

# A regionwide level playing field for sustainable city logistics

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# New mobility policy for the Amsterdam Transport Region:



## From system oriented towards human centered

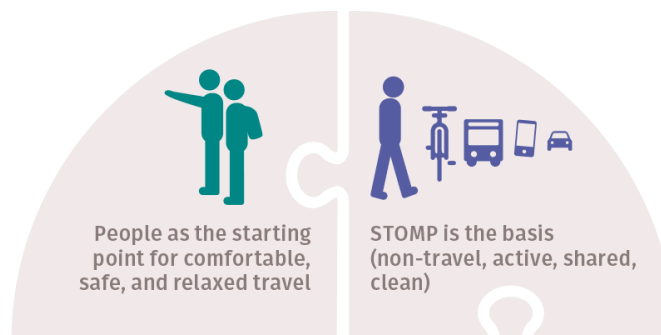




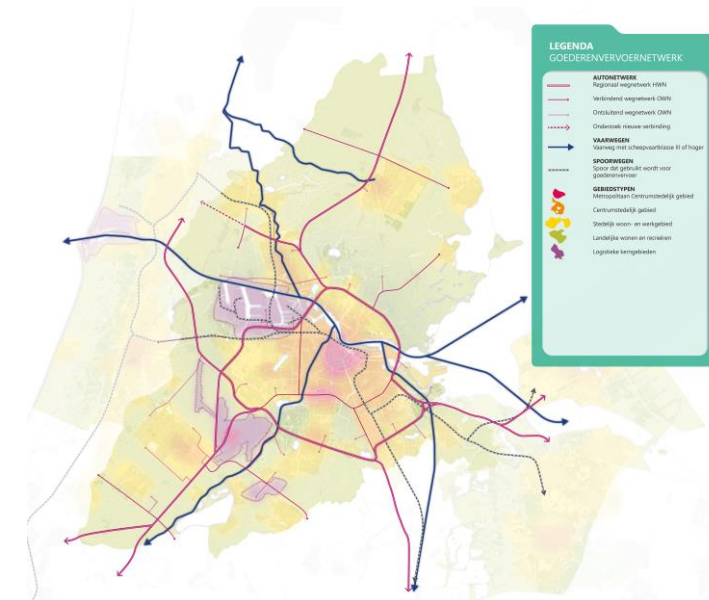
# Applying 4 principles

# Logistics in our SUMP

## Influencing logistics choices



## Goods transport network



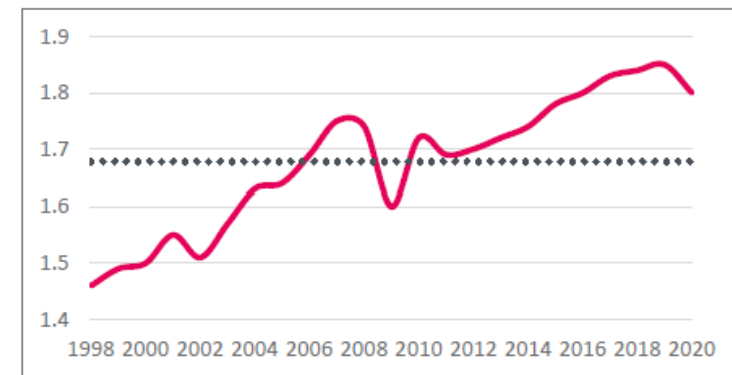
# Main challenges



Climate agreement



Crowded cities

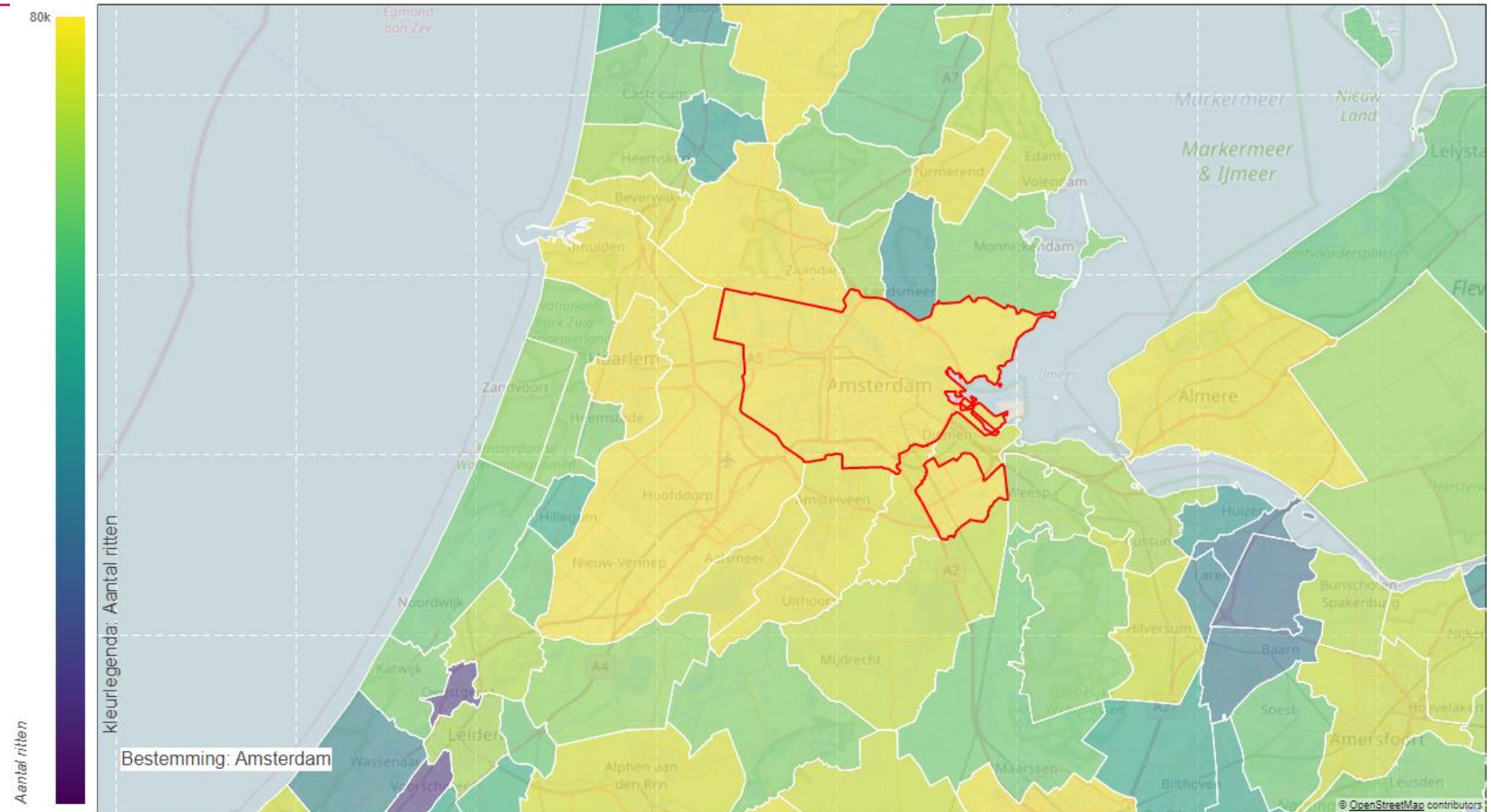


Growth freight transport

