

# POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL  
CONFERENCE

# 2023

LEUVEN, BELGIUM • 29-30 NOVEMBER 2023



leuven



# The Rotterdam Roadmap

3 years of experience in preparing the city for a  
40 km<sup>2</sup> Zero Emission zone for City Logistics

Tim Sjouke, City of Rotterdam



# RECAP: POLIS CONFERENCE 2021

4G. Future scenarios for urban freight: Data, modelling and simulation

*Developing urban freight policy: Experience from Rotterdam,*

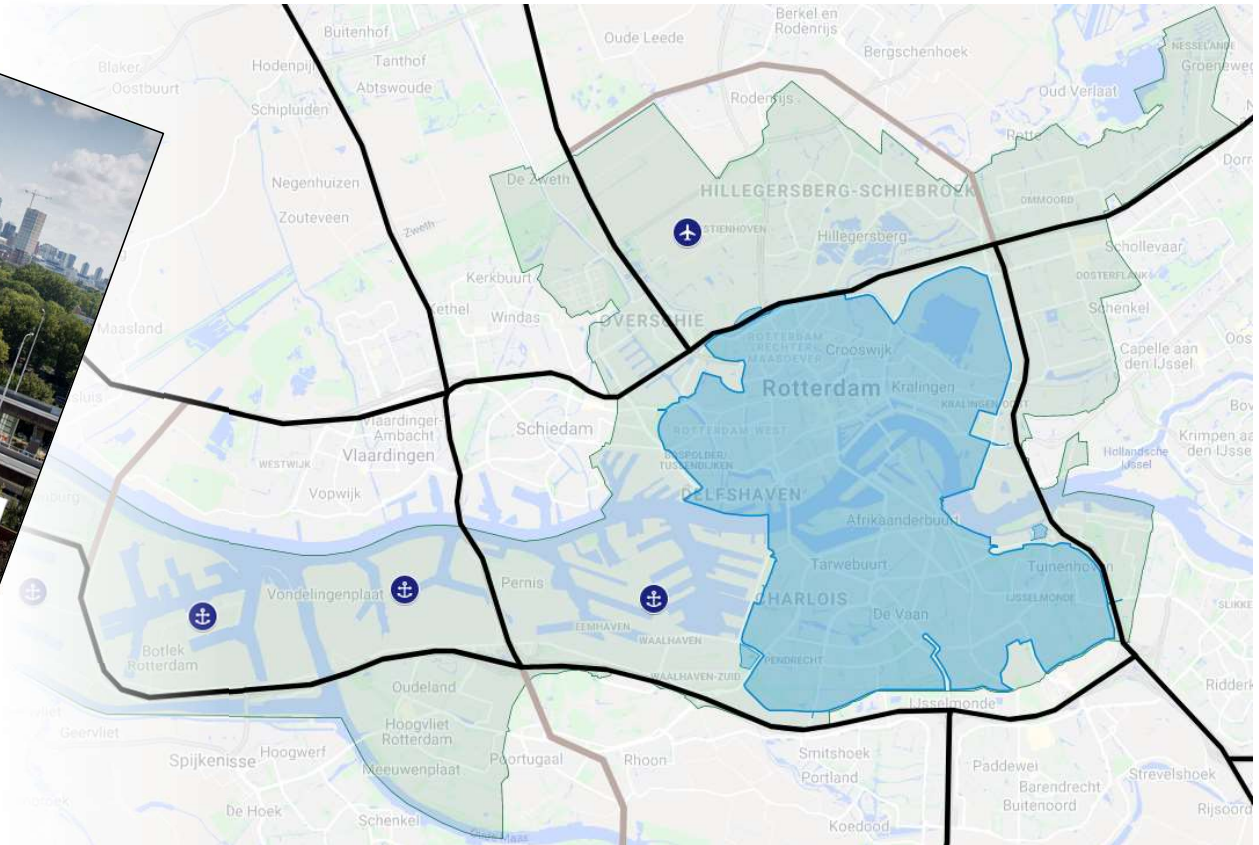
Jos Streng, City of Rotterdam



# Zero Emission Zone Rotterdam 2025



- [\*Roadmap ZECL\* \(2019\)](#)
- [\*Covenant ZECL\* \(2020\)](#)
- [\*State of ZECL\* \(2021 + 2022\)](#)





