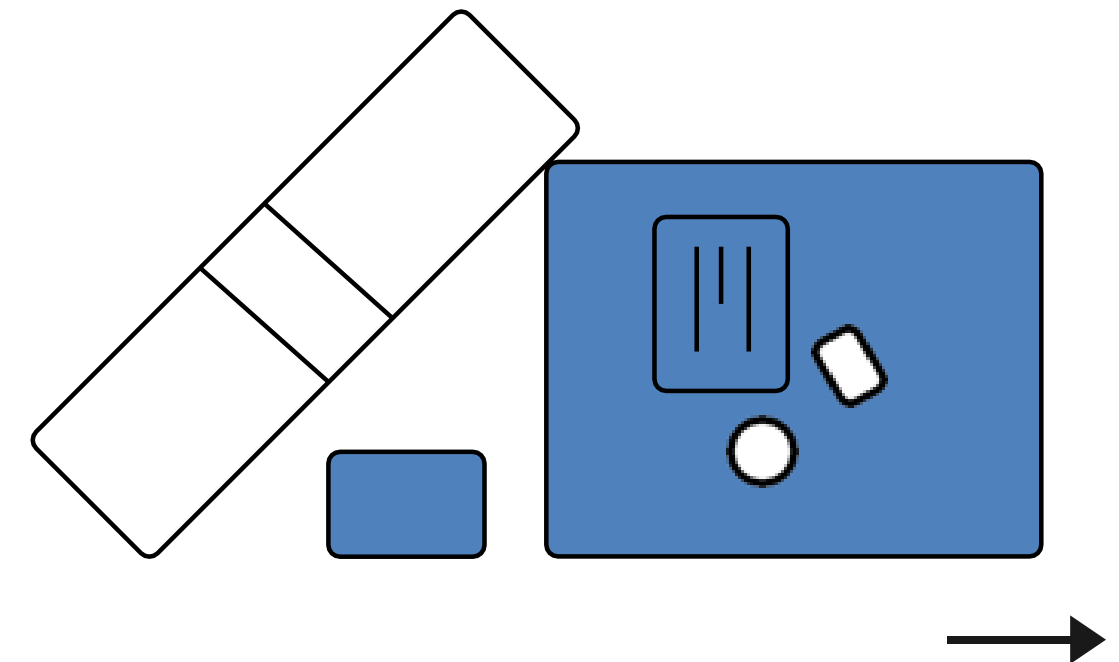
## The consequences

Rising traffic jams due to parking in 2nd or even 3rd row

Traffic risks for all road users

Stress for the drivers

Environmental pollution through exhaust fumes and noise for both residents and nature

