



How can we ensure that the increasing amount of delivery traffic does not cause congestion in our beautiful inner city?



MOBILITY CERTIFICATES

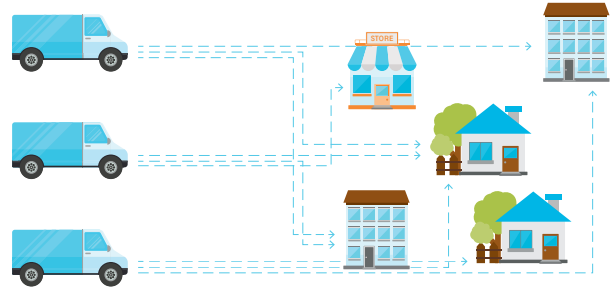




THE CHALLENGE

Increasing delivery traffic is burdening the cities.

The increasing amount of delivery traffic in cities pollutes the environment and causes congestion. Multiple logistics service providers deliver in parallel to the same locations. However, companies fear the loss of differentiation features if they work together “on the last mile”.



CITIZEN SURVEY

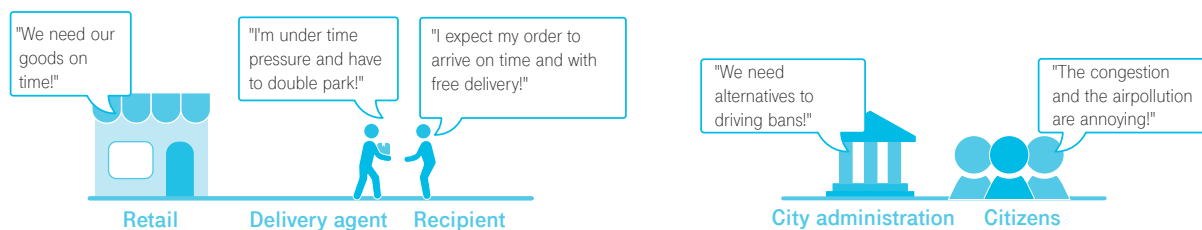
The subjective burden increases with size.

Citizens' evaluation of delivery traffic					
Number of inhabitants:	up to 10,000	up to 50,000	up to 110,000	up to 300,000	über 300.000
I consider the volume of traffic in my city rather higher or high:	16%	30%	43%	46%	49%
The traffic load caused by the delivery traffic in my city tends to bother me:	10%	27%	43%	54%	50%
I consider the environmental impact of delivery traffic in my city (particulate matter, CO2 emissions) to be rather high:	9%	28%	40%	45%	52%

Source: Internal data

THE STAKEHOLDERS

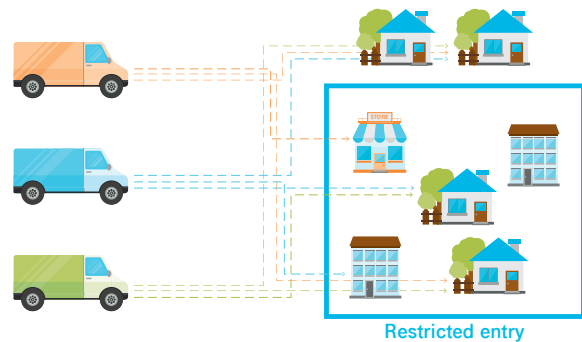
What those involved say – before:



SOLUTION APPROACH

Mobility certificates regulate vehicle access to the city.

The city issues mobility certificates at a fee. They restrict access to the city center. Digital systems enable invoicing and dynamic pricing – depending on time of day, zone, engine. At the same time, they simplify the recording and control via the public order office. The suppliers are invited to cooperate, but can shape this cooperation themselves.



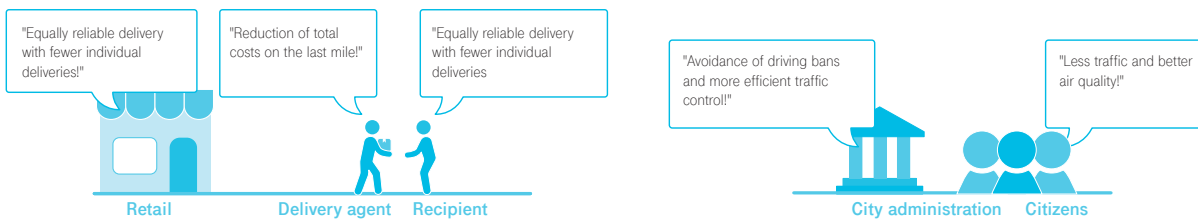
IMPLEMENTATION

From entry to invoicing



THE STAKEHOLDERS

What those involved say – after:



MOBILITY CERTIFICATES

FINDINGS AND NEXT STEPS

FINDINGS FROM CO-CREATION

The area of consideration for the topic of increasing delivery traffic is very complex and involves a large number of stakeholders with different needs. The topic is highly charged in the public perception. Therefore, future solutions must also function in the complex and sensitive environment of public space.

Legal aspects such as the different management options and responsibilities between the state, district and city also pose a challenge in terms of implementation.

»Especially in administratively and technically complex environments, the advantages of partnership-based cooperation and the joint exchange of knowledge are evident.«

CHRISTIAN BEERMANN,
CONSULTANT DIGITAL TRANSFORMATION,
T-SYSTEMS INTERNATIONAL GMBH

OUTLOOK AND NEXT STEPS

During the work, some city representatives expressed the wish for a common platform for data preparation and exchange, for example within a metropolitan region. We see great potential here.

In cooperation with the “Metropolitan Cities” initiative, in which 14 cities in the Rhine-Ruhr area are jointly tackling the topic of digitalization, and with other interested municipalities, two pilot projects will be launched under the leadership of Deutsche Telekom by summer 2019: one to use urban data for sustainable mobility, the other to support urban planning activities.