How to actively support commercial biking as a city

Start-up of a bike courier in the city of Mechelen
END 90'S PUBLIC SPACE CAR DOMINATION
CO₂ REDUCTION
20% BY 2020

CLIMATE NEUTRAL CITY

LIVEABILITY
SUSTAINABILITY

SUSTAINABLE
MOBILITY

PLEASANT
SHOPPING CENTRE
Car limited zones

- **Timeframes**
  - 11h til 18h
  - 07.30h til 18h
  - 11.30h tot 06h

- **Enforcement**
  - ANPR-cameras
  - permits
challenges

20% CO2 emission

+12%

2030: zero-emission

Bron: https://www.mvovlaanderen.be/sector/transport-logistiek
Solution
EU projects
Start-up of a bike courier

Linked to the goals of Cyclelogistics, a start-up was created in 4 phases:

1) Preparatory phase

2) Launch of a test project with support of the city

3) Scale-up of the project with support of the city

4) Continuation of the bike courier
Phase 1: preparatory phase

“How to build a sustainable business model for a bike courier in Mechelen?”

CITYLAB MECHELEN
Phase 1: preparatory phase

- Design
- Undertake
- Meet
Phase 2: Launch of a test project

- Saturday market
- Home delivery
Phase 2: support of the city

1) Communication
   - Materials: flyers – banners
   - Ad campaign

2) Hardware
   - Kutscher cargobike

3) Grant
   - 1€ support with the cost of the home delivery @ 5 €
   - 10 K€ from dept social economy (recruitment of personnel with a distance to the labour market)
Phase 3: scale-up of the test project

- First & last mile
- Home delivery + pick-up
- Saturday market + all shop owners
- Saturday + all days of the week
Phase 3: support of the city

1) Communication
   - Window stickers
   - E-mailing
   - Repetition of ad campaign

2) Promotional support
   - Mechelen coupons @5 €

3) Operation of a drop point
   - Every saturday & shopping sundays
   - Volunteers & students

4) Grant
   - 10 K€ from economy department
Phase 4: Continuation of the bike courier

1) Diminuation of city support
   - Focus on communication
2) ECOkoeriers = commercial company
3) Continuation of first mile service
   - Launch of a mobile app
4) Expansion of services for the shop owner, of which the bike courier is a part
   - Last mile service
   - Webshop fulfilment
   - Stock management
   - Waste management
Conclusion

1) A cargobike has its place within city distribution

2) Choose a gradual approach in the start-up phase

3) (Financial) support is necessary during the start-up

4) Still a lot of work on the level of awareness with end user

5) Role of the city is limited (facilitator)
Questions ?

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