

**POLIS**

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**#POLIS2022**

# Towards a metropolitan goods and services logistics scheme for Lyon Metropolis

1G: Urban freight strategies and tools

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# Why a logistics scheme for the metropolitan territory?

 *Freight flow increase*

 *Growing awareness of environmental challenges and climate emergency*

A first answer has been provided with **Low Emission Zones** development in France, which mostly focused on urban freight at the beginning...

... but was soon supplemented by **complementary topics**, key for a successful freight energy transition:

 Hybrid power stations Master plans

 Logistics Real estate

 **Calling for a holistic and cross-cutting approach**



# Why a logistics scheme for the metropolitan territory?

In parallel, the French legislative and regulatory framework remains **too restrictive** and **complex** to be implemented.

MÉTROPOLE

GRAND

LYON

decided to **act on the different levels for which it is competent.**



road regulations,



traffic control,



land use planning,



local urban rules



# A 4-steps approach

**0** Political Workshop ensuring strong orientations

**1** A Logistics Observatory covering the metropolis area

**2** Paper on Logistical Guidelines

**3** Working Group within the Metropolis Logistics Department

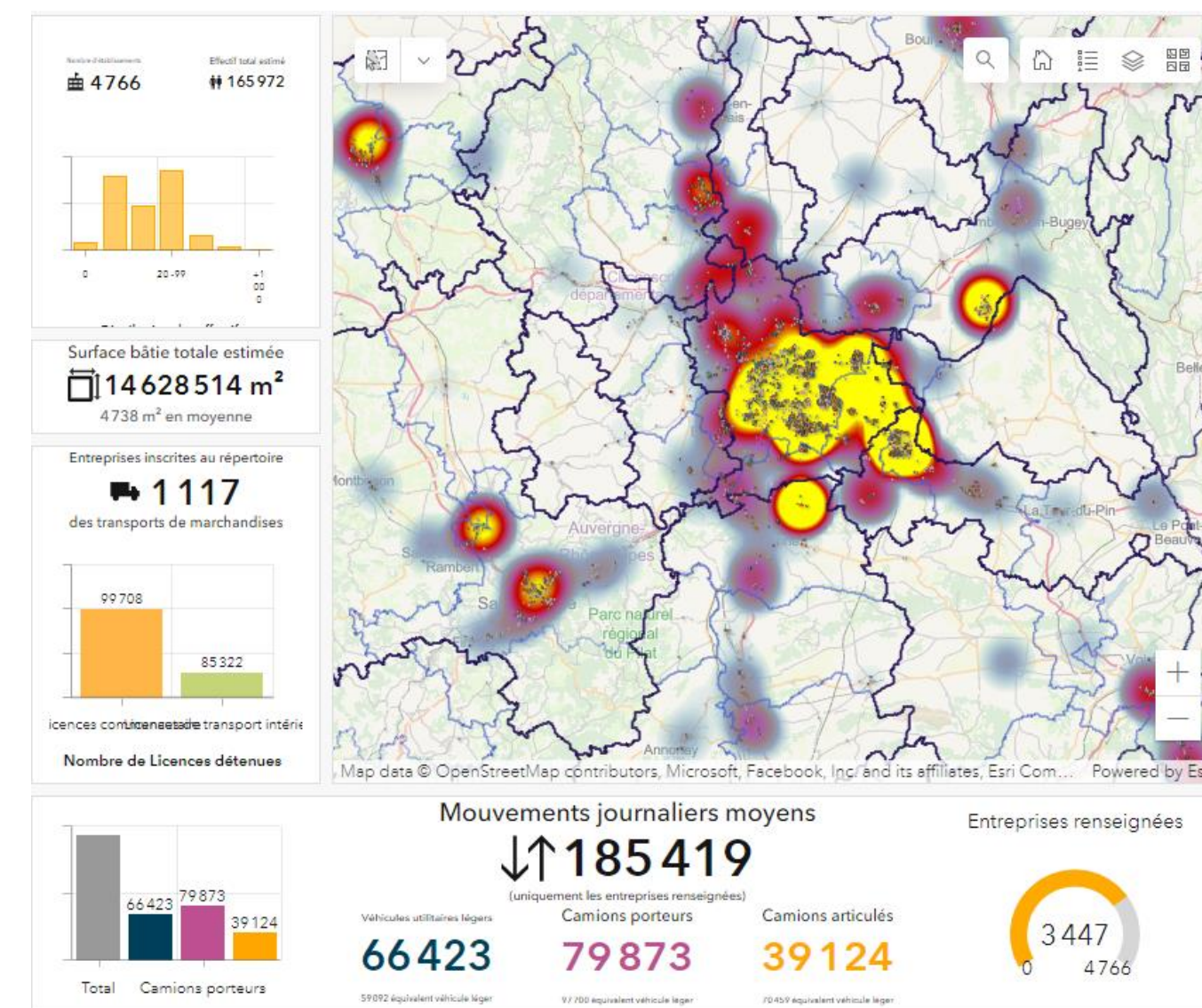




# 1 Logistics Observatory

## Logisti'cartes - 2022

Visualisation tool to centralise data on freight and logistics, and carry out complementary analyses



