Cyclelogistics promotion in the Metropolitan Area of Barcelona
36 municipalities

636 km² (2% Catalanian area)

3,239,337 inhabitants (42.8% Catalanian population)

5,093 inhabitants/km² (236 inhabitants/km² Catalonia)

99,174 M€ GDP (50.9% GDP Catalonia)
20% Metropolitan mobility created by logistic vehicles

40% Pollutant emissions

39M Home deliveries in Catalonia (2018) – ecommerce

49% Logistic vehicles driving by the metropolis have +10 years (2017)

47% Circulating trucks don’t have environmental label (26% vans)
Vanapedal was born as a pilot linked to an European Project (SMILE, 2013)


2017 moved to a space leased by the Barcelona City Council

www.vanapedal.eu
MicroHUBS and cycle logistics experiences require administration’s support as they represent a conceptual change in urban logistics with very harsh conditions/pressure.

Nowadays: After 11 years, Vanapedal operates in the old town area and nowadays has 10 cargobikes/day in route (12 routes + 14 employees, before Covid)
Powers to the promotion of the sustainable mobility
November, 2020

Conference Needs and opportunities of cyclelogistics

Autum 2020 – Spring 2021

Line of grants to metropolitan municipalities in order to promote cyclelogistics

Call 2021: 600.000€

Call 2022-23 (€, not defined yet)
Grants specifications:

a) Municipality > 30,000 inhabitants (1p)
b) Existing or proper LEZ (4p)
c) Operator is a social/labor insertion company/ cooperative (2p)
d) Multi-brand operator (1p)
e) Operator rooted to the territory (1p)
f) Empowerment of local commerce (1p)
HALLO project
EIT Urban Mobility
April 21 – March 2022

Microhub

Location (UPC & IERMB)

Knowledge other experiences (Stockholm)

Consulting by operators (Vanapedal)

Design (Gateways)
Institutional work space and coordination space

Periodical meetings and technical visits

Generation of **synergies** with the ecosystem
Opportunity of LEZ
Regulation in order to promote sustainable urban logistics and cycle logistics

Bicibox
Incorporation of cargo bikes for Bicibox users

La Cleta
Cargobikes in metropolitan parks for introducing its use in families

Red de Ciudades por la Bicicleta
Reproducing experiences in all Spanish territory
Thank you!

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