

Karditsa The Greek City of Cycling





44000 residents

20000 bicycles

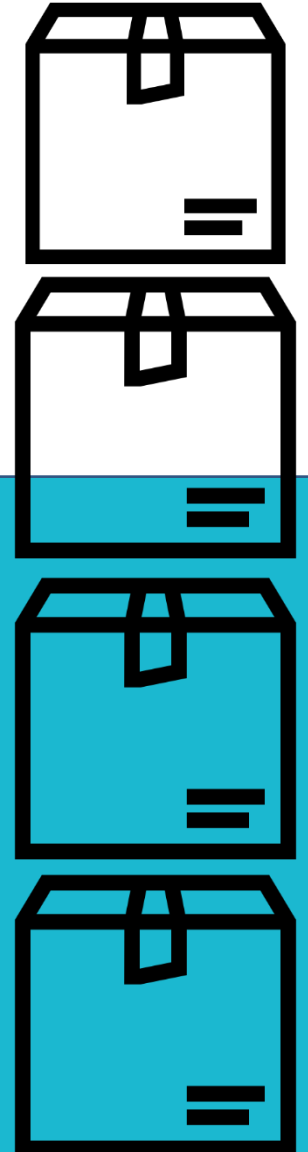


Challenges !

- ✗ No infrastructure
- ✗ No fleet
- ✗ No logistics operator (dispersed operations)
- ✗ No committed businesses

Goal

Zero emission ~~zone~~ => activity



2 addictions



bicycles

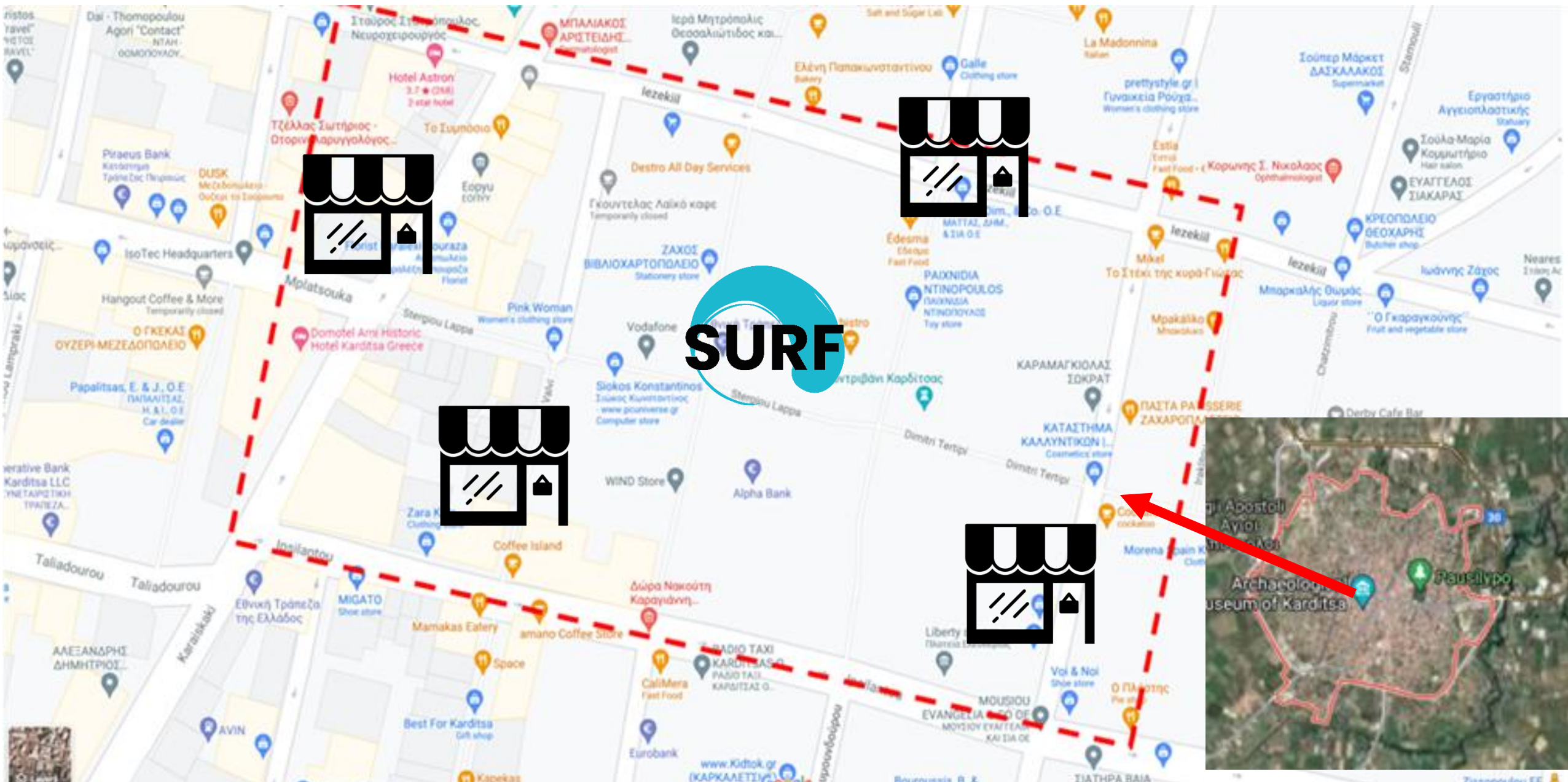


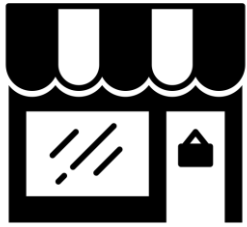
coffee (on delivery: it's a Greek thing!)