## White paper - 2022

Paper for the entire freight ecosystem on the metropolis territory with key data and figures

## Indicators -2023

Indicators development for logistics monitoring on the territory

# 2 Paper on Logistical Guidelines

The paper on general guidelines (DOG) highlights the Metropolis policy around key strategic orientations and provides a description of the strategic and prospective territorial project in the long run (by 2035).

The strategic project related to logistics relies on the following 4 points:

- ✓ Structure the development of sustainable urban logistics through appropriate planning and organisational measures
- ✓ Develop and strengthen a multimodal offer in favor of logistics
- ✓ Adapt regulations towards an ecological transition
- ✓ Support the evolution of goods and services' demand to better control its impacts

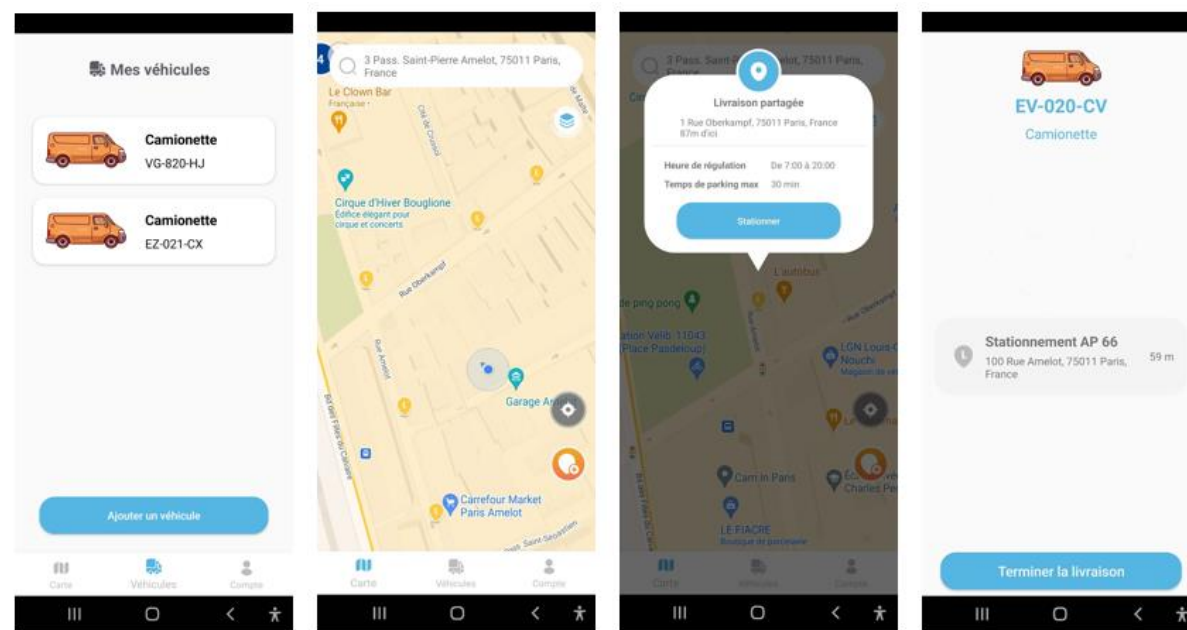




# 3 Working Groups

**6** working groups on matters related to: real estate, the environment, knowledge, service logistics, multimodality, food, etc.

*With **tangible** outputs on the territory:*



DELIVERY PARK



# A unique and innovative approach

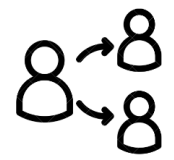


An action wanted and supported by the **Metropolis management**

*The 2 political workshops harnessed strong support for the action and form as such a key prerequisite to its success*



**Goods and Services Logistics Scheme:** a reference paper for other planning documents



The creation of the **Logistics Observatory** on the territory relies on data collection, including data sharing between private stakeholders in the name of a territorial project





# Thank you for your attention!

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