



bpost Ecozone  
Emission free last mile City Logistics

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2022







#wearebpost







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FOODSERVICE LOGISTICS

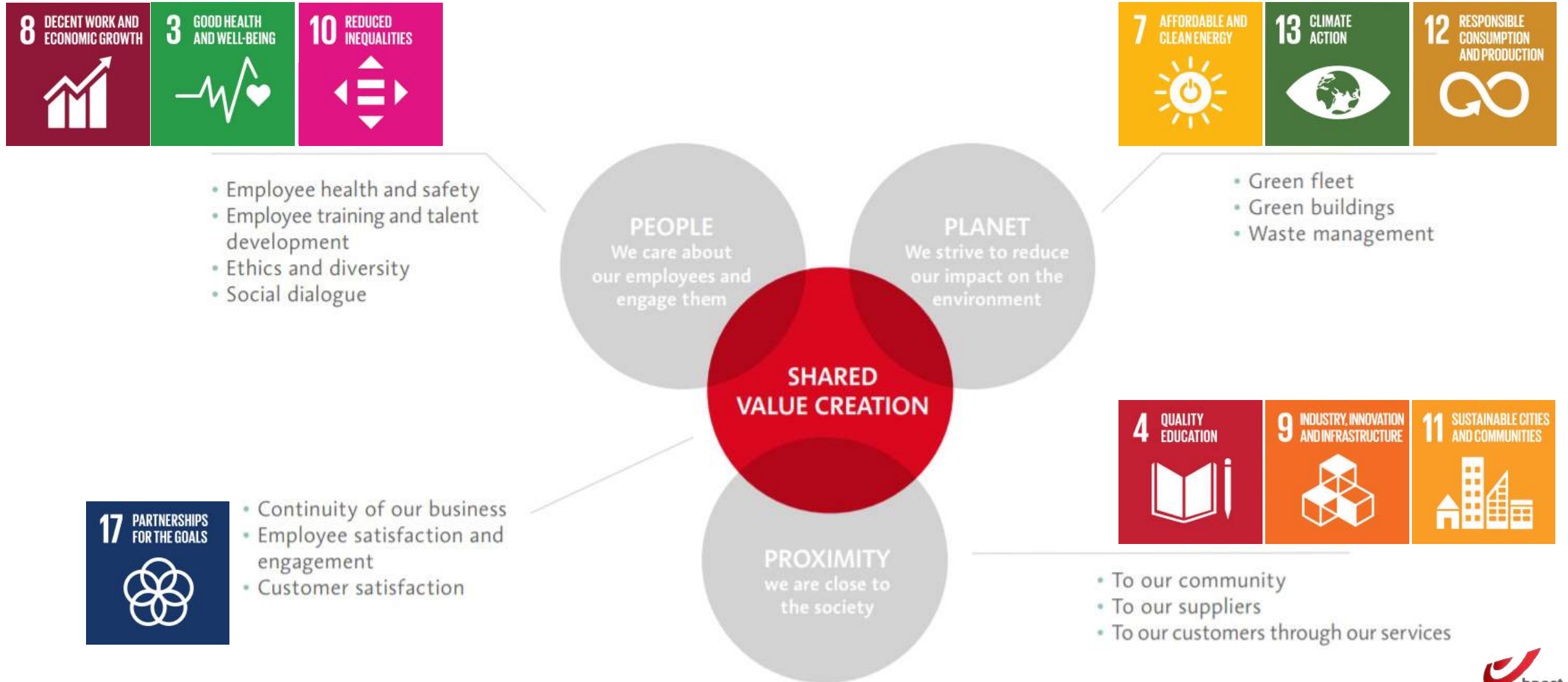
 **Euro-Sprinters**

**AppleExpress**

 **Ubiway  
Retail**

# CSR strategy: People, Planet, Proximity

## Aligned with 2015 Paris Climate agreement



# Sustainable logistics is a “and” story



4A model to transform toward sustainable logistics.  
Cathy Macharis, VUB-MOBI

Anticipation & Act and Shift & Avoidance & Awareness







# Ecozone: to improve the air quality & liveability in cities

## Emission free delivery

- 👍 EV's instead of polluting vans,
- 👍 cargo bikes serving the city center

## Pudo at walking distance

on **walking distance** by adding lots of **parcel lockers**

## Local services for the local community

through a **City Hub**, easy Pickup service and **Local sorting & distribution**



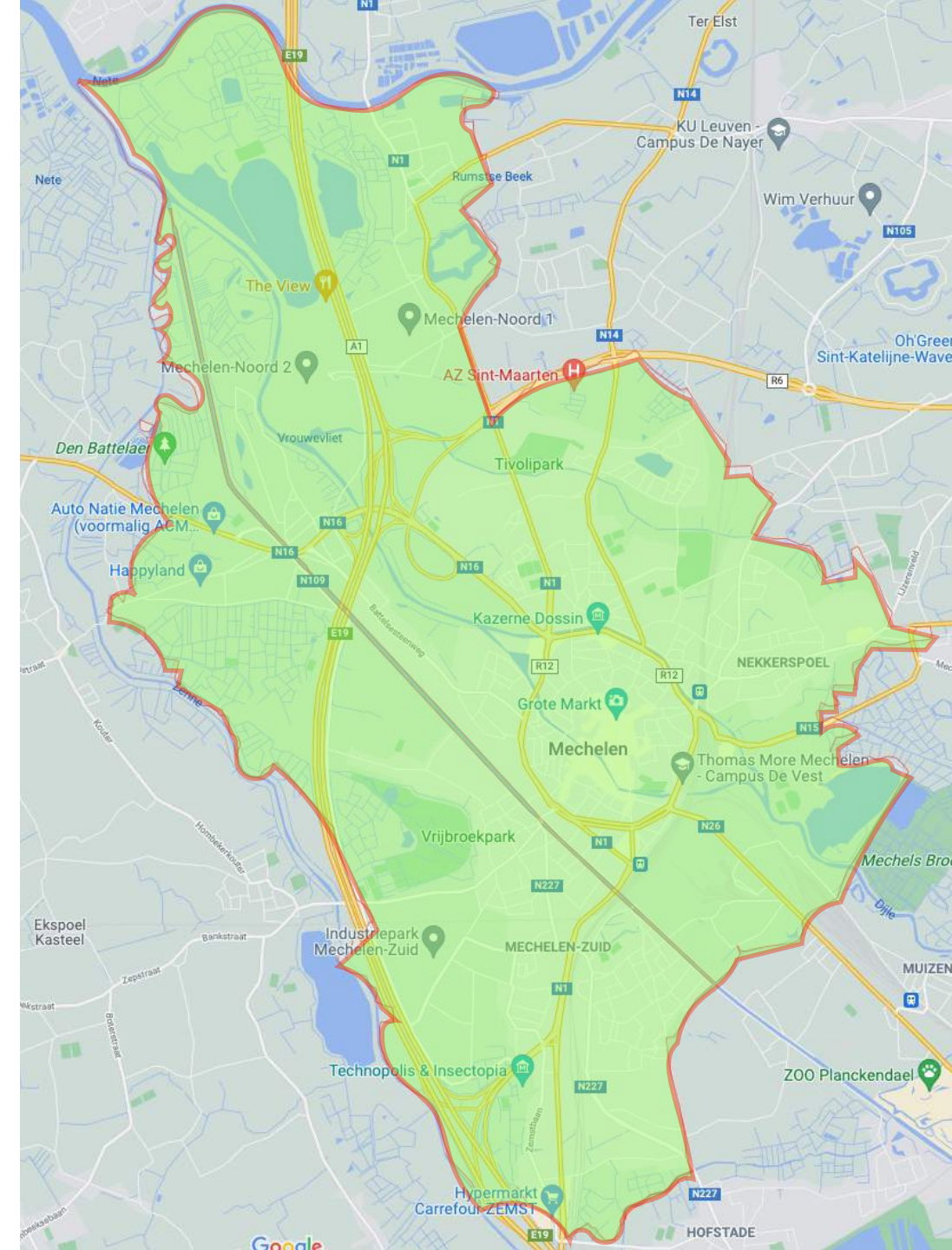


