



SURFLOGH

SMART • URBAN • FREIGHT • LOGISTICS • HUBS



Surflogh approach

Groningen

17 December 2021



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Introduction of Groningen

Introduction of Groningen

First mentioned 1040 AD

Population 2019: 230.000

Daily Urban System 500.000

140.000 jobs

60.000 students

8.000 international students

Average age: 36.4

2nd startup-city in NL

#Green City 
#Happy City 
#Healthy City 

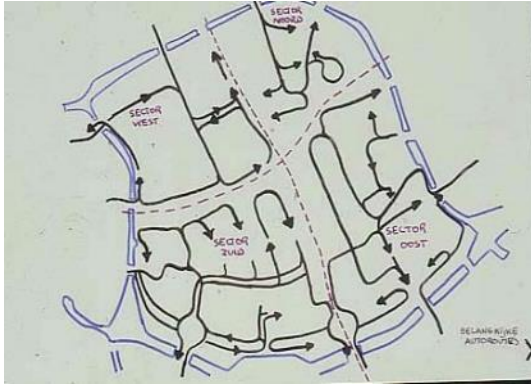




40 years tradition of compact city

1977

Traffic circulation plan



1996

Space for space



2016

Space for you



21

53

29

26

55

3

© 2017 Jan Hendrik van der Veen



6

2

27

20







Stakeholder engagement



Process steps

2021
Plan for sustainable city logistics established by city council



2018
Local Covenant Sustainable Logistics Groningen



2017
Installing Focus Group Sustainable Logistics Groningen



2014
Green Deal ZE city logistics 2025



2022
Expanded zone with timeframe for Logistics



2025
ZE-Zone for Logistics



Focus Group Sustainable Logistics Groningen

3 - 4 meetings per year

Municipality of Groningen	> Local Government
Evofenedex	> National transport organization
TLN	> National transport organization
GCC	> Shop owners organization
KHN	> HoReCa organization
CVAH	> Organization for fresh food and ware market
VNO-NCW / MKB Noord	> SME association
Bouwend Nederland	> Association for construction companies
RUG	> University of Groningen
Energy Expo	> Foundation for sustainable mobility

Inventory approach other cities

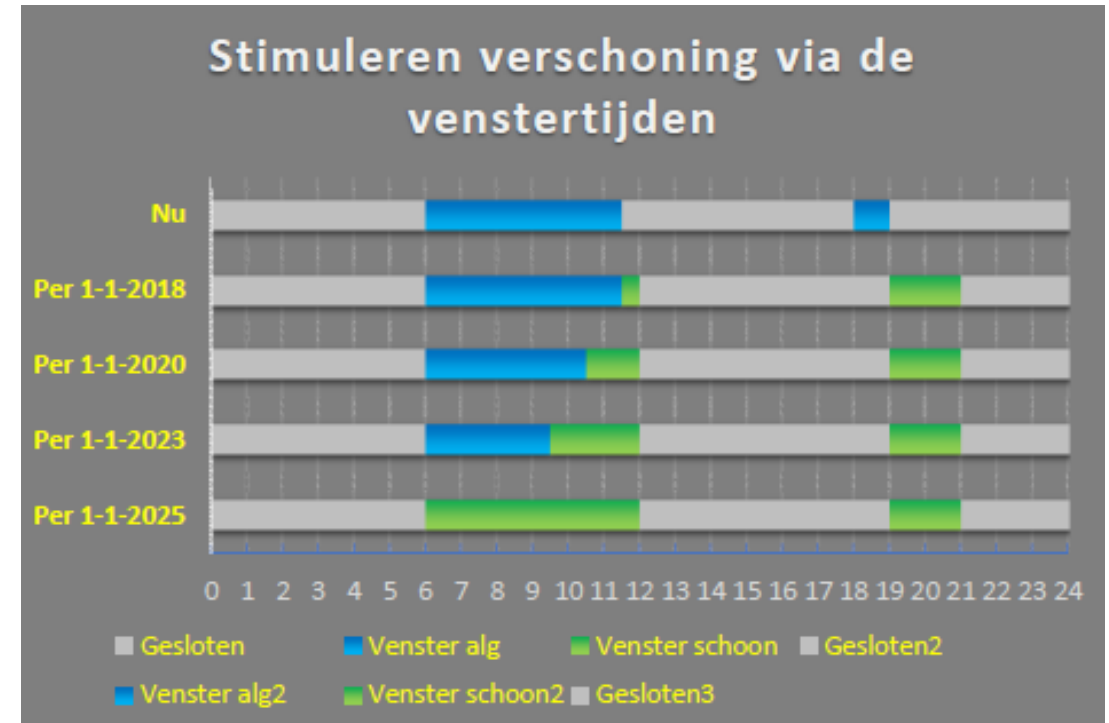
Utrecht

The ZES Utrecht framework works along two tracks:

- A. Turning the buttons of the **regulations** to stimulate desired logistical forms
- B. Development of **living labs**

The Hague

With the signing of the "Urban distribution The Hague" covenant, the signatories agree to **jointly elaborate and develop** (cost) **effective measures** that ensure more efficient urban distribution in The Hague and zero emissions in 2025



The approach of the Focus Group

Energy in the group

The emphasis on joint action

Shared ambitions and concerns

Story making: “What kind of city we want to be?”



