



Client Case Municipality of Utrecht

The role of public parcel points in the transition to a sustainable and green city



Gemeente Utrecht

In the transition to a more sustainable and green city, the Utrecht municipality wants to, among other initiatives, redesign the logistics (transport) flows. Public parcel points could play a role in this. The municipality launched a pilot and chose MyPup as its partner, working with consultancy firm Advier to track the results.



MyPup pilot
2023-2024



2 locations



2 Pick Up
Points



500+ satisfied
users

Wish

The municipality wants to improve logistics transport flows by making last-mile delivery more efficient and sustainable. At the same time, the municipality wants to maintain or even improve convenience for residents. The pilot runs until April 2024.

Result

The close collaboration between the municipality of Utrecht and MyPup has provided valuable insights into the possibilities for parcel delivery in both existing and future car-free neighbourhoods. With MyPup, fewer delivery vehicles need to enter the neighbourhood eliciting a positive response from residents.

An innovative pilot

As a forerunner in sustainable urban logistics, the municipality of Utrecht conducted an innovative pilot in cooperation with MyPup. The focus of this collaboration was on reducing the number of delivery vans in residential areas, with the aim of improving liveability and reducing CO2 emissions. It also provides new insights for the municipality, with a view to designing car-free neighbourhoods. At MyPup's public parcel points, called 'My Pick Up Points', residents can collect parcels at their own convenience, as well as return or send them.

Towards a sustainable living environment for residents

In an era when e-commerce is booming, the city of Utrecht is experiencing the challenge of increasing van traffic in residential areas. This not only leads to traffic congestion, but also contributes to air and noise pollution. The municipality aims to create a more sustainable and liveable environment for its residents. At the same time, there is a growing need for efficient parcel delivery that meets consumers' needs.

The municipality's desire was to improve logistics flows by making last-mile delivery more efficient and sustainable. At the same time, the municipality wanted to maintain or even improve convenience for residents.

Reasons for choosing MyPup

MyPup bundles parcels from different carriers and only drives to the neighbourhood once a day, significantly reducing the number of delivery vans driving through the neighbourhood. In addition, MyPup uses 100% emission-free transport. This directly results in less traffic congestion and a reduction in CO2 emissions, thus improving air quality in the city.



Residents have the option of picking up their parcel at a public collection point accessible 24/7 with a personal and secure code. This way, they no longer need to be at home for a delivery.

Collating parcels and delivering them to the Pick Up Points in one go ensures a more efficient and sustainable delivery process. At the same time, receiving parcels from all carriers at one location is more convenient for residents.

A promising step towards more sustainable urban logistics

The close cooperation between the municipality of Utrecht and MyPup has resulted in a good picture of the role public parcel points can play in both existing residential areas and car-free neighbourhoods. By using MyPup's public Pick Up Points, fewer delivery vehicles need to enter the neighbourhood, which reduces emissions. It also reduces loading and unloading movements in the neighbourhoods, helping to improve city logistics and improve the living environment of residents.

Residents respond positively. They mention convenience - they no longer have to stay at home for parcels and the Pick Up Point is not

far from home - and sustainability as the main reason for using MyPup.

"The collaboration with MyPup has provided new insights on the possibilities for parcel delivery in both existing residential areas and future car-free neighbourhoods."

Municipality of Utrecht commented: "The cooperation with MyPup has provided new insights into the possibilities for parcel delivery in both existing residential areas and future car-free neighbourhoods. We are pleased with the results and look forward to taking this acquired knowledge further to be able to reduce the number of transport movements in the growing city. At the same time, there are also a number of challenges during the implementation of the pilot, such as finding suitable locations in existing residential areas and to get this initiative cost-effective in the future."

The cooperation between the Utrecht municipality and MyPup shows a promising step towards more sustainable urban logistics, harmonising both the needs of residents and the sustainable interests of the municipality.

Sustainability impact Municipality of Utrecht

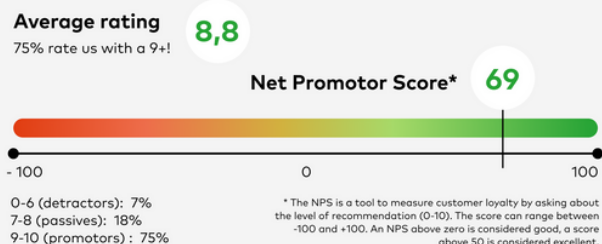


375 kg. CO2 saved
each year



Equals the amount
16 trees absorb a year

Our customer satisfaction rating



Curious about introducing a sustainable solution for parcel logistics in your building?

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Your choice for MyPup (Certified B Corp) reduces CO2 emissions.

