



POLIS | ANNUAL CONFERENCE 2023

CITIES AND REGIONS FOR TRANSPORT INNOVATION

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09:00 AM



SESSION 1F

[HTTPS://POLISCONFERENCE2023.EU/](https://polisconference2023.eu/)



Ecozones, city logistics in a sustainable way

Eline Camerlinck, bpost project manager Urban logistics

POLIS Conference 29/11/2023

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bpost Belgium

Activities

- The commercial and operational management of **letter mail**, press, periodicals and **parcel delivery** in Belgium.
- Postal and financial services in a dense network of 657 post offices with 2600 service points in total.

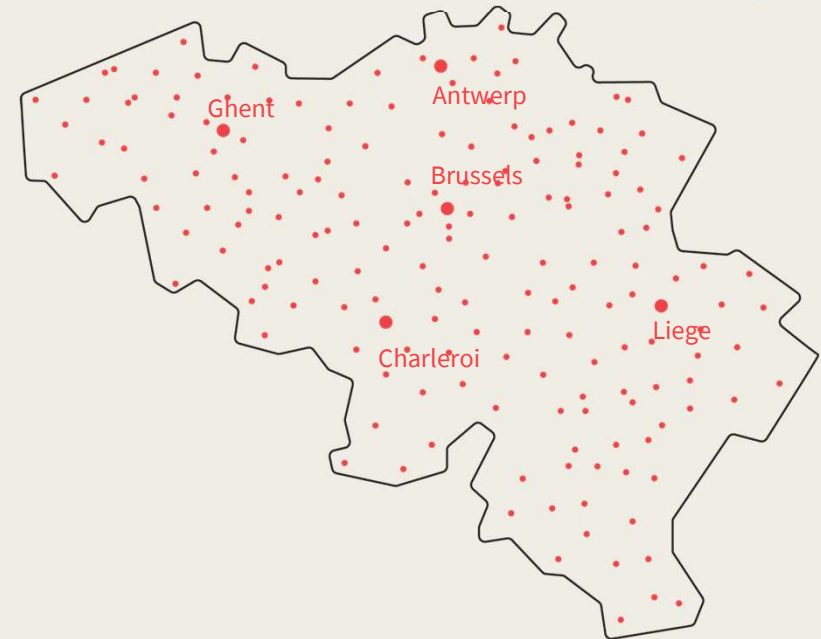
Strategy

TRANSFORM & GROW

- Proximity services (mail, press, retail) to citizens and State remain a core part of our service.
- A more adapted distribution model for mail and parcels combined.
- A partnership model to grow revenues and profit in our service points network.

Ambition

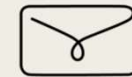
- Improve operational efficiency and initiate transformation into long-term sustainable business



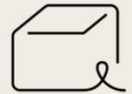
26.000
FTE



5
sorting
centers



5.57
million
/day



549,000
/day

Sustainable city logistics



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Sustainability is in our DNA

Sustainability is at the heart of everything we do. We aspire to be a leader in sustainability and respect for the planet:



Health & safety

Become an **employer of choice** by creating an environment promoting physical safety and mental well-being



Be a career lifter

... especially for short schooled labor by **offering high quality employment** and up- and re-skilling programs, creating career paths within or even outside bpost



Diversity, equity & Inclusion

Be an employer of inclusion and equal opportunity, where all people of every ethnicity, social background, religion, gender, age or disability - visible or invisible - **feel welcomed and valued**



Decarbonize the supply chain

Be one of the greenest logistic players in the countries we operate in. **Reduce emissions with 55%** by 2030 and reach net zero by 2040.



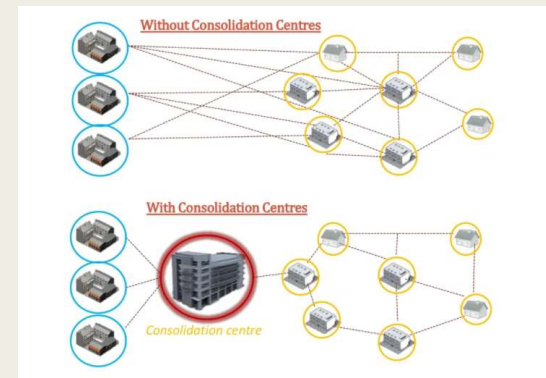
Re-use and re-cycle packaging

Offer **sustainable solution** for the e-commerce value chain through recyclable and re-usable packaging