The Covenant, the main goals

- Zero Emission logistics
- A save city
- An accessible city
- A livable city
- An attractive city



Policy – Urban Vehicle Access Regulation



Foto Frank Straatemeier, Groninger Archieven



Policy – Urban Vehicle Access Regulation

Space for zero-emission logistics

Future plan for logistics

2022

- Larger area with time frame for deliveries
- Camera enforcement
- Smart and strict exemption policy

2025

- Zero-emission zone



Trial and Error



Pilot 1



Stadsdistributie Groningen

1. Hub
2. Shopping street hub for Westerhaven
3. Cycle logistics Oude Kijk in't Jatstraat in cooperation with Go-Fast











Lessons Learned (positive and negative)

Stadsdistributie Groningen

- A central Hub for a shopping street only works if the majority of shops cooperate
- Some logistics flows can gain a lot in efficiency (in the city and on the highway)
- Cycle logistics via a hub can be very reliable for a lot of goods
- Taking back return flows (like paper) is very appreciated by shop owners
- It's hard to make a positive business case for a hub, all stakeholders need to be transparent for that

Pilot 2



Local and Incidental Flows – Go-Fast

1. Hub – Jan de Jong movers
2. City centre / future regulated area

- First Mile
- Last Mile
- Only Mile
- Express ride
- Express route
- Hub route

Corona > From B2B to B2C





Interreg
North Sea Region
SURFLOGH
European Regional Development Fund



EUROPEAN UNION





Lessons Learned

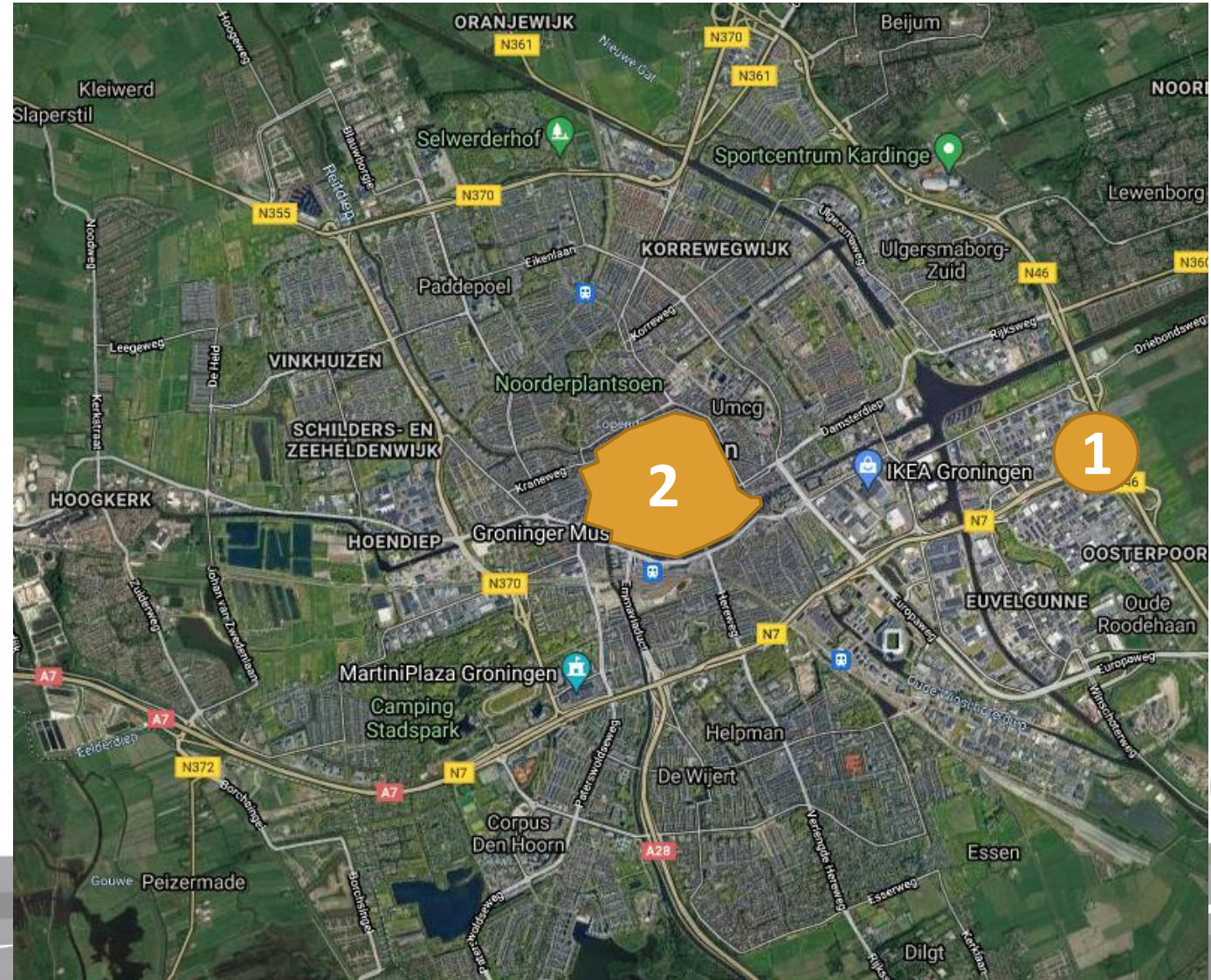
Local and incidental flows

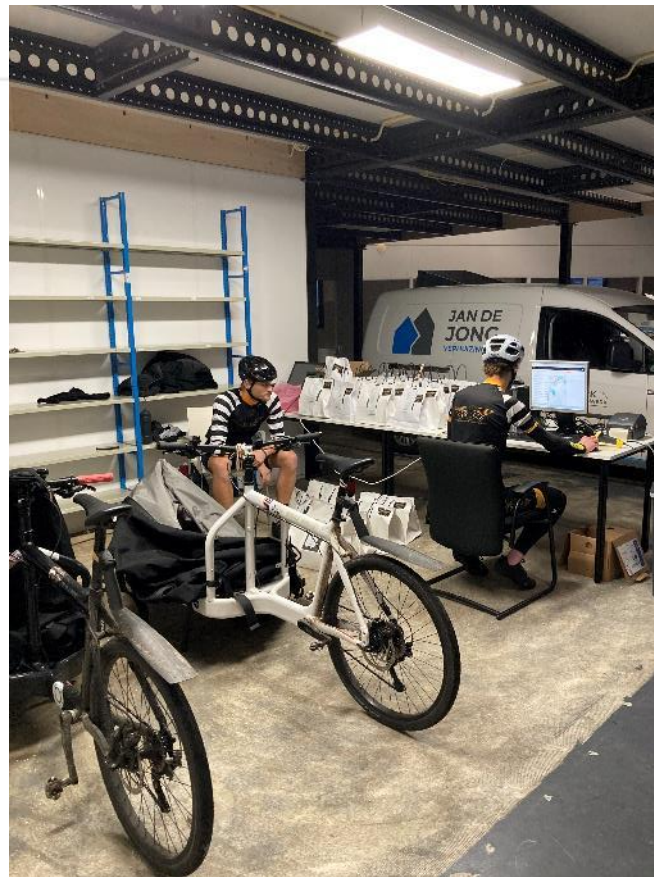
