

Binnenstadservice

The Dutch Experience

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26 September 2014



What I want to present to you

- A short history of The Dutch Binnenstadservice
- Our challenges and experiences concerning citylogistics
- My dream about an European network of local independent Citylogistic Service Centres

The logo for ECO2CITY features the text "ECO2CITY" in a bold, sans-serif font. To the right of the text are three circles of increasing size, colored in shades of orange and brown. The background of the logo is a light orange with a subtle grid pattern.

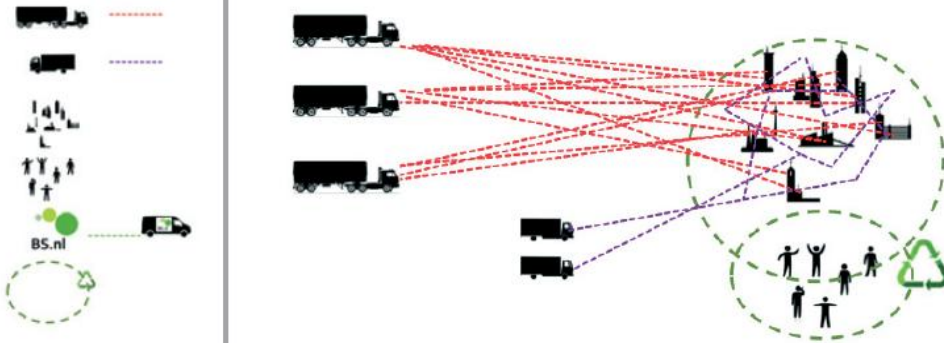
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A short history of The Dutch Binnenstadservice

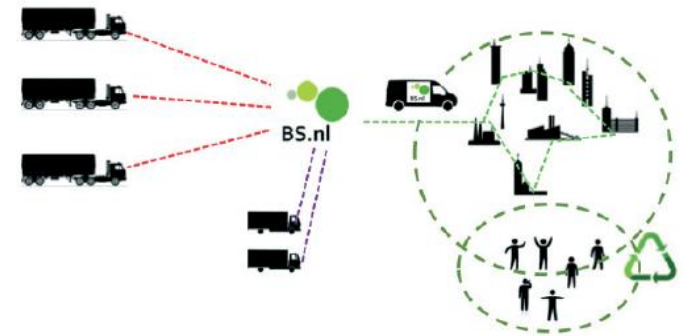


Binnenstadservice: the beginning (2008)

Situation without Binnenstadservice



Collective receiving point for shopkeeper: Binnenstadservice



The concept of Binnenstadservice

- Retailers send a change of address to the supplier
- Carriers deliver the goods at 'Binnenstadservice'
- Binnenstadservice bundles the goods and delivers
- Other services: storage, home deliveries, VAL
- Full Truck loads are not our business!
- Socially, economically and ecologically sustainable



Binnenstadservice: x-dock and own 'fleet'



Today: Franchise formula

11 Franchisees:

- Locally unique and self supporting
- Nationwide uniform in service level and procedures

Customers:

- Local: retailers
- Nationwide: shippers



Challenges and experiences concerning citylogistics



We all know the problems (this is where I used to start...)

- 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
- Ambition to be energy neutral



The problem is: who owns the problems?

- Different stakeholders have different problems concerning city logistics
- Every stakeholder wants another one to solve their problems
- Different worlds: government vs. business
- Responsibilities for implementing solutions

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It's peoples work

Optimizing Urban Freight movements is all about changing the behavior and decision making of all stakeholders involved: logistics is peoples work!

- local end receivers
- local and national government
- (inter)national shippers
- Carriers/LSP's
- 'participative society'



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Towards a supply team instead of a chain

- Workshop tour around Europe
- All stakeholders around the table
- Input: the 'nine steps of behavioural change' model as the basis to find solutions
- Output: stakeholders help each other to change because they understand each others worlds and ambitions
- Working towards a supply team instead of the supply chain!

