Zero emission zones and sustainable city logistics in Rotterdam

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Rotterdam Urban Traffic Plan

Cut back
Preventing unnecessary kilometres

Change
The transport modality; efficient, modal shift

Clean up
Of all motorised transport

Rotterdam Mobility Approach

Zero Emission Mobility
Rotterdam Mobility Approach.
Rotterdam Mobility Approach (next level)
Definition of Sustainability in City Logistics (+ Policy)

1. Should be specific and concrete

2. Should be achievable for stakeholders [NB: shippers, transporters and receivers!]

Therefore we chose 3 main components:

a) minimum of environmental impact (noise, air pollution, traffic safety)

b) maximum of efficiency (use of urban space, use of energy, use of day)

c) regulations developed with input/feedback/involvement from stakeholders
Sharing resources (space, vehicles, chargers)

Subsidies / Privileges (temporary)

Leading by example

Charging infrastructure and filling stations
Zero Emission Zone for City Logistics (ZECL zone)
Access to the ZECL zone for vans and trucks.
Nine solutions to achieve efficient city logistics.

Approach per logistics segment
- Fresh
- General cargo
- Waste
- Express and parcels
- Facilities and service
- Construction

1. More efficient routes by coordinating delivery times and smart planning
2. Decoupling point at the edge of the ZECL zone (swap body or tractor swap)
3. Bundling outside the ZECL zone (urban consolidation centre, distribution centre)
4. Micro hub inside the ZECL zone
5. Bundling by delivering to pick-up points
6. Shift to smaller vehicles (LEVVs and cargo bikes)
7. Bundled waste collection
8. Enforcing bundling through procurement
9. Shifting personnel from private vehicles to public transport, bicycle, carpooling or P+R
Monitoring (sales figures, fleet composition)
The three policy pillars of Rotterdam
1: Suitable space for city logistics
Suitable space for city logistics.

- Including logistics requirements in urban development.
  - Logistics plan for construction stage (construction logistics)
  - Logistics plan for the exploitation stage (use phase).

- Creating logistics space on the edge of the city.

- Give logistics priority/space on the urban road network at certain (suitable) times of day.

- Long term perspective: prioritizing the preference for freight vehicle types on a) the type of urban environment and b) the time of day / week

- Experiment with priority for eTrucks at intersections with traffic light in preparation (communication between Intelligent Traffic Lights and vehicles)
R&D topics for accelerating goal achievement

• How efficient can we make the city logistics process? (simulation tool development for analysis ➔ HARMONY EU-project)

• Asset sharing: demonstrate efficiency increase in actual practice through a pilot application of an asset sharing platform

• Demand management: stimulate ordering behaviour of receivers (retailers and consumers)

• Safeguarding the timely availability of electric energy supply network for heavy duty vehicles
Reserving space for CL in long term spatial planning
2: Community building
Logistiek 010: sharing experience (newsletter, website, events)
Euser en ABN AMRO slaan handen ineen voor aanschaf elektrische trucks

"Wij voelen ons verantwoordelijk voor een bijdrage aan de verduurzaming van stadslogistik. Niks doen is geen optie." Daniel Spetter, operationeel directeur bij Koninklijke Euser B.V., vertelt in deze case hoe zij het in ...meer leesgelegenheid.

Logistik 010: sharing experience (newsletter, website, events)
3: Personal approach
The following subjects will be discussed during the personal consultation:

- Zero Emission Zone for City Logistics in Rotterdam: What does it mean for your company?
- Customized advice on replacement of ICE vehicles to ZE alternatives (TCO calculation)
- Advice on relevant subsidies and tax exemptions
- Charging solutions
- Solutions for more efficient city logistics
- Free try-out arrangement of electric vans, LEVs and cargobikes
Stimulating frontrunners, informing laggards

Mailings to all owners of freight vehicles registered in or near Rotterdam.
- Informing on the upcoming changes (ZECL zone)
- Tell about ways to adapt to the new situation
- Point the way to help in making the transition

First round to all van owners, next round to all truck owners
Rotterdam.
Make.It.Happen.