



Urban consolidation
Low-emission delivery
Behavioral incentives

Shared Low-Emission Market Deliveries

Zaragoza Living Lab



Funded by the
European Union

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WHAT IS THE INNOVATION?

Deliveries from Zaragoza's municipal markets are traditionally fragmented. Separate deliveries generate redundant trips, low vehicle utilization, additional traffic and avoidable emissions.

The Shared Low-Emission Market Deliveries solution is supported by *Mercadeando*, Zaragoza's municipal marketplace and logistics platform. The platform enables Logistics Service Providers to coordinate orders placed with municipal-market vendors and manage product pickup, order consolidation and route planning.

A customer using *Mercadeando* can consolidate their order with orders from nearby users, such as friends or family. The orders remain in separate packages but are delivered together to the coordinating customer, enabling a single delivery route and avoiding redundant trips. Fresh-product orders may also be collected from refrigerated lockers.



Innovations:

- Municipal-market consolidation coordinated through Mercadeando
- User-led consolidation of orders from nearby customers
- Integrated order, pickup and route planning for LSPs
- Digital and economic incentives, including shipping-cost savings

Value Drivers

- Fewer duplicated trips from municipal markets
- Route optimization and delayed dispatch improve consolidation
- Digital incentives encourage greener choices
- Social-economy partners participate in last-mile delivery

Main Beneficiaries:

Municipal-market vendors, customers, logistics providers, social-economy organizations, Zaragoza City Council and residents affected by urban delivery traffic.



Technology readiness level :
Implementation stage :
Pilot

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THE PILOT IN ZARAGOZA, SPAIN

Pilot period: April 2026 – January 2027

The pilot tests whether deliveries from Zaragoza's municipal markets can be consolidated and completed more efficiently using low- and zero-emission transport.

The pilot will also test user-led order consolidation, allowing nearby customers' separately packaged orders to be combined into a single delivery route.

The pilot involves municipal markets including Central, Agroecological and Valdespartera, together with local vendors, logistics providers, social-economy partners and technology providers.

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the Shared Low-Emission Market
Deliveries in Zaragoza

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