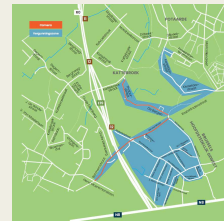
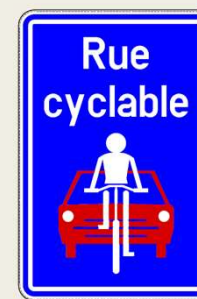
Identified trends in cities in urban mobility policy

Commercial speed, parking and even access to city centers become complex for (e-)vans

LEG/REG framework



Infrastructures



Based on deep dive analysis in Charleroi, Gent and Genk cities and surroundings.
Desk research (municipal mobility plan, general information in media,..), interview with local management MO

Ecozone pillars

Replacing all vehicles with greener alternatives will reduce CO₂ emissions, but will not make cities more viable:

REDUCE TRAFFIC



Pick-up points at walkable distance

- ✓ Consolidation of volume
- ✓ First time right
- ✓ <400m from inhabitants



Soft mobility

- ✓ Bikes and e-trailers
- ✓ Reduce pressure on cities



GREENER FLEET

Electrification of fleet

- ✓ e-vans and charging infrastructure

ECOZONES cover all these elements to make cities more livable.

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Ecozone pillars

Purpose

For inhabitants and merchants: parcel lockers and other PUDO points
For bpost: bike-trailers, micro hubs, e-vans & integrated rounds

Improving air quality and livability in cities



100% mixed rounds with a shift towards soft mobility



Solutions for local merchants



Responsible employment



Shift towards a full emission free fleet & optimised vehicles for urban distribution



Microhub in support of soft mobility shift



Walkable network of PuDo Points to support receivers in making a sustainable choice



