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Partnership between the municipality of Lille and La Poste about sustainable last mile delivery

Reducing Emissions in Logistics & Providing Last-Mile Delivery – Webinar

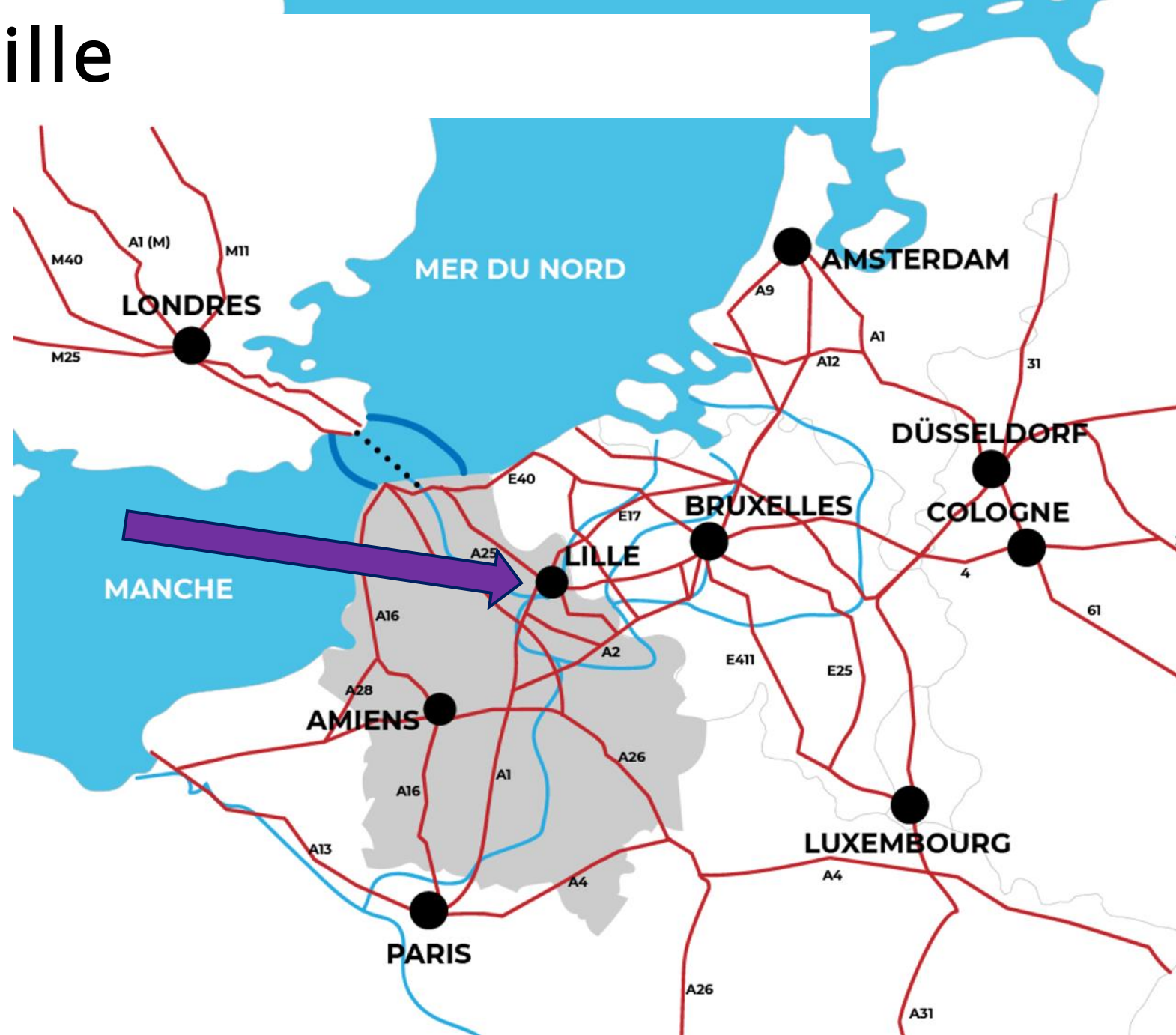
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Ville de Lille



Ville de Lille



10th most populated city in France with ~240 000 inhabitants

Part of the **Métropole Européenne de Lille (MEL)** administrative region which comprises 95 municipalities (~1.2 million inhabitants)

La Poste

Largest mail delivery provider in France

Created on the former national mail service

Responsibility of the universal postal service in France : public service mission of providing a base quality of delivery services in the whole France territory



Partnership

Why a partnership?