## Freight transport to Amsterdam:

30.000 delivery vans  
4.000 trucks

30% construction  
25% food



-> Regional policy for a regionwide level playing field is needed



# Regional Agenda City Logistics

## Entrance innercities

Knowledge sharing  
and regional tuning

Regional  
framework access  
regulation

Area development  
& logistics

Study flow control

Meetups

## Charging infrastructure

Planning new  
charging infra

Local charging  
policy

## Sustainable purchase

Organizing demand  
bundling

## Smart Logistics

Sharing logistic  
data

Facilitate  
development  
logistics hubs

ITS and smart  
routing

Parcel lockers

Dashboard / digital  
twin

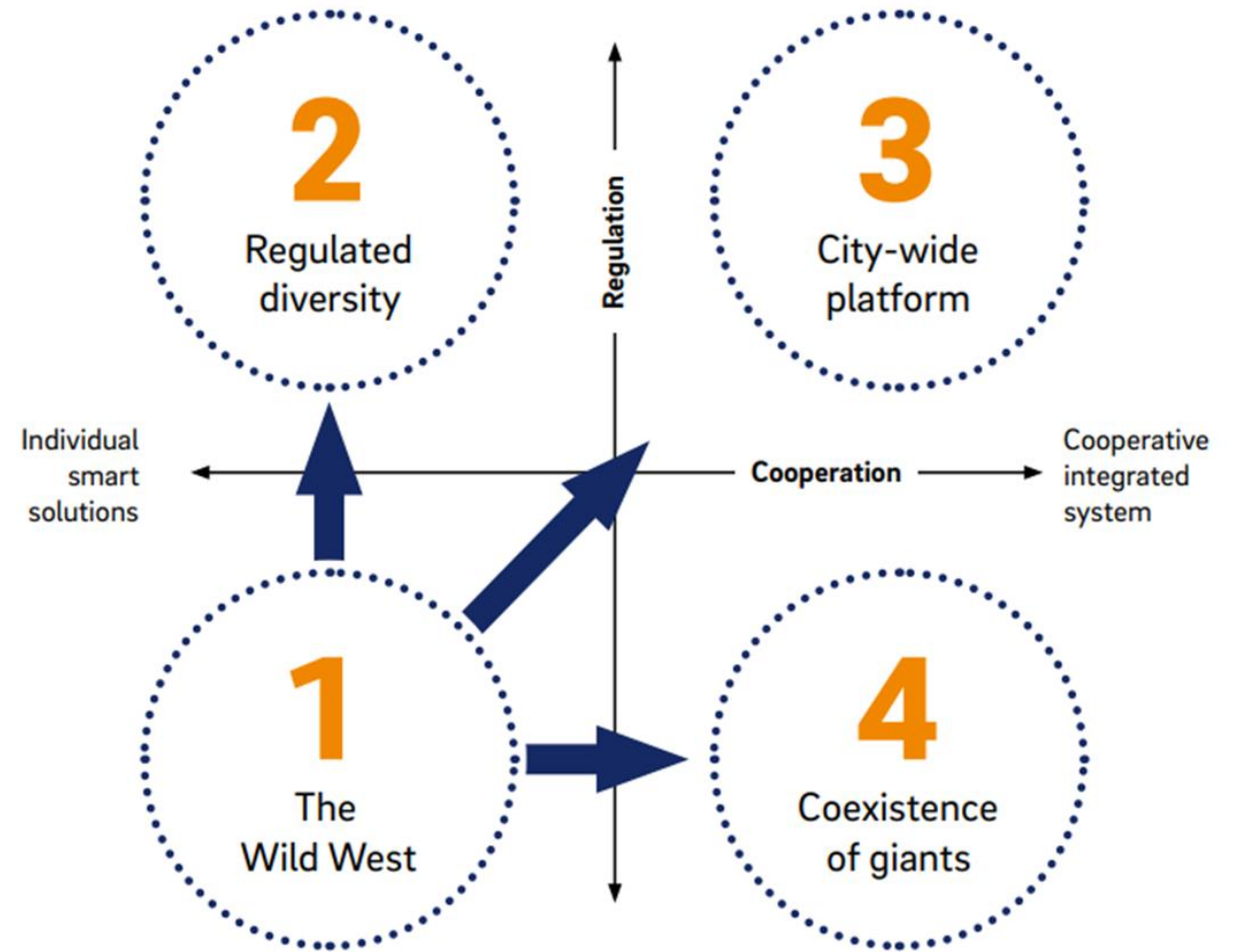
# With our agenda, we:

- **Increase support and awareness** for sustainable city logistics among regional governments and the business community.
- **Create a level playing field** for businesses and municipalities, with clear communication about applicable rules.
- Regionally **coordinate actions** and implementation agreements for efficient and sustainable city logistics.
- **Accelerate** the sustainability and digitalization of city logistics.