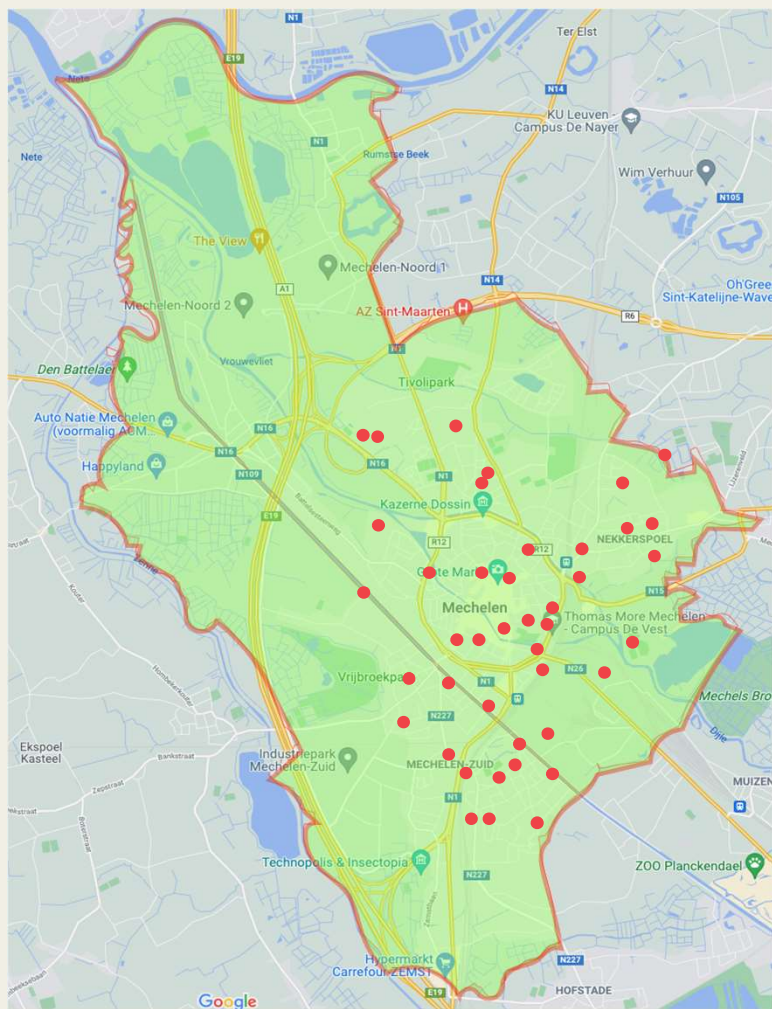
Ecozone results



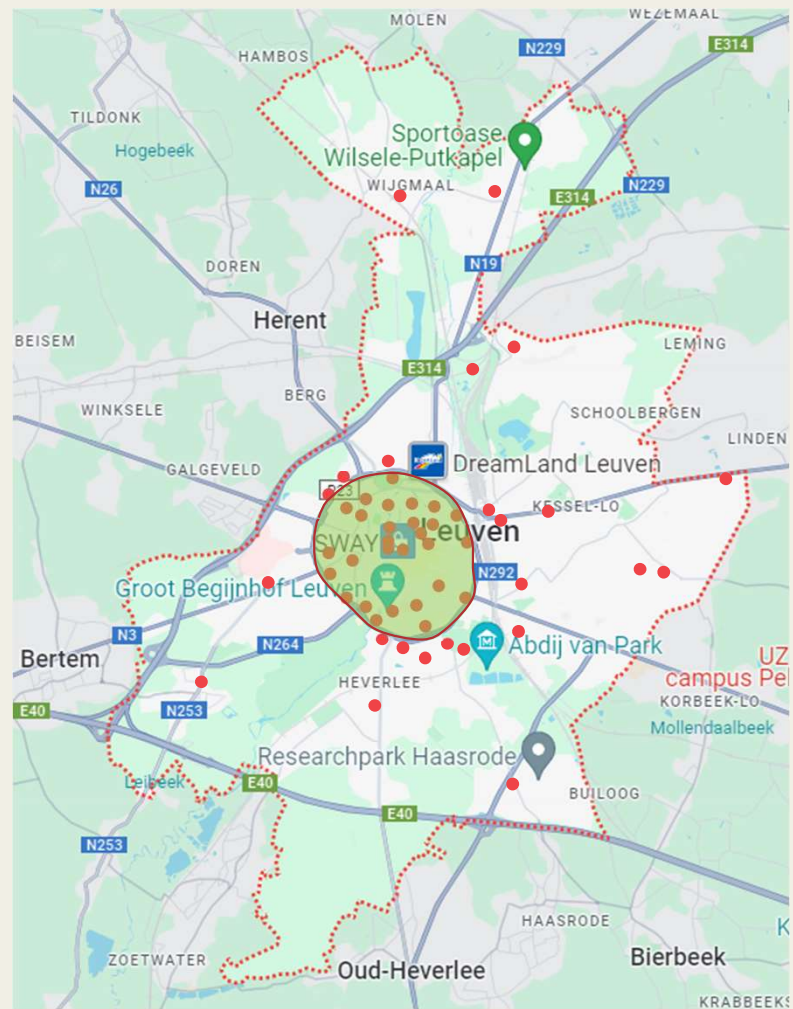
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2800 Mechelen



3000 Leuven



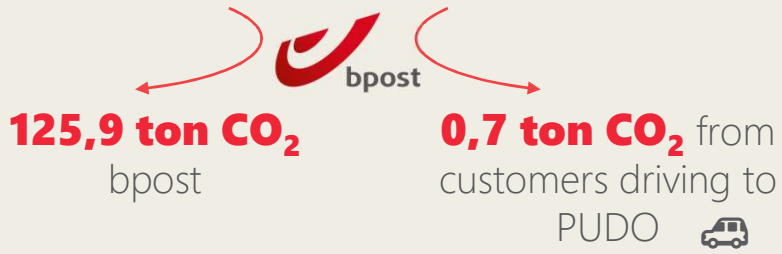
Ecozone positive impact on our ecological footprint of 97%