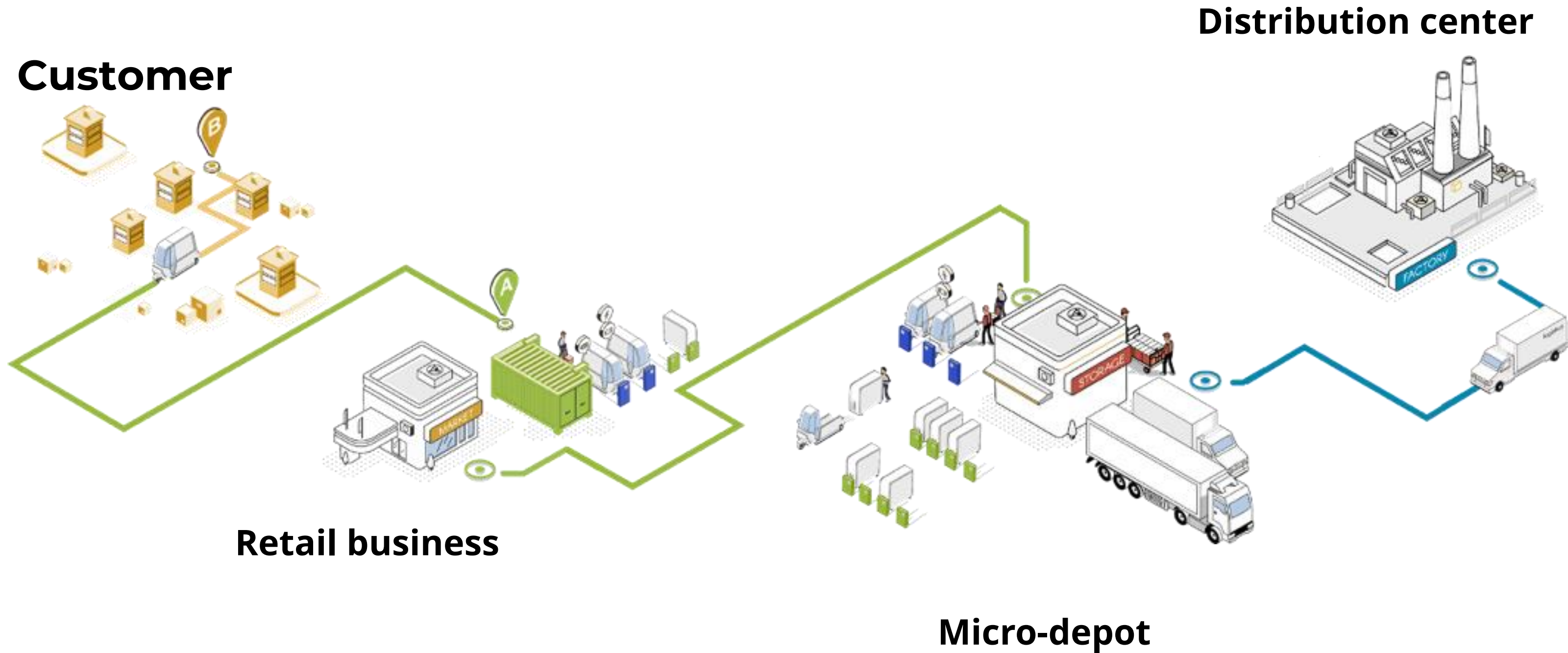




# Cargo-bikes are a solution



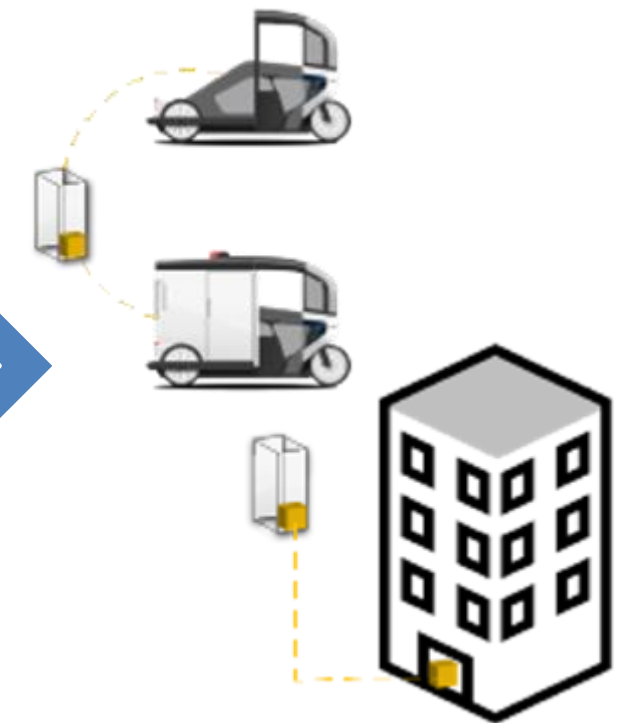
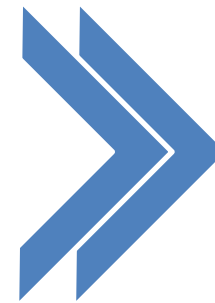
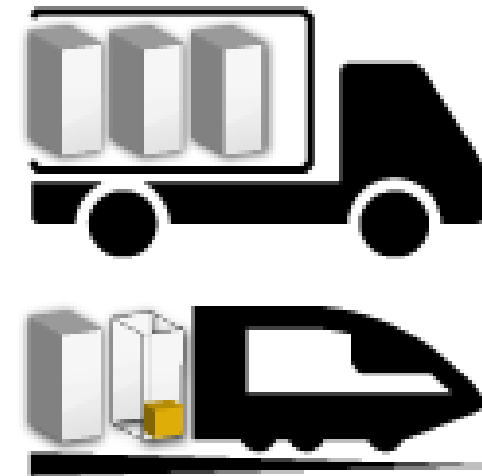
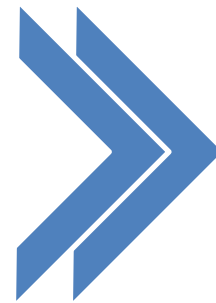
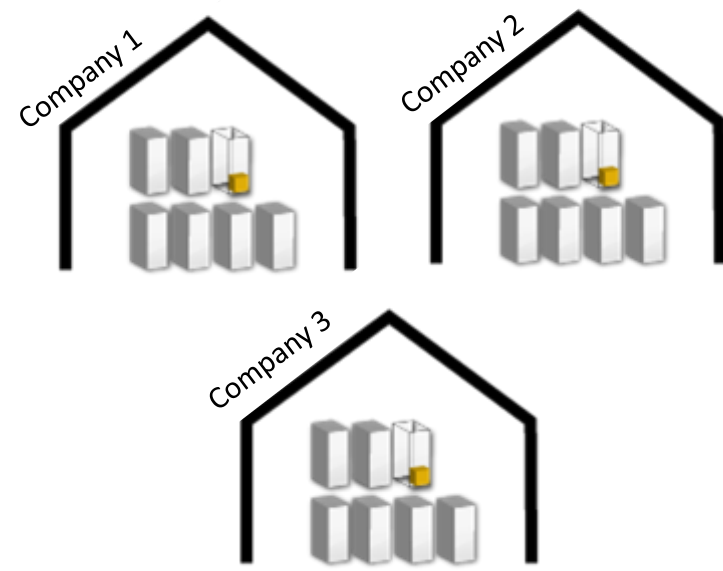
# Merchandise management with micro-depots