SURF in Karditsa: phase 1 – pilot launch

alice

Alliance for
Logistics Innovation
through Collaboration
in Europe





Start with 5 coffee shops: carry all deliveries with bikes

Training for all interested shops

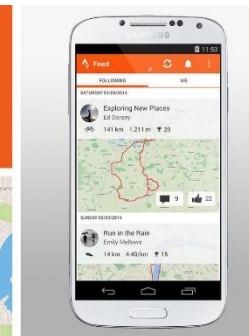
Informing the clients on their zero-emission delivery

SURF Ambassadors !

Registering routes on Strava

Data on # of kms done without fossil fuels

Questionnaire for shop owners & delivery persons



Questionnaire for shop-owners



Questionnaire for distributors

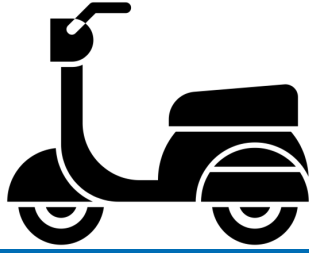
Peak time 09:00 – 14:00 workdays

ALL shops busy with 6-7 delivery persons, mostly motorcycles

No route optimization or orders optimization

No collaboration among shops



		BIKES	MOTORCYCLES
	Lighter		Balance & bumps
	Escapes traffic		Weather
	Feels healthier		
	More pleasant		
	Less noisy		