VUB results : CO₂ emissions for parcel delivery

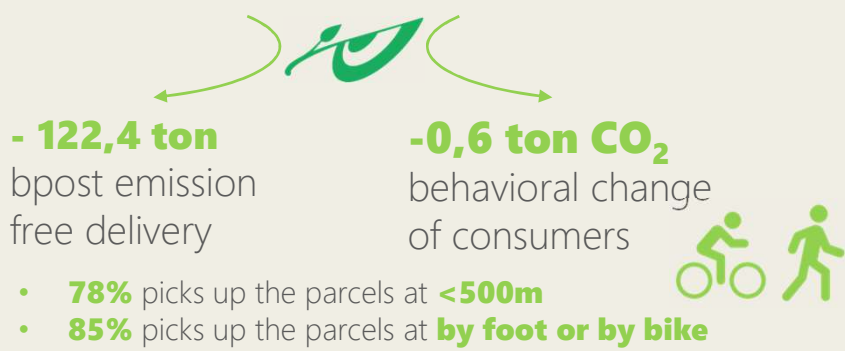
Business as usual 2019

126,6 ton CO₂/jaar



Eco-zone Mechelen 2021

3,6 ton CO₂/jaar



Reduction of 97% CO₂ emission
which aligns with the EU ambition of 2050

Sustainability gains

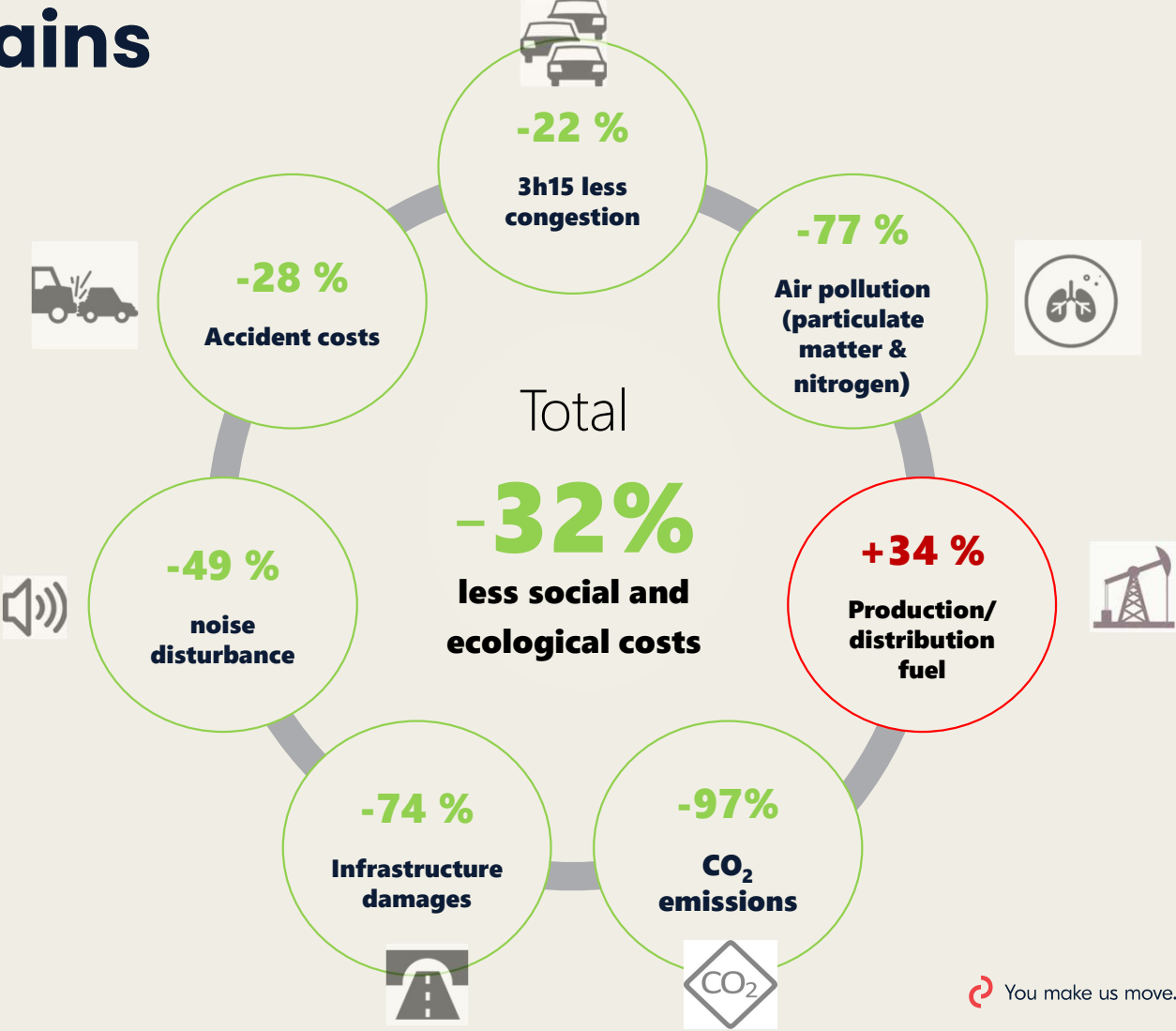


Results from the VUB analyse:
Ecozone Mechelen



Standard operating model

*Calculation model by VUB Mobilise based on internal bpost organisation data for Mechelen, period feb 2020 until feb 2021, reaffirmed in Leuven



