



**How to actively support commercial biking as a city:  
Start-up of a bike courier in the city of Mechelen**

# MECHELEN



**85.000**  
INHABITANTS



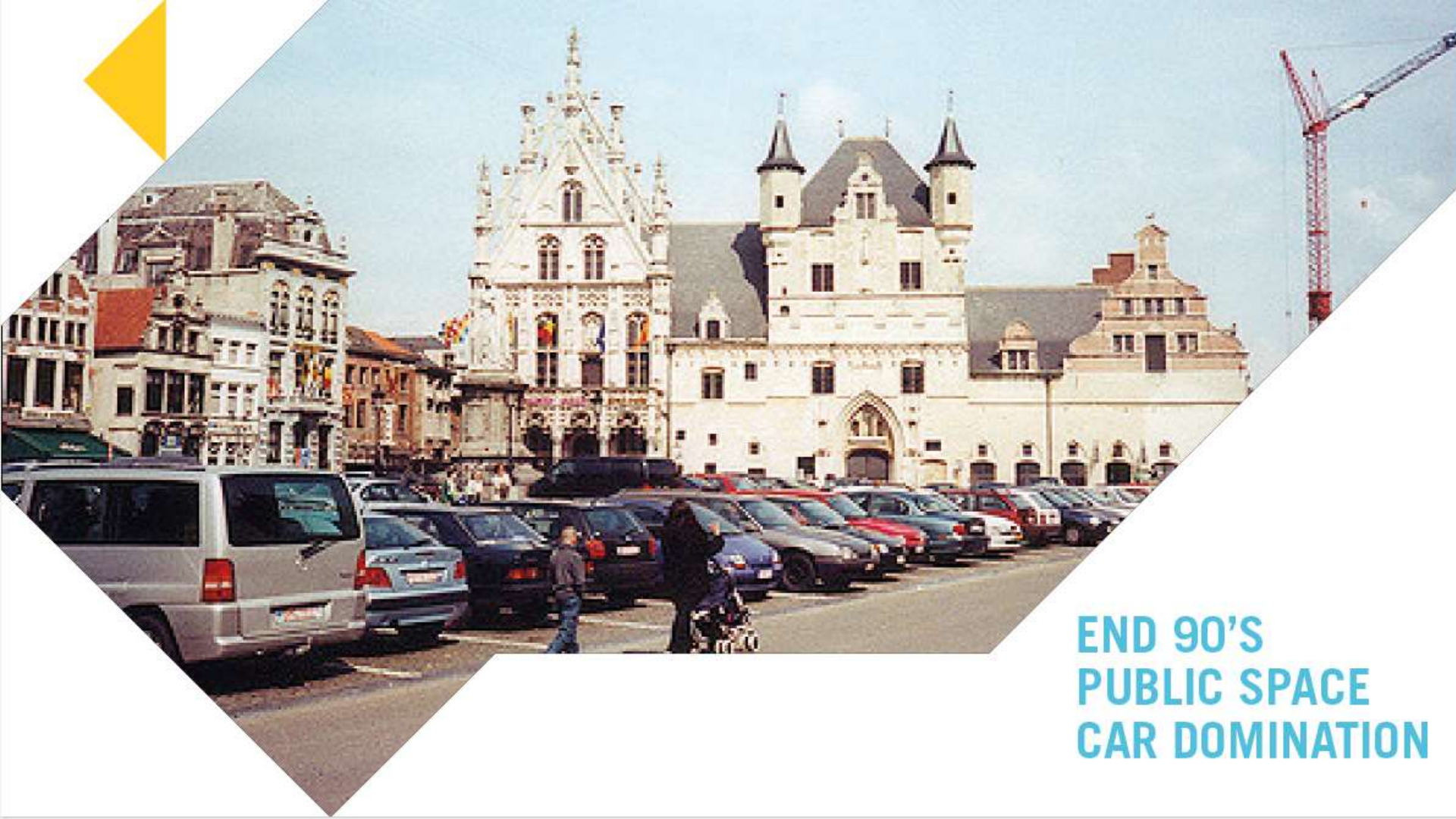
**20.000**  
CARS IN MORNING  
TRAFFIC

**1.000**  
SHOPS



**65** KM<sup>2</sup>  
ROADS





**END 90'S  
PUBLIC SPACE  
CAR DOMINATION**