- There is potential for cargo bike logistics!
- Corona effected the pilot. From B2B tot B2C.
- Large and stable customers are needed for a business case
- For large volumes cargo bikes seem to be inefficient because they must drive back and forth several times
- A hub only is affordable with large volumes

Pilot 3

Smart and shared Logistics

1. Hub – Stadlogistiek
 2. City centre -future regulated area
- Services like warehousing for shops
 - Link between local shop and (inter-) national retailers
 - E-commerce deliveries from local shop and local warehouse
 - Upscaling in volume and vehicles





Lessons Learned from pilots

POLICY FRAMEWORK – UVAR (urban vehicle access regulation)

- Time frame for deliveries
- Zero-emission zone
- Enforcement

HUB & DELIVERY LOCATION

- Distance between hub and delivery location
- The impact depends on what type of deliveries the company offers

SUSTAINABLE BUSINESS MODEL

- Local bicycle couriers need large and stable customers
- Large parcel companies need to change existing operations

LOCAL AND NATIONAL

- Dividing local and national shipments
- Large volumes > stops close together
- Perspective for hubs in combination with bicycle logistics.

CARGO BIKES

- Deliver parcels, instead of "commuting" from/to a hub

SMART LOGISTICS

- planning and tracking software > efficient and reliable logistics
- Satisfied customers will keep coming back
- IT software is mainly used at company level
- Planning and monitoring software at city level is still lacking



BORÅS STAD

provincie **D**renthe

