



For liveable, clean and accessible inner cities

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Challenge

- Problems to reach the inner cities
- Time windows, environmental zones, vehicle restrictions
- Air quality needs to be better
- Retailer opens the shop too late, regarding the time window
- Economic results could be better
- Time limits
- Question of organisation

The concept of 'Binnenstadservice'

- New urban consolidation centre with a focus on receiver
- Retailers join 'Binnenstadservice' en send a change of address to the supplier
- Carriers deliver the goods at 'Binnenstadservice'
- Binnenstadservice bundles the goods and delivers them at the shop
- Other services: storage, home deliveries, VAL
- Transport vehicles: electronic (bicycle) and natural gas truck
- Our aim is to act social responsible
- Therefore the legal form of our enterprise is a foundation
- Full Truck loads are not our business!

Partners Binnenstadservice

- Retailers
 - Carriers
 - Suppliers
 - Government
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- All partners were involved from the beginning on
 - Starting point was and still is: everybody can and may win
 - But we need to work together!
 - Key words are: trust, respect, care, love, attention
 - The transition will not be reached by thinking only about the infrastructure, we need to think about people, how they act and make the difference!

What are the benefits?

- More efficient route planning (in the city as well as on the highways)
- Better accessible inner cities
- Better air quality
- Less trucks in the shopping street
- Better economic environment
- Liveable city centre
- Higher service level retailers

Where is the joy (good news!)

- Almost unconditional (moral) support of aldermen and civil servants we work with
- Fabulous energy and drive of entrepreneurs, retailers, officials
- In any conversation, this solution for sustainable urban freight distribution is immediately recognised and experienced as very positive
- We enjoy the progress we're making daily. We're working towards a European network of service points!

The barriers we met (bad news!)

- It's difficult to finance the period until 'break even' (after about three years). All partners need to contribute to the solution of the financial challenge
- Some carriers are worried about their profits instead of taking their chances.
- Change always calls up for resistance (somewhere)
- Subsidiaries are seen as a violation of the free market
- The result is: local and national governments are afraid to support the transition to sustainability

The results up to now

- the truck kilometres in Nijmegen decreased
- the nuisance lessened
- 140 retailer joined in Nijmegen
- BSS extends to other Dutch cities and to Europe
- carriers can save considerably in costs and CO₂ emissions
- the business model will be self-supporting in time.
- BSS also receives incomes from carriers and shippers, since these actors profit most from BSS
- BSS creates a win-win-win-win situation

Thank you! Any questions?