## Project 1 Logistics hubs: Regional strategy

Instruments for governments to achieve preferred scenario 3:

- Incentives
- Spatial planning for hubs
- Requirements for tenders
- Facilitate data sharing platforms
- Further access regulation: permits city delivery (concession)



Bron: Roland Berger, 2018

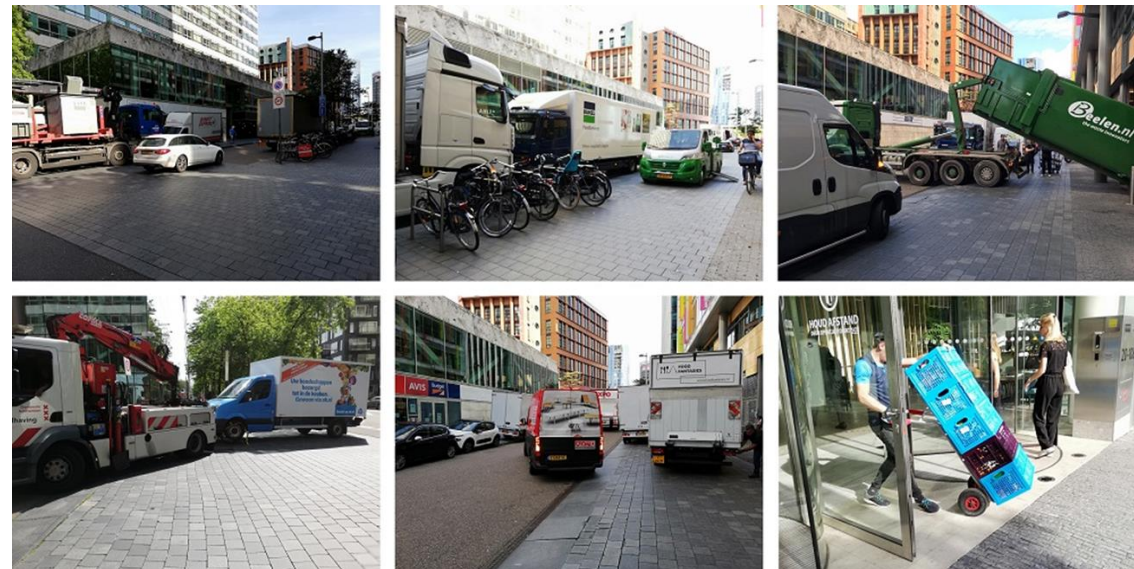
# Project 1 logistics hubs: Blueprint construction logistics



- Building permit -> construction hubs
- Dedicated routes
- Local subcontractors and suppliers
- Last mile zero emission

# Project 1 logistics hubs: regulation facility logistics

- Cooperation with Green Business Club Netherlands
- Multi-Tenant offices
- Bundling logistics via hub
- Obligate via service contracts from real estate owner



## Project 1 logistics hubs: pilot service logistics in Amsterdam



- In 2025 pilot in a car parking at the edge of the zero emission zone
- Transfer from fossil fuel van to zero emission cargo bike or LEVV
- Start with vouchers to stimulate hub usage

## Project 2: regional framework access regulation

- Problem: many different access rules or lack of access rules
- Goal: Tuning and harmonization for a better level playing field and sharing knowlegde
- For: window times, exemptions and privileges
- Start making concept framework with 4 municipalities:
  - > evaluate and making new tuned access rules
  - > tuning with neighbouring municipalities and logistic carriers
- Result: final framework Q1 2025



# Lessons learned

- Governments can do more than regulate with limited efforts: cooperation, coalitions
- Regional coordination leads to concrete measures for municipalities
- Regional coordination is necessary: level playing field, knowledge
- Find a logical area to coordinate regulations, based on logistics patterns.
- Freight transport is different, but not completely: human factor, habitual behavior

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