# Stakeholder involvement

logistiek 

2800 members  
knowledge hub & public events  
for everyone



ecostars 

1000 businesses  
personal & practical advise  
mostly SME's



covenant

75 partners  
wide representation  
frontrunners





# Highlights

Advisory Board on City Logistics

Thematic tables

Pilots

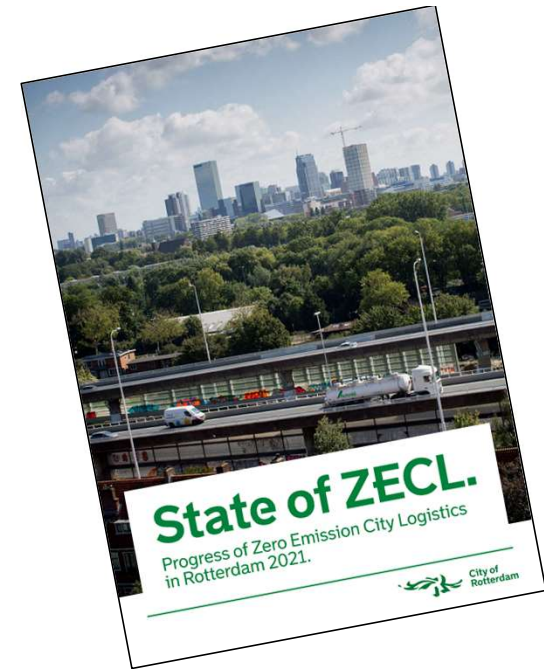
Subsidies

LEFV

Spatial policies

Procurement

Freight Simulation



Monitoring 75 partners / 400+ actions on:

- Vehicle deployment & technology
- Supply chains, hubs & bundling
- Charging infrastructure
- Financial
- Tendering, procurement and commissioning
- Knowledge sharing & communication



# Lessons learned

Although the personal approach is time consuming, it pays off in support, both politically and with the target group.



Gradual shift is required from stimulating and highlighting frontrunners to informing laggards.



# Lessons learned



## Cities-Regions and Companies working together

*Guide for advancing towards zero-emission urban logistics by 2030*

[Guide for advancing towards zero-emission urban logistics by 2030 \(2021\)](#)

**POLIS**  
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**alice** | Alliance for Logistics Innovation through Collaboration in Europe





# Lessons learned: Governance

*Action: A strategic collaboration framework among cities and companies is essential.*

*Lesson 1: Agree on what strategic collaboration means.*

*Lesson 2: A permanent strategic dialogue is required to address changing conditions.*





# Lessons learned: Governance

*Action: Develop consistent targets and implement harmonized practices (UVAR/LEZ/ZEZ).*

*Lesson 1: Everyone is an exception.*

*Lesson 2: Communication is key.*

**Concerns among municipalities and businesses about upcoming 'zero emission zones'**

**The House of Representatives wants an exception for a baker's and florist's van in a zero-emission zone**  
(...)

The minister points out that the legislation already contains many transitional arrangements, exemptions and waivers that small entrepreneurs can take advantage of. The government therefore sees no reason for further adjustments.

**The House of Representatives wants to make exemptions possible for driving in zero-emission zones**  
(...)

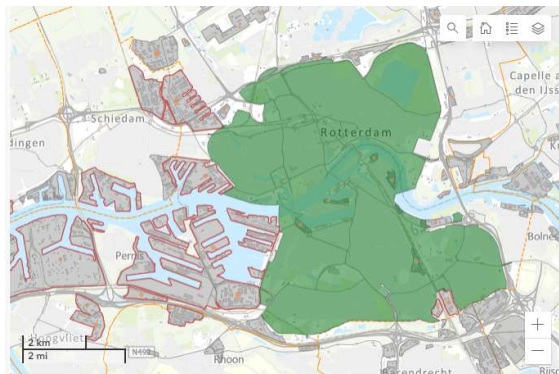
The adopted motion states that the government must give entrepreneurs the opportunity to apply for an exemption for the zero-emission zone if they cannot switch to emission-free transport for a compelling reason.