**CAR FREE ZONES**  
**CAR LIMITED ZONES**  
**TIME FRAMES DELIVERY**





**CO<sub>2</sub> REDUCTION  
20% BY 2020**



**LIVEABILITY  
SUSTAINABILITY**



**CLIMATE  
NEUTRAL CITY**



**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

**2030**

+12%



2030: zero-emission

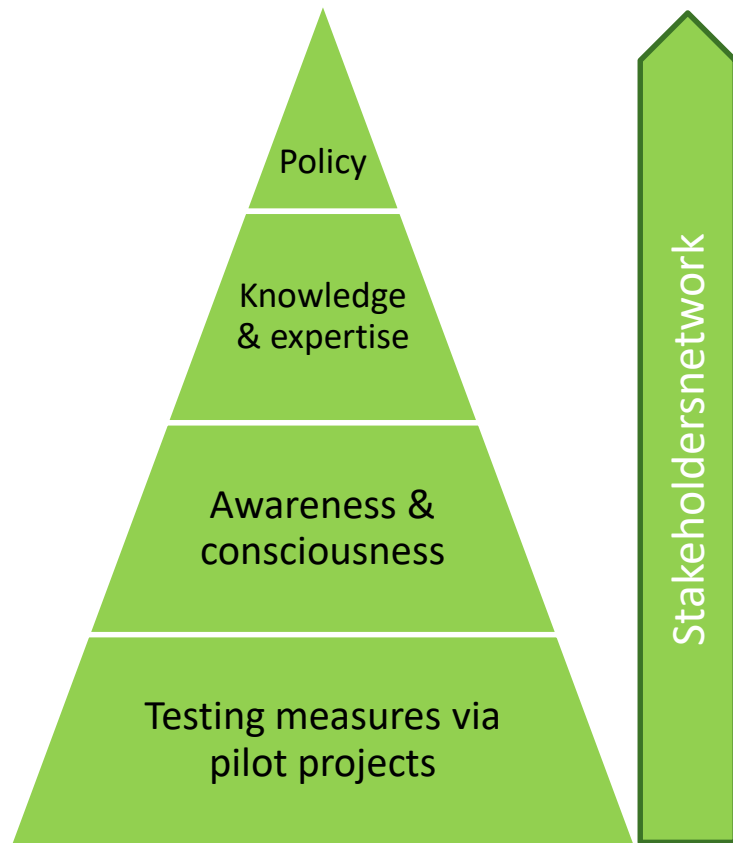
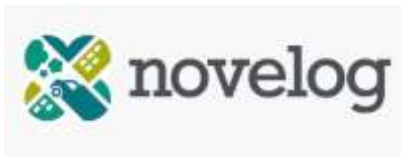
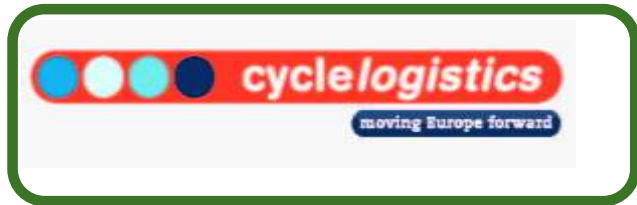




