



Tools for local Commerce logisTICs

TACTIC envisages a holistic value proposition, in which all stakeholders in the logistics chain of local commerce develop innovations that are mutually enhancing and have economic, environmental and social value.



The challenge of urban logistics in Barcelona



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The challenge of urban logistics in Barcelona

To have an impact on this urban planning and logistics relationship, BCN City Council has come up with a 2023-2030 strategy that involves a whole series of measures framed in the ten main lines of action.

In a very schematic way, are moving towards **increasing the logistics outside the public space, regulation on the street** for what will continue to be done on the street, and the expansion of knowledge and communication.

The objective of the strategy is to bring about a change in the operation of the UFD in BCN that lead us to minimize externalities



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SOLVING THE CHALLENGES WITH



tactic

Vision and Objectives



Enhance the local economy

by promoting locally sourced products and supporting small businesses, expanding their delivery area based on environmentally friendly deliveries at competitive prices.



Promote sustainable logistics

by increasing the competitiveness and availability of cargo bikes and e-vans for logistics.



Improve citizens' wellbeing

by improving the accessibility to high quality local products, and improving air quality in the city through sustainable delivery options.

What we do

Green Logistics Service

Using electric cargo bikes that come in different sizes and are adjusted to meet the specific needs of each product/package, and using share e-Vans for long distance services, Vanapedal aims to transform the city logistics into a more sustainable and eco-friendly operation.



Local e-commerce platform

Connected to green logistic services. The e-commerce platform will provide a demand-supply matching service for local markets and green logistic companies, completing the logistics chain and reshaping the local markets logistic operation.



Shared e-logistic vehicles

Shared e-logistic vehicles with e-vans and cargo-vans available for logistic operators and citizens. The vehicles will be available to rent for a specific period of time and will be placed close to the local commerce.



Challenge 1: Lack of Integration and Sustainability Alignment

E-commerce and sustainable logistics lack seamless integration, hindering progress toward urban sustainability goals.



Bridging the gap between e-commerce and sustainable logistics is vital for creating a harmonized and eco-friendly urban delivery ecosystem.



Challenge 2: Globalized Supply Chains

Goods with distant origins contribute to high kilometres travelled and increased emissions.

A focus on local sourcing and production is crucial to reducing the environmental impact of urban logistics and fostering regional economic resilience.



Challenge 3: Exclusion of Small Logistic Operators



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Small logistics businesses face barriers to accessing e-commerce delivery services, limiting their participation in the urban logistics landscape.

Inclusive policies and infrastructure should be developed to ensure that smaller operators can contribute to and benefit from the evolving urban logistics framework.



Challenge 4: Inefficiencies in Vehicle Use



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Current logistic vehicles operate with empty trips and underutilized capacity.

Optimizing vehicle routes and promoting shared logistics solutions are essential to reducing congestion, fuel consumption, and overall environmental impact.



Challenge 5: Limited Sustainable Vehicle Availability



The availability of sustainable vehicles for cargo purposes is insufficient.

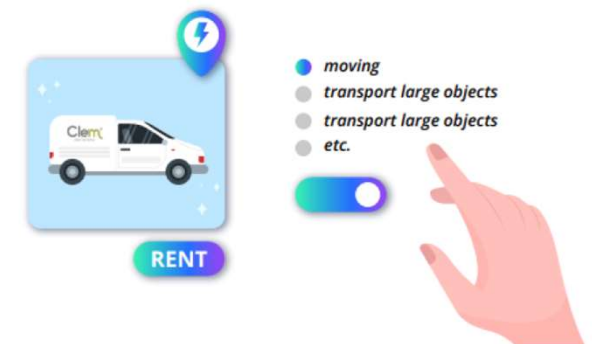
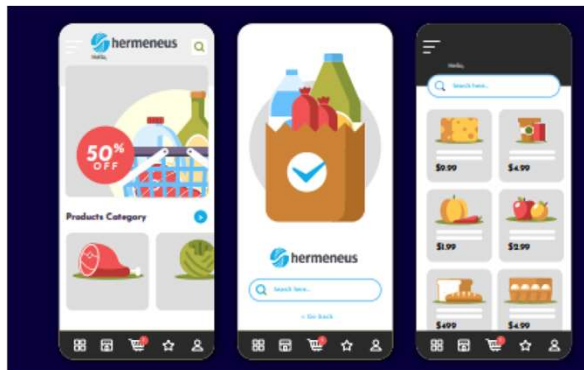
Encouraging the development and adoption of sustainable transportation options is crucial, with incentives for businesses to invest in environmentally friendly fleets.



The Barcelona Pilot (the WHAT)



- Total project: 18 months
- 6 months pilot



E-commerce of municipal markets ➔ Connected with sustainable delivery + And a e-cargo vans sharing system

Barcelona Living Labs (the how)



Barcelona



Introduction of a new feature integrated into the municipal markets e-commerce platform, enabling the local eco-logistic operator to provide delivery services.



Implementation of a shared e-logistics vehicle platform provided by CLEM' with e-vans in the city centre of Barcelona to be used on-demand by the citizens, logistic operations and merchants.



City-wide green logistics service for businesses located in central Barcelona using e-cargo bikes and e-vans provided by VanaPEDAL.



Benefits



For the Logistic operators:

- Optimization of the logistic routes.
- Reduction of delivery costs.
- Aggregation of the demand.



For the User:

- Real time responsive service.
- Flexibility.
- Increase accessibility to local and high quality products.



For the City:

- Create liveable urban spaces.
- Improving of air quality.
- Reduction of congestion.



For the Commerce and local markets:

- Digitalisation and modernisation.
- Real time delivery services.
- Flexibility and green delivery solutions.



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