# Lessons learned: Clean fleet & energy

*Action: Large scale deployment of energy storage and e-charging infrastructure.*

*Lesson: Initiate collaboration and provide a new shared perspective.*



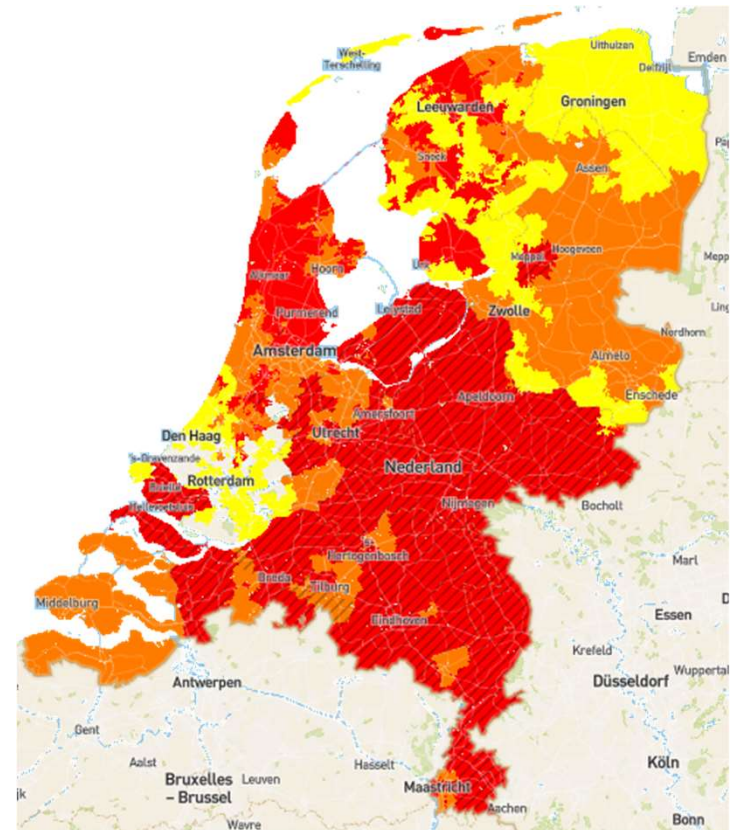
De aantallen getoond in dit dashboard geven aan hoeveel voertuigen hun standplaats op een bedrijventerrein hebben.

Huidig aantal trucks:	Huidig aantal bestelauto's:
<b>3k</b>	<b>14k</b>
Toekomstige verwachting:	Toekomstige verwachting:
<b>88</b>	<b>565</b>
e-trucks	e-bestelauto's

Totale vermogensvraag:

**5 MW**

*Business Parks Approach to Joint Energy and Charging Facilities (BAGEL)*



*Grid capacity map (november 2023)*



# Lessons learned: Logistics operations

*Action: Solutions need to be competitive in costs to be sustainable in time.*

*Lesson: Starting a hub is not a solution...*

*...collaboration is!*





# Lessons learned: Logistics Operations

*Action: Consolidation and sharing must be the norm for urban freight and logistics.*

*Lesson 1: Consolidation and sharing is a business model without consolidation and sharing.*

*Lesson 2: Leverage your role as regulator to force collaboration.*





# Lessons learned: Data Acquisition

*Action: Implement information-based policies and decision-making processes.*

*Lesson 1: Know your blindspots.*

*Lesson 2: Get the right people on board to dive deeper into each relevant topic.*





**Thank you for  
your attention!**



## For information:

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