

Good(s) distribution for a vibrant city

Michelle Coldrey
BSR Electric Webinar
2019-03-13



City of
Gothenburg

Gothenburg – a sustainable city open to the world

- Second largest city in Sweden - transition from a large town to a green and dense city
- Logistic hub of Scandinavia
- Long tradition of working with different measures in the field of city logistics



Transport strategy – 3 main objectives

- **Travel** – easy access to essential locations and functions regardless of travelling mode
- **City Environment/Urban space** – attractive settings where people want to live, work, go shopping, study and meet.
- **Transport of freight** – how we contribute to strengthen Gothenburg as the logistic center of the Nordic region, where both existing and new lines of businesses can be developed and generate new jobs, without infringing the quality of life, sustainability and accessibility.



The City's Goals for Freight Distribution:

The Urban Transport Administration continuously works on improvement of the freight distribution in the city:

The main objectives are:

1. Reduce congestion
2. Increased safety
3. More attractive urban environment and reduced environmental impact.



Goals with the legal framework in the inner city area

- **Minimize congestion and environmental impact**, and create a **safe environment with high accessibility**
- **Separate unprotected road users from heavy traffic** by redirecting goods flows to hours when the streets are less busy
- **Ensure reliable goods supplies** during daytime with **clean, energy efficient, and safe transport solutions**, based on **consolidation of goods**.
- Create a **traffic system** which contributes to a **pleasant, competitive and safe inner city**.



City of
Gothenburg

Regulations and incentives



- ❖ Pedestrian streets
- ❖ Time windows (11-5 am) on the pedestrian streets
- ❖ Length regulations, maximum 10 m (8-6 am) in the city center
- ❖ Walking speed areas

Means :

- Improved accessibility for distribution vehicles
- Reduced driving distances and time



Area of length regulation - Gothenburg

Smart Deliveries

Consolidated deliveries with clean and energy efficient vehicles



Stadsleveransen



- **Common goods reception for businesses in the inner city**
- **Consolidation and last mile delivery with electric powered vehicles**
- **Runned by Innerstaden** (a joint company owned by the trade association of Gothenburg and the real estate owners of innerstaden)
- **Operator – Paketlogistik** (a small haulier company)
- Functions both as **c/o adress and haulier** (PostNord och DHL)
- **Financed** by transport companies, public money and advertising.



Concept Stadsleveransen

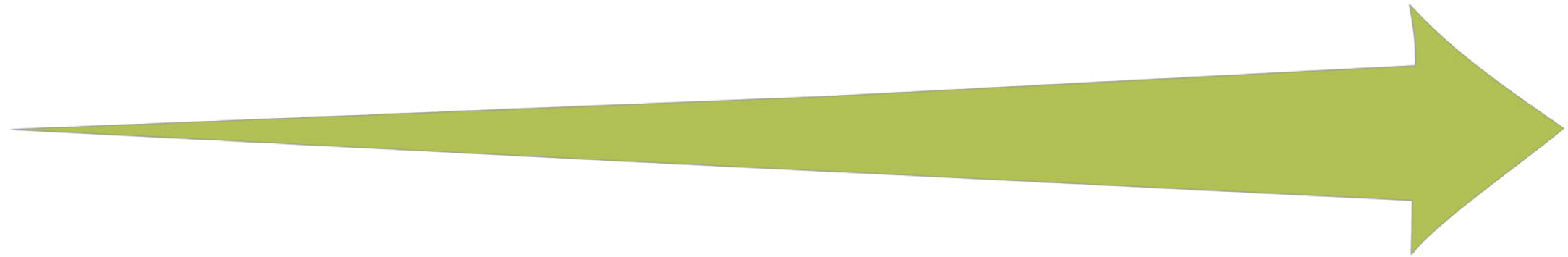


City of
Gothenburg

Areas of operation



Development



Phase 1

- Concept phase 1-2 years
- Small number of shops
- C/o adress/consolidation point
- Mapping and evaluation
- 2012-13

Phase 2

- Development phase 2–3 years
- Increased number of shops, larger area
- Goods redirected from hauliers
- Development of value adding services
- 2014-16

Phase 3

- **Establishment phase**
- **Open for all businesses within the inner city area**
- **Fully commercial business**
- **2017-**