# LOCATION 2800 MECHELEN

Ecozone is an answer to the cities biggest environmental and societal challenges of today: how to improve both air quality as liveability in our cities.

Our solutions supports the change in behaviour on multiple levels. And consists out of 3 important pillars:

- a shift towards zero emission (vehicle & PuDo)
- a shift towards soft mobility
- a shift towards consolidation





# RESEARCH Q BUSINESS MODEL

Can this model, based on bike-trailers, parcel lockers, microhubs & integrated rounds be a **model of the future for urban distribution**?



Only mix rounds with a shift towards soft mobility



Collect rounds with bike trailers



Solutions for local merchants



Dens network of PuDo Points to support receivers in making a sustainable choice



Shift towards a full emission free fleet & optimised vehicles for urban distribution



Microhub in support of soft mobility shift





# Emissionfree vehicles

100% electric = CO<sub>2</sub> free,

- ▾ noise,
- ▾ airpollution



Microhubs and parcellockers = efficient and sustainable high sustainability gains vs home delivery with dieselvan (BAU)



Efficient, sustainable and Responsible Employment







# Ev's and Bike trailer replacing cars in city centres

Bike with biketrailers replace  
(polluting) vans in city centre =  
less driven km / day

Efficient, sustainable and  
Responsible Employment

Fixed routes  
optimal consolidation







## From home to PuDo: Sustainable and more Convenient

30% less CO<sub>2</sub>

- 📦 delivery cost,
- 📦 more piece of mind



Contactless delivery,  
24/7 accessible,  
on walking distance in cities



2400 PuDo points and parcel lockers,  
and growing yearly; highest customers  
satisfaction, very nearby







# City hub and local services

**Local 2 Local:** parcels with local destination are locally sorted at local tariff



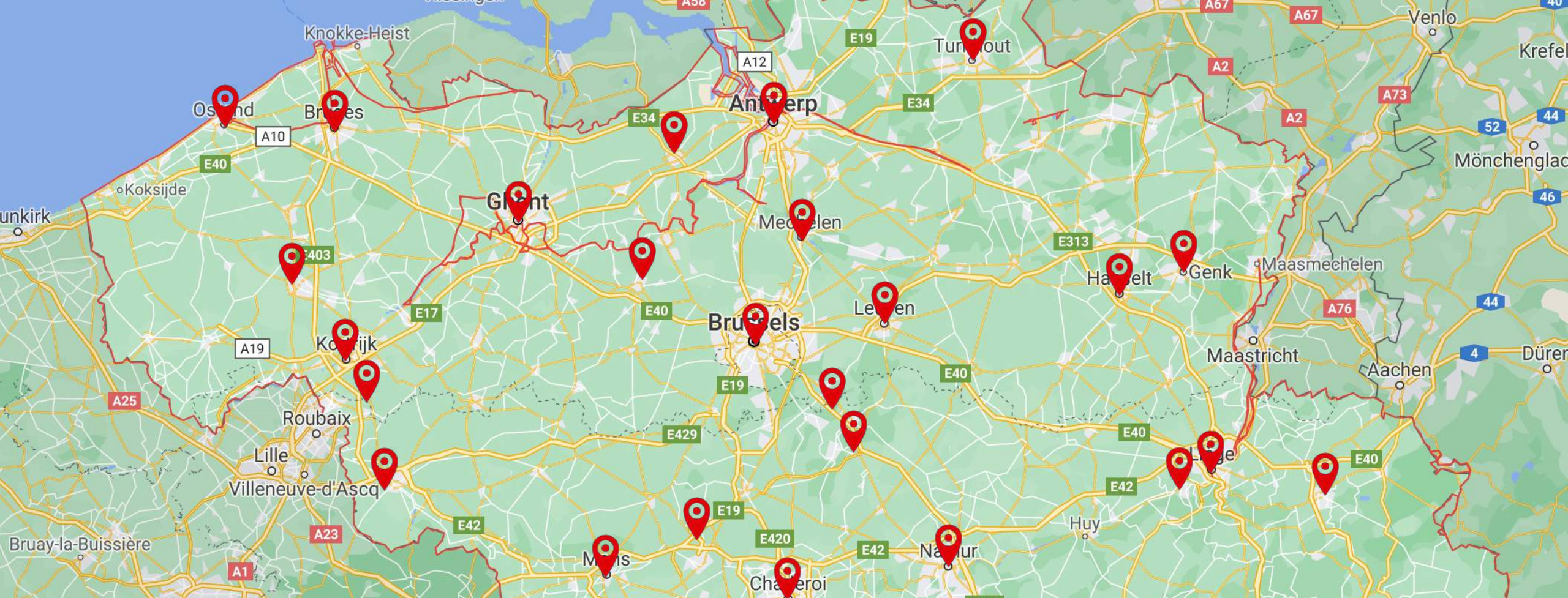
**Easy 24/7 pickup:** Local merchants can use the parcel locker as their pickup point



