

GREENCITIES GOES NoAE

tiramizoo.com urban 

DÜSSELDORF, APRIL 18TH, 2012



> CITIES TODAY



> POLLUTION



> NOISE



> DAILY GRIDLOCK

All these negative factors can be influenced positively in the long term when local online shopping becomes possible in urban centers with a „green“ supply route at zero emission, low costs and on the same day.

> HOW TO AVOID INDIVIDUAL CAR TRAFFIC IN THE CITY CENTER?

- > Optimise public transportation
- > Support the use of bicycles and ebikes
- > Bundle deliveries into the city center
- > Make car driving in the city center unattractive
(by Traffic calmed areas, less parking space etc)
- > Create alternative shopping solutions

> HOW TO EXCLUDE CONVENIENCE SHOPPING?

- > Help local delivery by free permission for professional Cargo eVehicles and cheap energy from municipal energy suppliers
- > Dedicate special road/lane solutions for urban transportation
- > Motivate local retailers (e.g. through trade chamber initiative) to offer delivery services
- > The „Salzburg example“: costs of logistics divided by 3 (shop, customer, city)

> HOW DOES IT WORK?

LOCAL ONLINE SHOPS

FLEXIBLE LOCAL
DELIVERY OPTIONS

The screenshot shows the Tiramizoo website interface. At the top, there's a navigation bar with links: home | FAQ | kontakt | english. A 'BETA' badge is visible. The main heading is 'Schnell und einfach Kuriere online'. Below this, there's a registration/login section with fields for 'Benutzername' and 'Passwort', and a 'Login' button. A 'REGISTRIEREN' button is also present with the text 'unverbindlich & kostenlos'. The main form has two input fields: 'Von' (with 'Straße und Hausnummer' as a placeholder) and 'Nach' (with 'Straße und Hausnummer' as a placeholder), followed by a 'Buchten' button. Below these, it says 'Stadt: München' and 'Fahrzeug: Lastenrad', with a note 'Jetzt unverbindlich & kostenlos registrieren'. A map of Munich is displayed, showing various districts and landmarks. At the bottom, there's a blue bar labeled 'COURIER COMPANIES' with icons for bicycles and vans. Below this, there's a row of six icons: three bicycles and three vans, each in a green rounded rectangle.

home | FAQ | kontakt | english

BETA

tira mi zoo

REGISTRIEREN
unverbindlich & kostenlos

Login

Benutzername
Passwort
Passwort vergessen?
Jetzt Registrieren

Buchten

Von Straße und Hausnummer Nach Straße und Hausnummer

Stadt: München Fahrzeug: Lastenrad Jetzt unverbindlich & kostenlos registrieren

München

Karte Satellit

Kartendaten ©2011 Tele Atlas

Link to selected courier companies in each city

COURIER COMPANIES

Bicycle Van Bicycle Van Bicycle Van

> WINS

> ENVIROMENTAL



- > Fewer shopping trips by car
- > Reduction of empty trips
- > Shift from car to cargo (e)bikes

> CITIES



- > Less traffic by individuals
- > Fresher air
- > Higher attractiveness of the city center

> WINS

> INDIVIDUAL / RETAILERS



- > Acces to „green delivery choices“
- > Real-time price comparison
- > Immediate delivery

> COURIER



- > GPS-Tracking and mobile apps
- > Efficient routing and bundling
- > Access to new customers

THANK YOU!

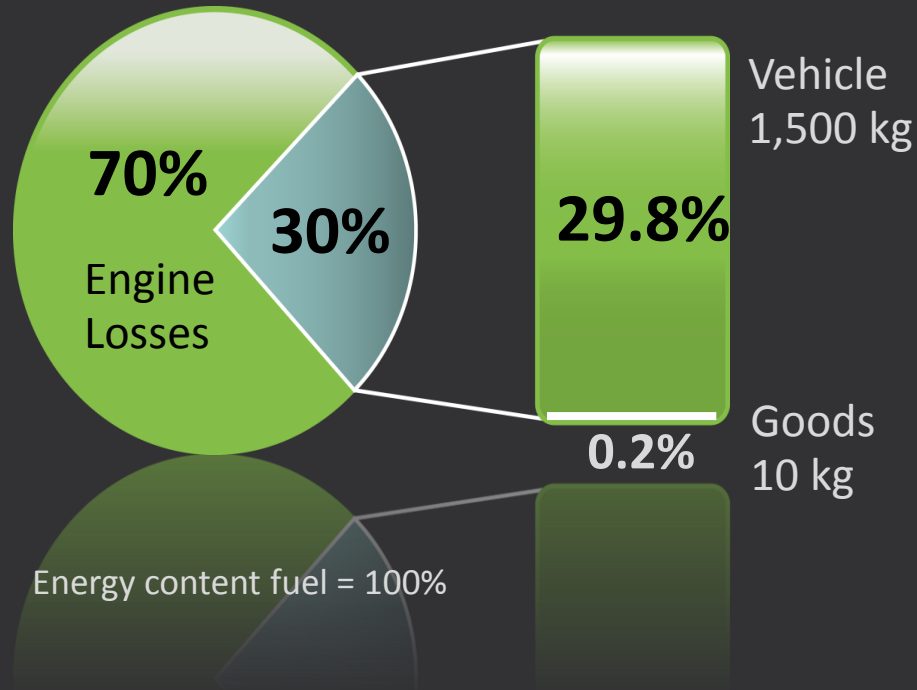
Appendix

> CONVENIENCE SHOPPING VS SHOPPING FOR FUN

- > Shopping for fun: that's what makes a city center attractive
- > Convenience Shopping: that's what makes a city center jam-packed

Driving in the city shall be fun and not an unavoidable necessity!

> HOW EFFICIENT IS DRIVING?



> **STARTING THE PROJECT**

- > Commitment to a pilot with 4-5 midsize cities at NoAE
- > May 31st, 2012: overall project plan
- > July 15th, 2012: presenting sponsors
(retailers or from other industries)
- > Aug 1st, 2012: starting roll-out
- > Oct 31st, 2012: discuss first results and experiences

> WHAT ELSE?

- > Define how to select „ideal“ retailers
- > Assure local retailers have attractive webshops and efficient warehouse solutions
- > Acquire enough transportation resources
- > Connect the partners with an innovative App
- > Then focus on communication strategy