Stadsleveransen at present

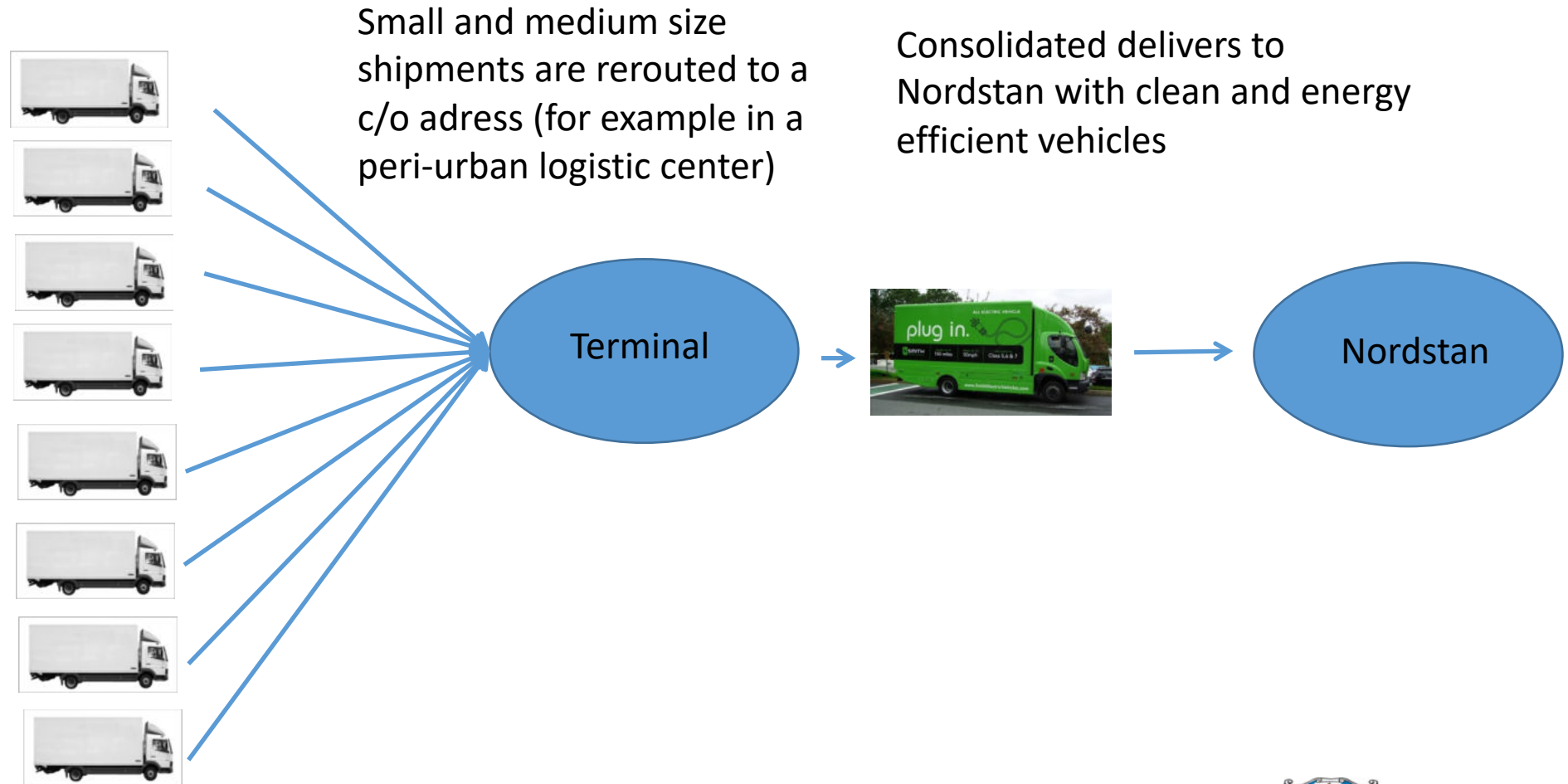
- **Goods reception and terminal function in Gullbergsvass**
- Consolidation and last mile delivery with electric vehicles – **4 cars with trailers and 2 electric cargo bikes in use**
- **Over 800 packages per day** by average
- Operates in the area around **Domkyrkoplan** in the inner city
- **Mainly financed by transport companies, public funding, and by advertising**



Other initiatives

- **Consolidation by c/o address for the Nordstan shopping mall (200 companies)**