**Storage & fulfilment:** to stimulate consolidated deliveries







Emission free last mile delivery expanding to gradually to 25 cities by 2025 and a commitment of a LM CO<sub>2</sub> reduction of 100% towards 2030

8

2022

25

2025



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# Results in Mechelen





# Environmental Achievement of the Year Award 2021

[Award show 45s](#)

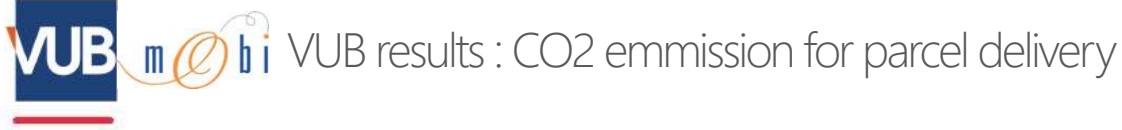
[Youtube Video](#)

[Press release](#)

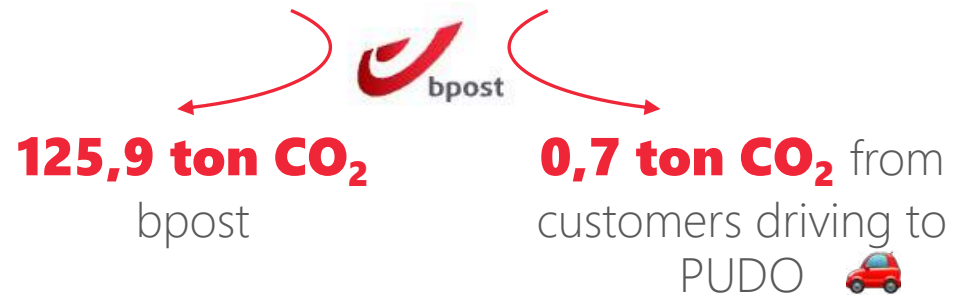