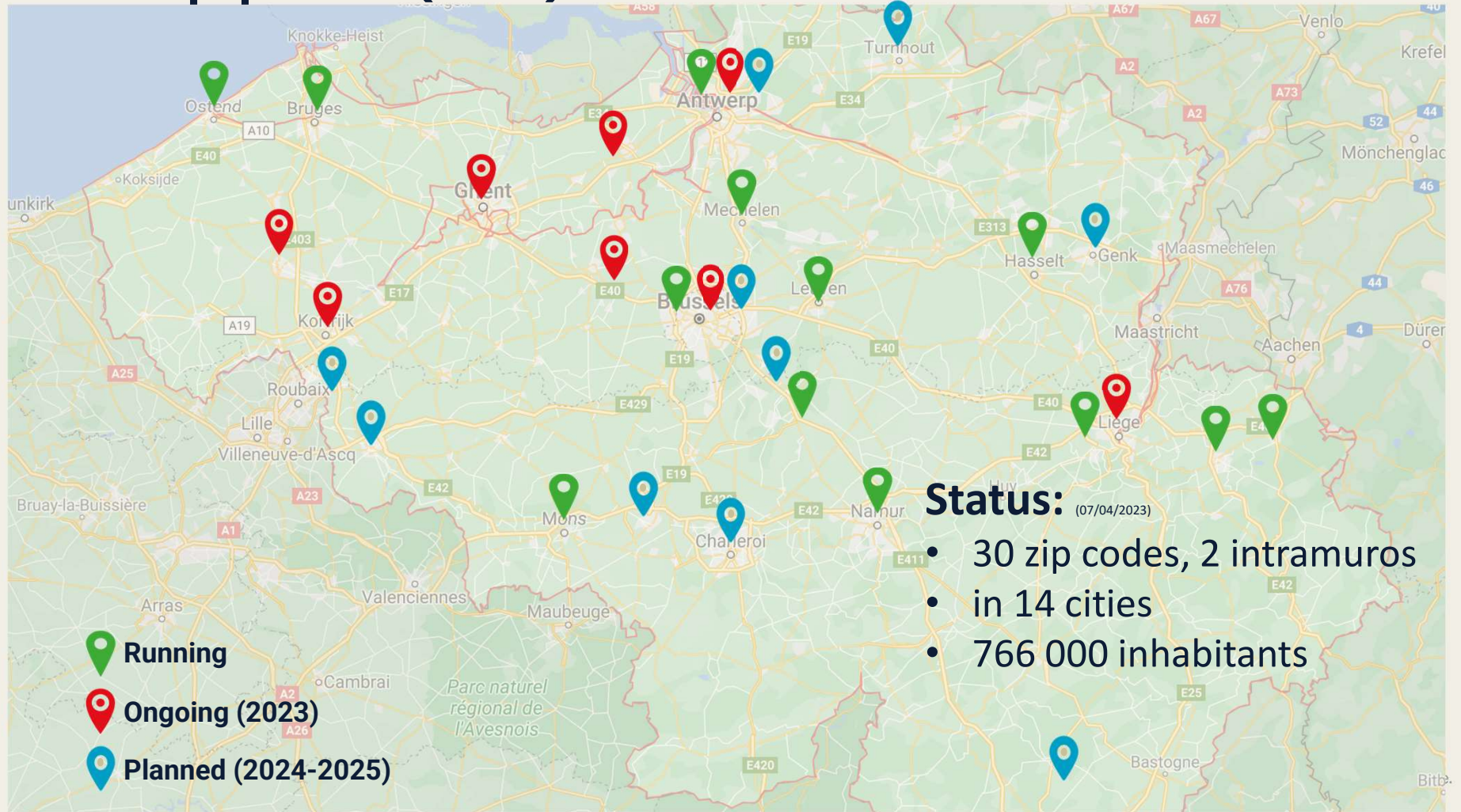
Road ahead



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Road Ahead: Ecozones in the 25 biggest Belgian cities by 2025 and 50% of the population (11 mio)



NOVEMBER 29 2023

THANK YOU

QUESTIONS?

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