# Solution



# 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

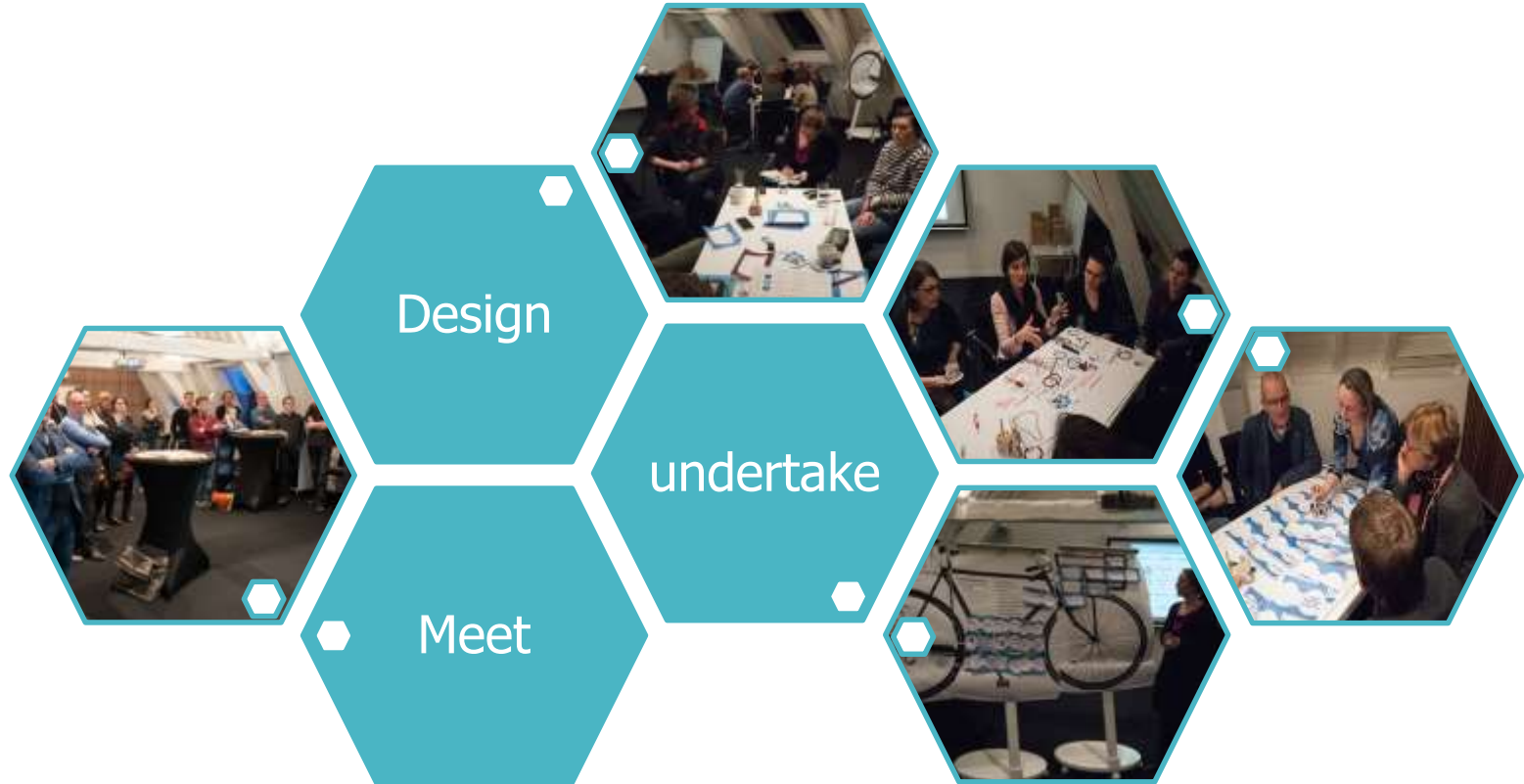
# Phase 1: preparatory phase

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

**CITYLAB MECHELEN**



# Phase 1: preparatory phase



# Phase 2: Launch of a test project



Saturday market  
Home delivery







# 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



handenwrij  
shoppen

# 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





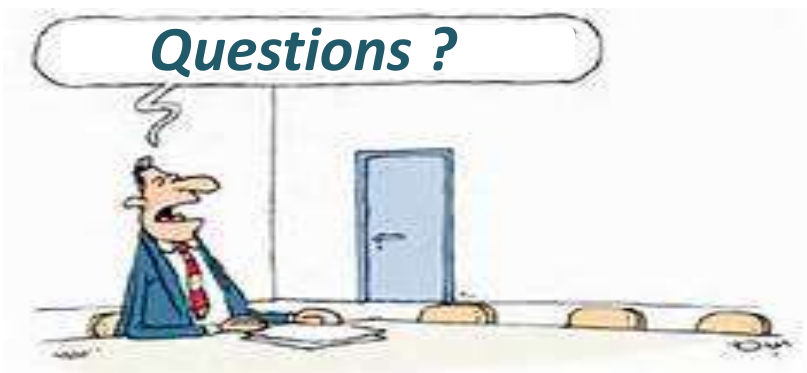
# Phase 4: Continuation of the bike courier

- 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)





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