Context

Reducing carbon emissions in the city is part of the political agenda

In 2016, most logistics and delivery operations were done by road vehicles

Low emission zones will be in application in several cities in France from 2025

- *Since the initial discussions, the law has changed, and the metropolitan area is not obliged to enforce a low emission zones from 2025. The metropolitan authorities still have a plan to put a low emission zone, different to what was planed at the national level, in operation*

Win – win partnership

For the municipality - Collaboration with a major logistics operator to get insights on what can be improved and what the city can do to makes these improvements to reach its objectives

For La Poste - Improving efficiency of deliveries

Partnership

Partnership started in 2018 and renewed for the period 2022-2026

- Regular meetings
- Workshops
- 1 or 2 meetings with elected officials a year

5 topics

- Promoting cargo bike logistics in Lille
- Offering a solution of shared logistics services for businesses in the city centre
- Improving first attempt deliveries through alternatives to home delivery
- Implementing policies regarding the localisation of delivery areas and parking spaces
- Sharing of knowledge about best practices and innovative ideas

In Practice

Recent Actions and Activities

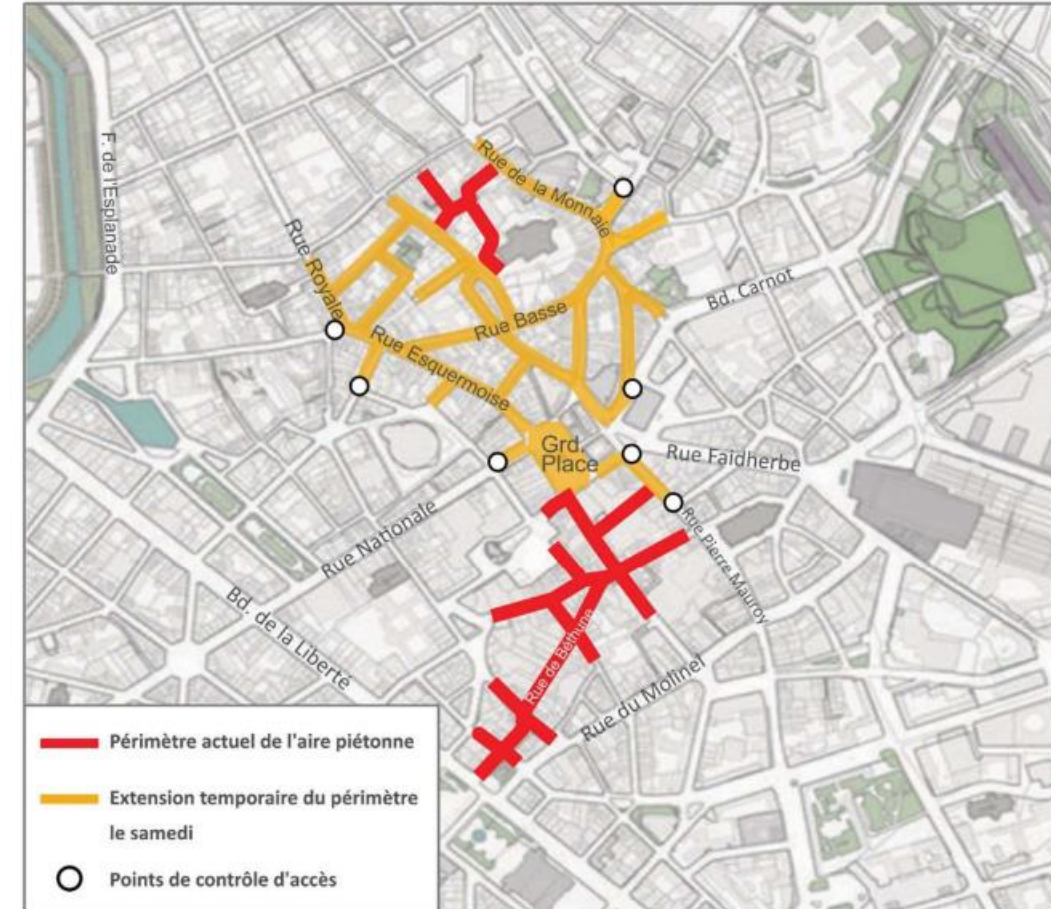
- The inner city area is covered by cargo bike deliveries by La Poste (the number of cargo bikes in use by La Poste has increased from 2 in 2023 up to 8 now)
- Finding a solution to mitigate the indirect issues created by the rolling-out of curbside paid parking in the whole city
- On-site study of the cycling conditions for cargo bikes
- Study of opportunity areas where to install delivery lockers
- Exchange on opportunities of using urban tramways for urban deliveries related to the plan to build 2 new tramway lines



In Practice

Future potential topics

- City food supply chain
- Low Traffic Zone for logistics and deliveries
- Interface with the city port
- Impact of the start of the Tour de France in the city in 2025 on logistics



Recommendations

Creating trust between stakeholders

- Schedule regular meetings to keep a momentum
- Share problems that might be encountered and discuss the options to resolve them (even in the short term before figuring out a long-term sustainable solution)
- Discuss new policy plans and ideas considered by the municipality so potential impacts or specific points that might have been overlooked can be highlighted
- Share knowledge on what is being tried in other territories



Thank you!

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