EU Project NOVELOG - Base concept



Goals

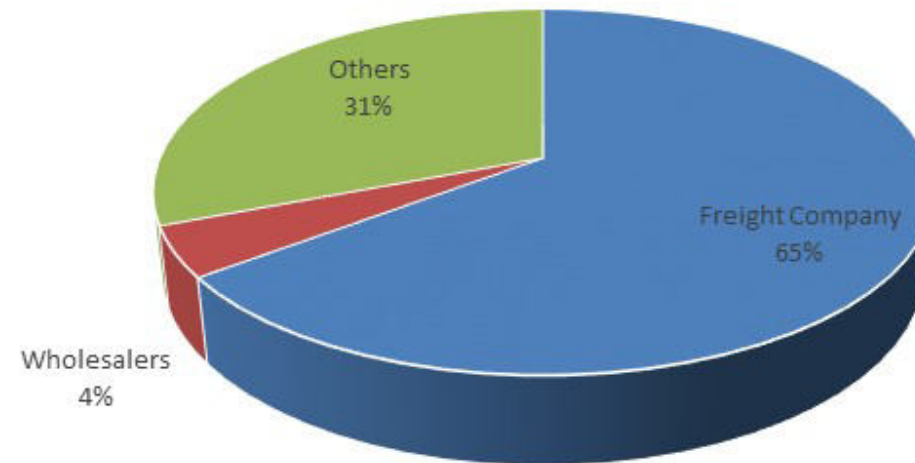
- Create a well functioning "ready to run" concept for consolidation by a c/o address outside the city core, to enable more efficient and sustainable solutions to businesses in the central parts of Gothenburg
 - Development of a commercially sustainable solution
 - Increase the knowledge of goods flows in central Gothenburg
 - Strengthen the work within the city to encourage future sustainable and efficient solutions for city logistics
-
- Less heavy transports in the city centre
 - Decrease congestion, emissions and noise
 - A more pleasant and attractive city environment

Results - Transport companies and percentage of the deliveries

Companies that Delivers Goods



Part of Deliveries



Lessons learnt

- A good cooperation and a continuing dialogue between the city, the property owners (Nordstan), the businesses, the freight companies and all other stakeholders is imperative to success
- It takes time and resources to undertake this kind of data collection and analysis as well as to set up the boundaries of the case
- A common goal (even if differing motivators) – in this case for example, less congestion, noise, emissions and a more attractive and liveable city centre - is also essential to success. All the stakeholders must see the benefit
- A good business model to ensure the success of implementing the pilot is important
- Creating a c/o address will certainly reduce the number of deliveries to the shopping mall, thus reducing the number of trucks in the city centre

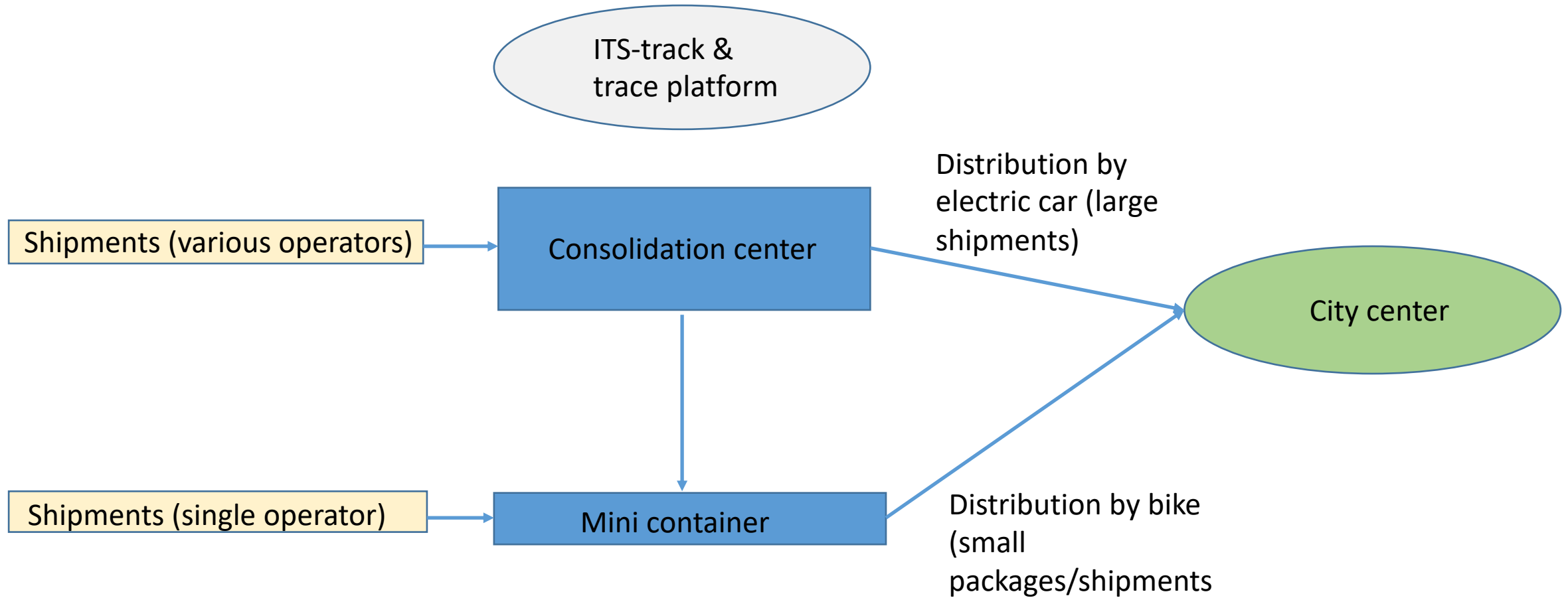
Preferred solution

- C/o-address for consolidation
- Centrally financed by the five real estate owners
- Procurement during the autumn 2018
- Pilot phase during 2019