TOTAL DISTANCE: **550km** travelled per bike, using assistance

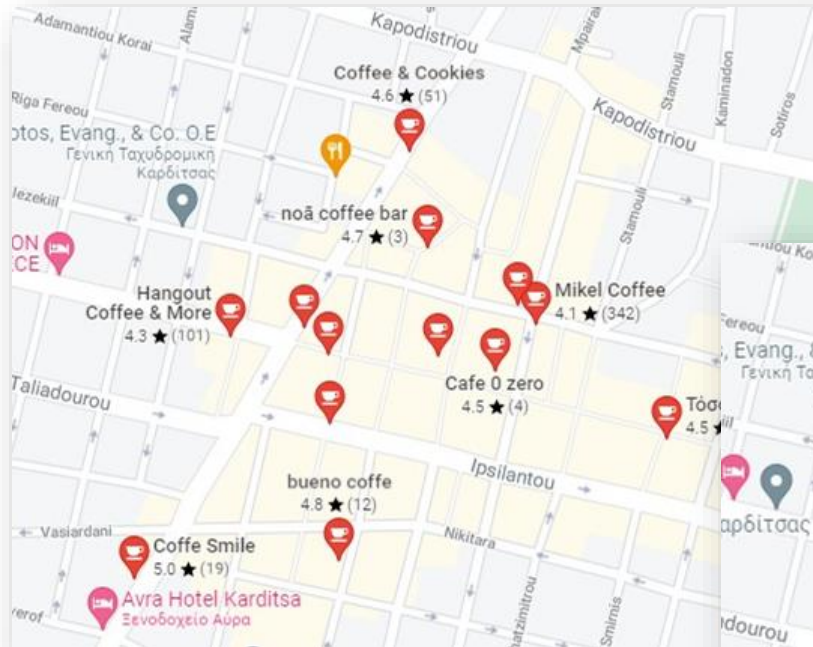
AVERAGE SPEED: **15km/h**

MAX SPEED: **50 km/h**

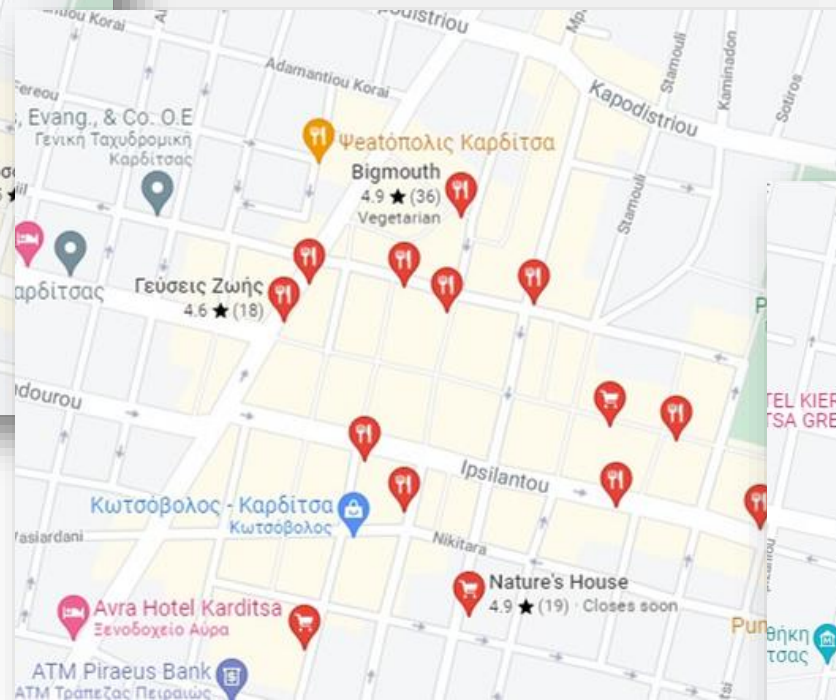
KARDITSA DIAMETER: **3.5KM**

SURF Success: New list of shops self-registering!

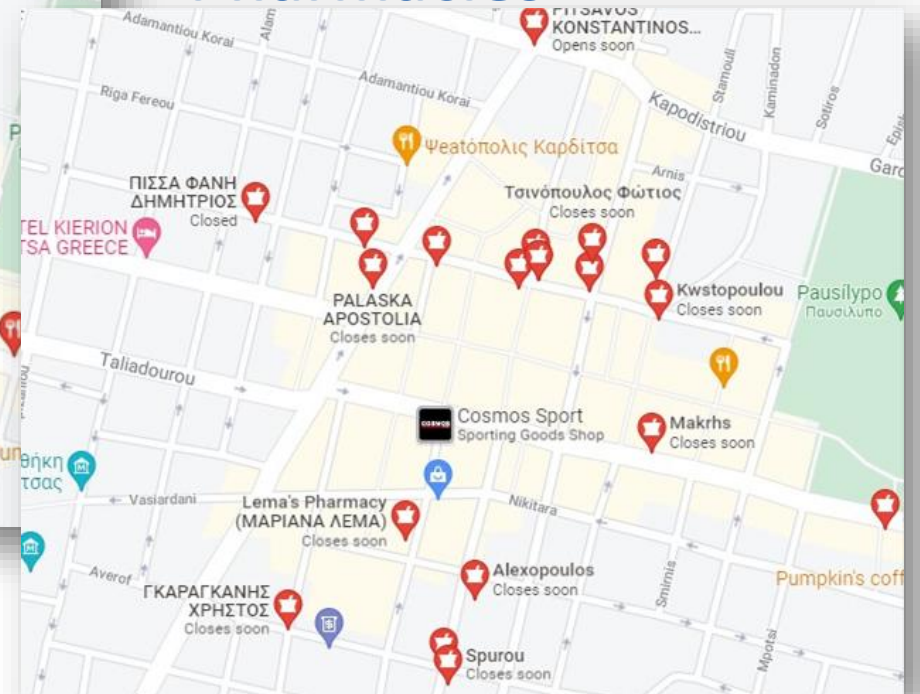
Cafes



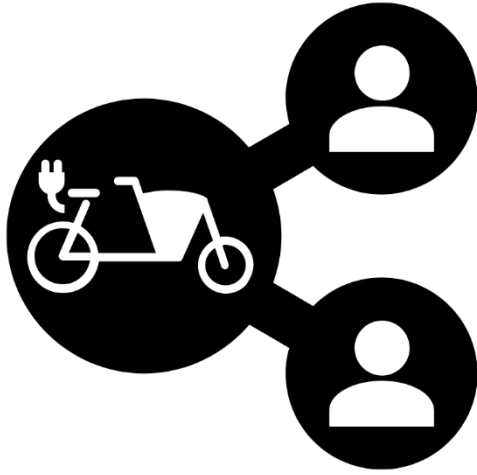
Restaurants



Pharmacies



**Covid-19 increased
the delivery
demand**



Procurement of:

- e-cargo bike sharing fleet
- Sharing platform



SURF Scale-up support plan

- ☐ Self assessment – checklist
- ☐ Transferable lessons from European Cities
- ☐ Existing framework on cycle logistics
- ☐ Potential sectors for scale-up
- ☐ Recommendations for scale-up

Engaging the private sector

- **Buzz effect:** option to try the bike-deliveries
- Collaboration with chamber of commerce
- Reflection on positive effects
- Subsidies for purchasing own fleet (national level)

Public sector as accelerator

- Input from questionnaires
- Routes from Strava
- Procurement for shared (e)cargo bike fleet and platform
- SUMP & Local Electromobility Plans



Building trust
Supporting
Complementing
Tailoring

Remaining challenges

- Shared fleet concept needs to resolve:
 - Sharing model:
 - Similar shops need the fleet the same hours: Wolt concept potentially more appropriate
 - Different shops can share the fleet through a booking system
 - Sharing pricing
- Dispersed stakeholders: who will gather/coordinate them?
- Logistic station operators: who will take this role?
- From activities to zones
- Role of cycle-logistics in climate neutrality => more holistic and ambitious

Thank you!