# Ecozone positive impact on our ecological footprint of 97%



**Business as usual 2019**  
**126,6 ton CO<sub>2</sub>/jaar**



**Eco-zone Mechelen 2021**  
**3,6 ton CO<sub>2</sub>/jaar**



**Reduction of 97% CO<sub>2</sub> emission**  
which aligns with the EU ambition  
of 2050



# Sustainability gains



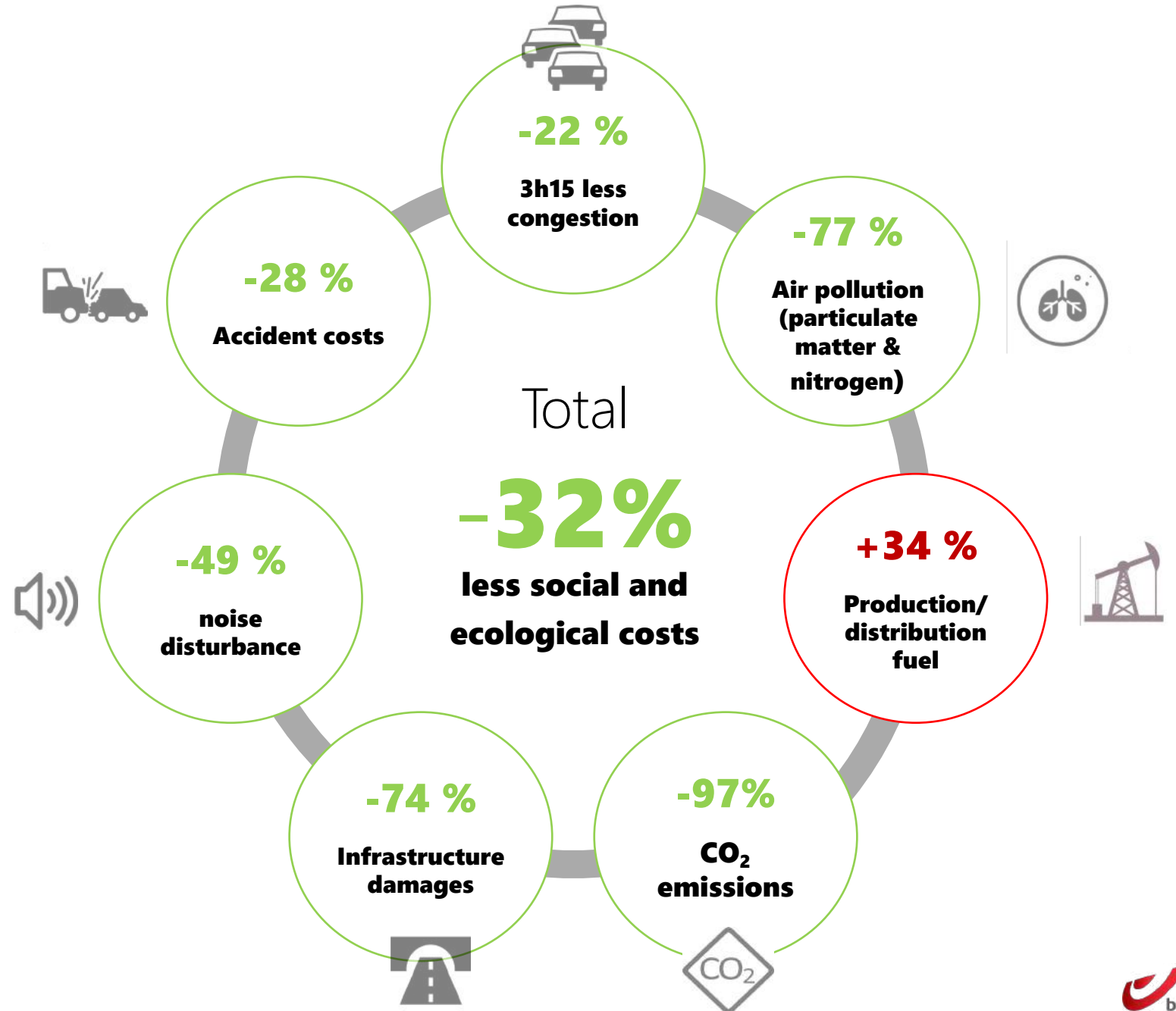
Results from the VUB  
analyse:  
Ecozone Mechelen



VS



Standard operating model





01 APR 2021

# THANK YOU

QUESTIONS?

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