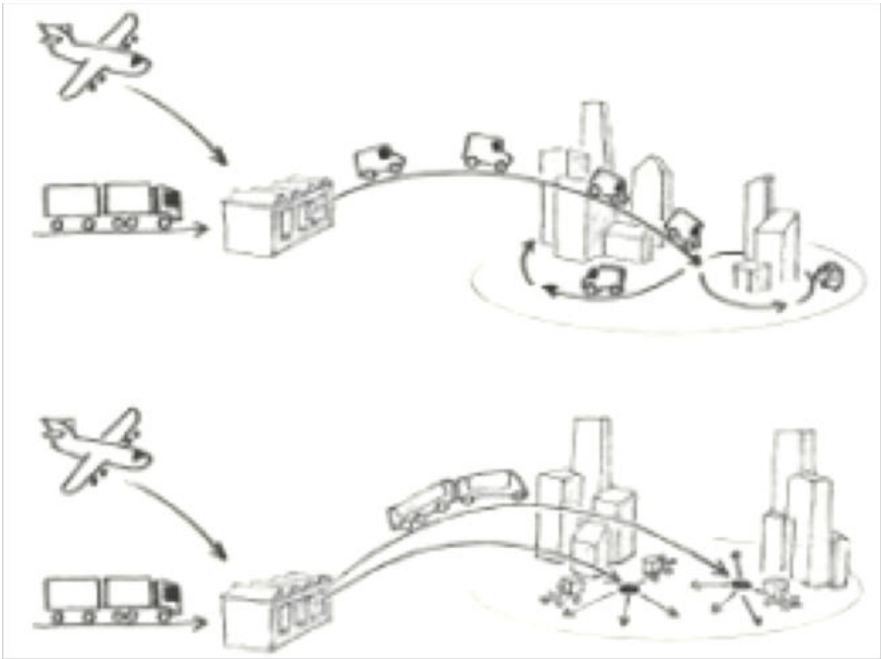
Use data to drive change and innovation!



Extended last mile delivery system



European innovation in Electrical city logistics /city destribution with flexibel mini-containers



EUROPEISKA
UNIONEN
Europeiska
regionala
utvecklingsfonden

Dencity – waterway demonstration

- Goods transport from Bäckebo to Lindholmen and Järntorget (Göta Älv)
- Waste transport from Lindholmen to Sävenäs (Göta Älv/Såveån)



City of
Gothenburg

Local Freight Network

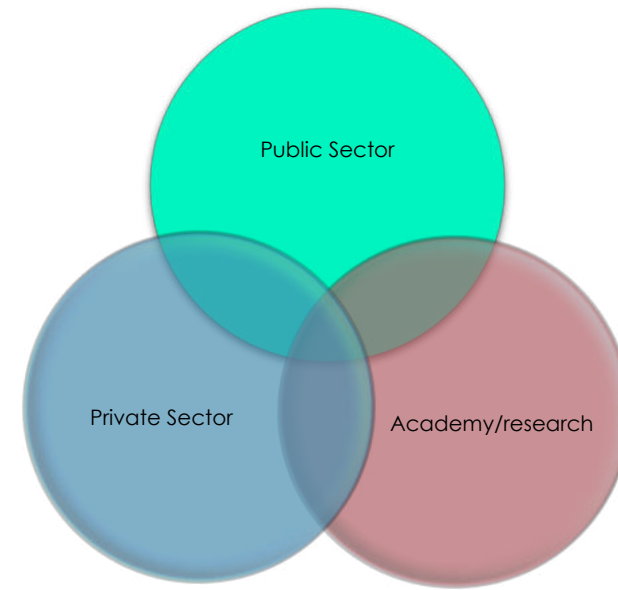
- Involves stakeholders from different sectors in continuous improvements
- Gives different points of views
- Creates solutions that has good acceptance and that works well when implemented
- The network has been active for eleven years

Stakeholders from the Private Sector:

- Transport suppliers
- Real estate owners
- Retailers, and local trade associations (Innerstaden, Nordstan etc.)
- Branch Associations (Trading, Haulage etc.)
- Truck manufacturer
- University

Stakeholders from the Public Sector:

- The City (different functions)
- Regional and State stakeholders



City of
Gothenburg

Many stakeholders adds to complexity

Branch organizations

Real estate owners

Authorities

Joint organizations

Salons (hair/beauty etc.)

Employees

Cafe's and pubs

Visitors

Shops/Retailers

Academy and research

Restaurants

Couriers

Offices

Hauliers

Freight forwarders



Thank you for your attention!



Michelle Coldrey – International Project
Coordinator, Urban Transport Administration,
City of Gothenburg
Sweden

michelle.coldrey@trafikkontoret.goteborg.se