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An European network of local independent and neutral Citylogistic Service Centres



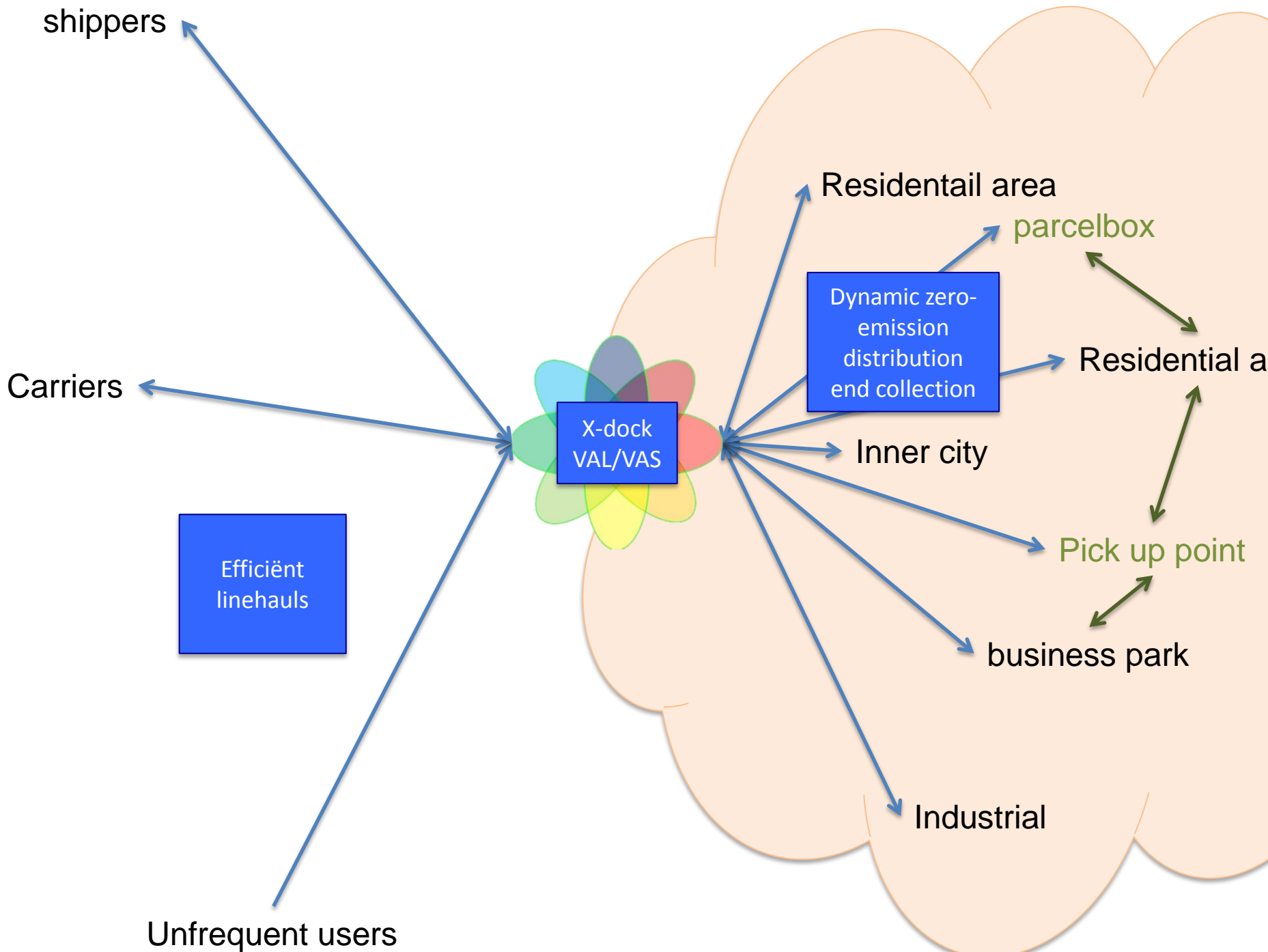
Operational and research experience combined

Some conclusions towards optimizing the solution:

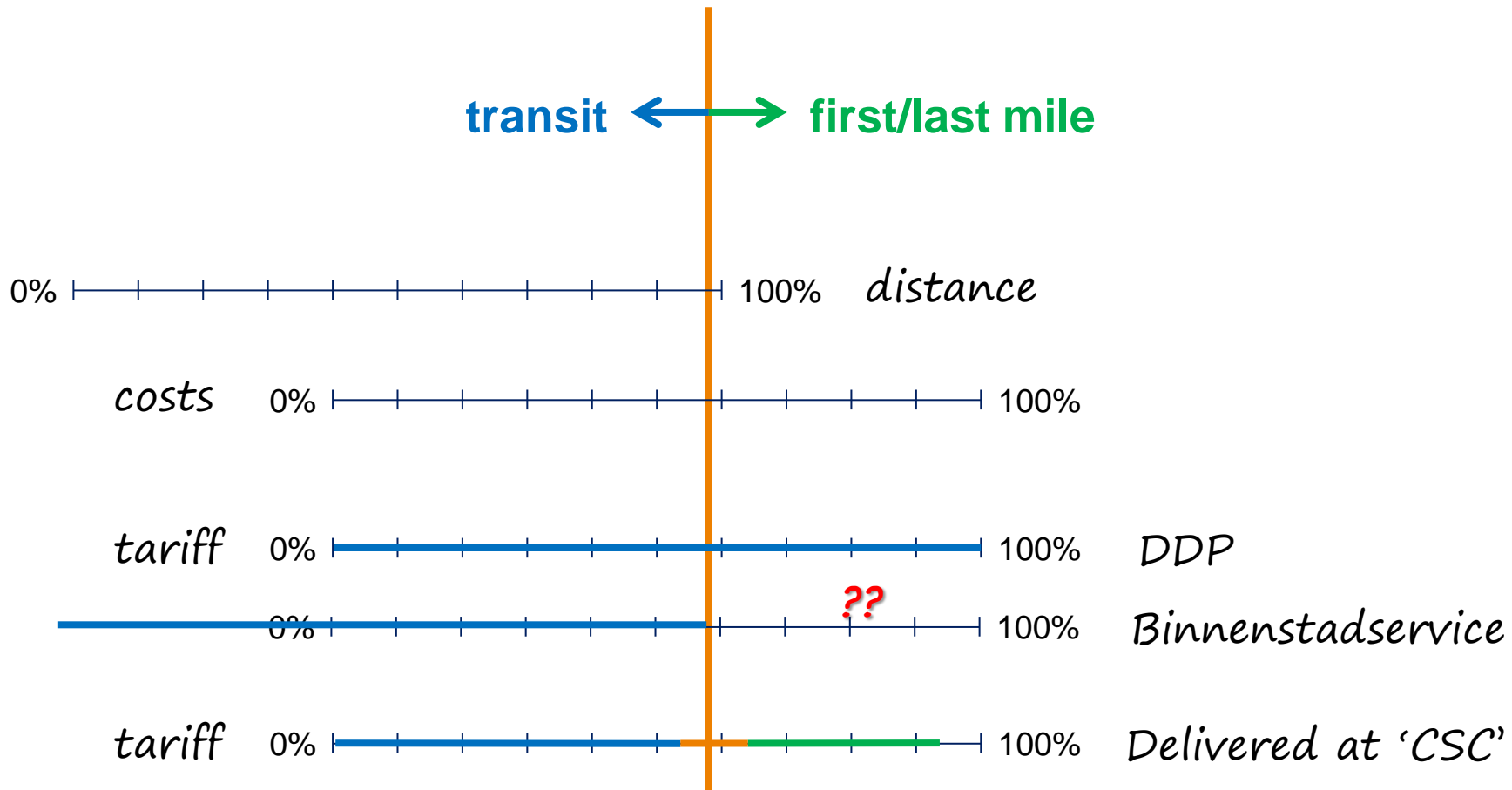
- Over the years we've added a new stakeholder in the field of city logistics; the entrepreneur running the 'neutral' Citylogistic Service Centre;
- UCC's cost money, CLS make money;
- But: The dispersion of costs and benefits should be better balanced;
- In order to be profitable, run both B2B and B2C