# The Concept

Consolidated usage



Company picks the goods/container and loads them

Goods transported by companies and continuously supplied to the micro-depot

Temporary storage of the goods at the depot

Delivery by e-cargo bikes or similar vehicles



# Thank You !

## Subtitle

Philipp Kahle, CTO  
**ONOMOTION GmbH**

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# Policies to boost cargo bike use and take up.

Speaker: Alexandra Winderickx, Project Coordinator, City of Mechelen

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# Cyclelogistics 2018

Subvention scheme for business owners:

€ **33.764,18** for **12** business owners







# CityChangerCargoBike

- 2019: **€25.696,48** for **8** business owners
- 2020: **€23.878,50** for **14** business owners
- 2021: **21 (!)** submissions, €15.000 available







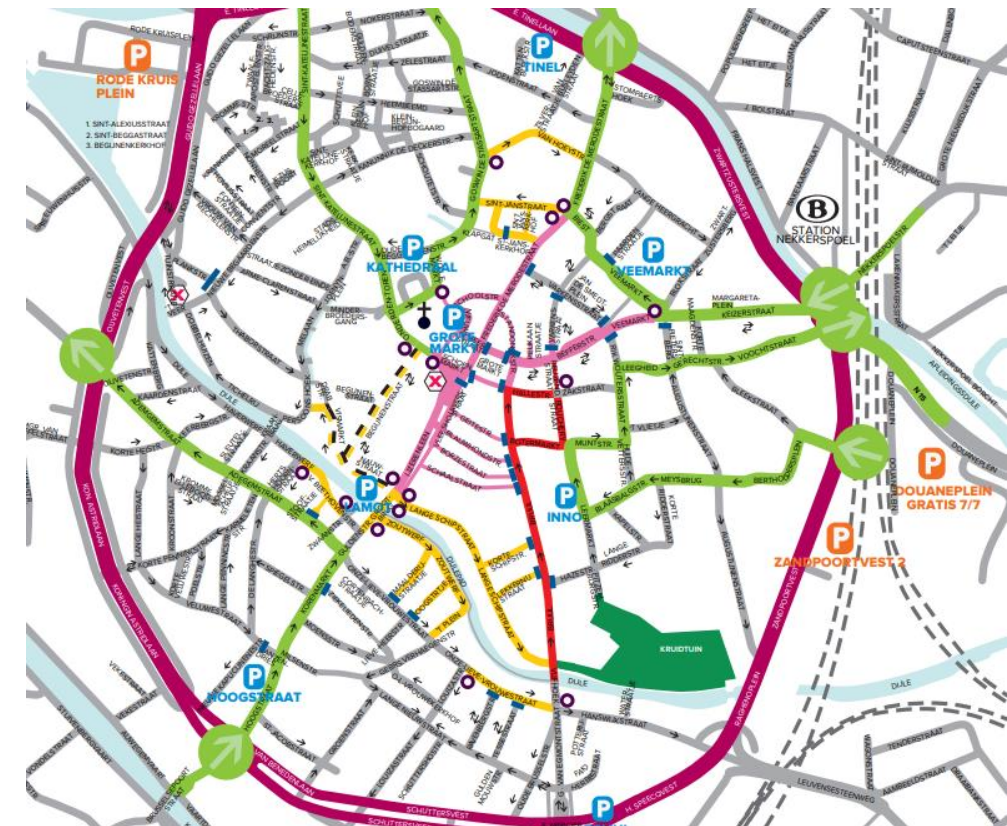
Bakers, taxi, farmers,  
courrier services, food-  
and non-food shop  
owners, locksmith,  
physiotherapist,  
pedicurist, soup  
delivery, contractor,  
print shop, ...



# What facilitates this increase of cargobike use?

- Subvention scheme
- Carfree zones
- Better cycling infrastructure
  - Better cycling lanes
  - Cycling streets city center
  - Bike parkings
- COVID-19: more focus on local
- More focus on sustainability
- Communication, year after year

*People see, people do.*







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# Thank you!

Do you have any question?

Ask **Alexandra Winderickx**, [alexandra.winderickx@mechelen.be](mailto:alexandra.winderickx@mechelen.be)



**MECHELEN**



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# Questions and discussion

**Your questions in the Q&A please**

**Kevin Mayne, Chief Executive Cycling Industries Europe**

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# Supported by the City Changer Cargo Bike project



**Stay in touch!**

**[cyclelogistics.eu](https://cyclelogistics.eu)**  
**[cyclingindustries.com](https://cyclingindustries.com)**

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