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Balancing costs & benefits

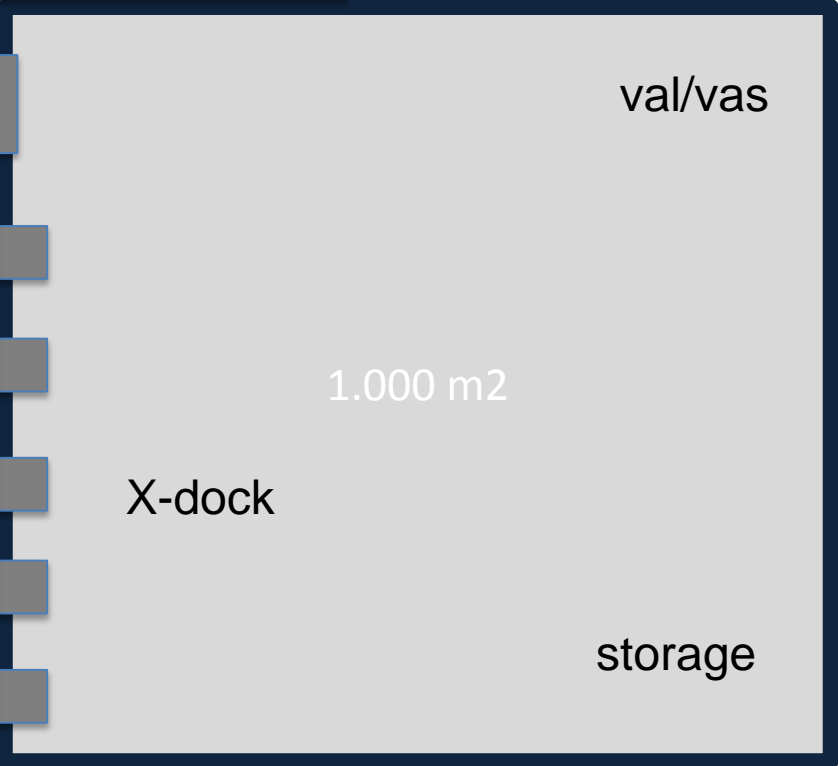


Pick up ^{ICT}
point/office

Biogas/elektric loading



24/7



val/vas

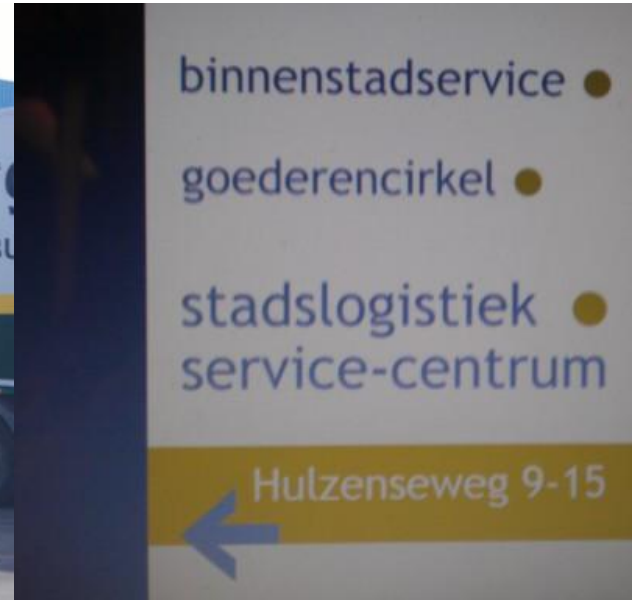
1.000 m2

X-dock

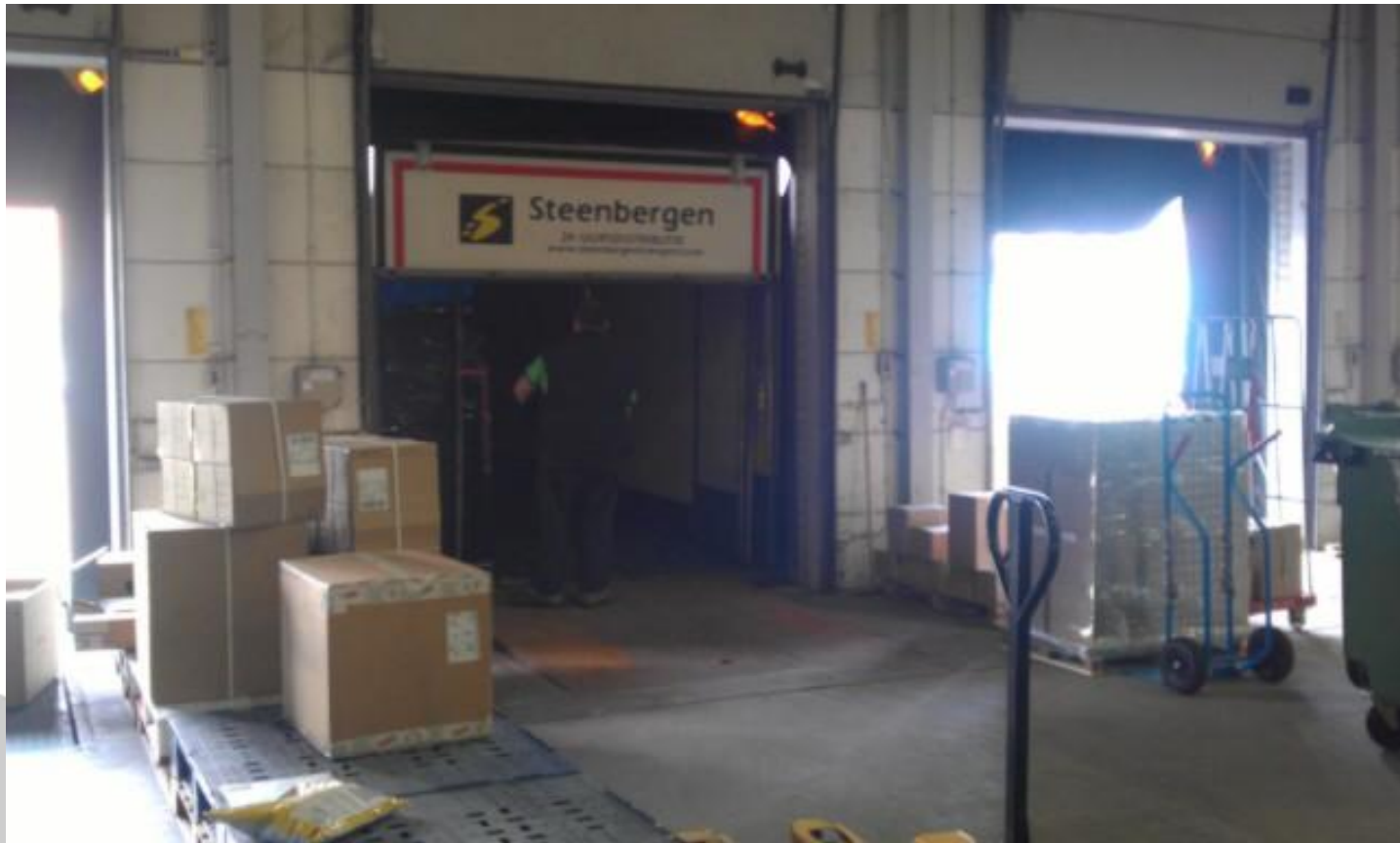
storage

Trailer parking

Binnenstadservice Nijmegen



Nijmegen



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Binnenstadservice Maastricht







European Network of Citylogistic Service Centres

- In a lot of cities in Europe some kind of 'Citylogistic Service Centre is running;
- Why not combine them in a network to create more volume and exchange experiences;
- They could all be a member of the European Last Mile Logistics network
- We know, it is slow food. But the taste is better!

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