

Athens



Context

Athens, with a population of approximately 640,000 inhabitants within an area of **39 km²**, may be perceived as a compact medium to large-sized city. However, **mobility and logistics planning must consider a significantly larger functional urban area**, encompassing over **3.5 million** residents across more than **3,000 km²** of administrative boundaries.

E-commerce

The city **lacks visibility into e-commerce's role in urban logistics**, as logistics service providers (LSPs) are not required to share trip or vehicle data. Without this information, Athens cannot quantify how online shopping shapes logistics flows or traffic patterns.



Main Challenge

While the city has **introduced regulations to curb logistics-related congestion** (e.g., time-restricted access for heavy vehicles), **systematic enforcement remains weak**. Without monitoring tools or compliance incentives, measures like the "Small Ring" traffic restrictions struggle to deliver tangible results.

Lesson learned

Athens demonstrates that regulations alone are insufficient without enforcement. Effective urban logistics policies require both clear rules and mechanisms to ensure adherence—whether through technology (e.g., ANPR cameras) or stakeholder collaboration.

Logistics landscape



Athens is home to logistics hubs and distribution terminals of national significance.



The city's intense logistics landscape ultimately contributes to increased road traffic and emissions, hindering progress toward climate neutrality.

To mitigate these effects, the city **has introduced the following measures:**

- ➔ **Delivery Schedules** – for example, deliveries by trucks exceeding 2 tons are prohibited between 09:00 and 21:00.
- ➔ **Small Ring** – regulates which vehicles are permitted to operate within a designated area in the city centre, based on the last digit of their license plate. Additionally, commercial vehicles over 2.2 tons are not allowed in this zone.
- ➔ **Commercial Triangle** – in the area bounded by Stadiou, Mitropoleos, and Athinas streets, and the squares of Syntagma, Monastiraki, and Omonia, heavier commercial vehicles are permitted to operate during hours when such movement is otherwise restricted in other parts of the city.
- ➔ **Blue Zone** – On selected roads in central Athens, unrestricted circulation of all commercial vehicles is permitted between 14:30–17:00 and 19:00–07:00 (the following day).

Data preparedness



LSPs are not obligated to share information on their trips, routes, returns or types of goods delivered with the city. As there is not a strategy to promote this exchange, LSPs do not share any type of data with the public authority



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Lyon



Context

Lyon is the **third largest city in France**, with a population of over **520 thousand inhabitants**. Lyon Metropole includes **58 municipalities**, including Villeurbanne, extends over **500 square kilometres** and hosts more than 1.3M inhabitants.

E-commerce

In 2018–2019, Lyon Metropole conducted a pioneering study with 1,500+ households to map e-commerce behaviours, **estimating 8.2 million annual deliveries across the metro area and their CO₂ impact**.



Main Challenge

Public space misuse by private vehicles in loading/unloading zones disrupts logistics operations, forcing LSPs onto roads and worsening congestion. Current fines (€35 vs. €60 for regular parking violations) fail to deter abuse, undermining the efficiency of logistics operations and rational use of public space.

Best Practice

Lyon Metropole' household surveys proved valuable for understanding e-commerce trends—but the method is costly to repeat. The Metropolitan authority now **aims to launch a logistics observatory (2025) to track real-time data**, balancing granularity with privacy concerns.

Sustainable transportation



The Lyon Metropolis **aims both to decarbonise freight transport and to better regulate logistics** within its territory.



To reduce carbon emissions from logistics (as light commercial vehicles and heavy goods vehicles are still responsible for nearly **50% of road NO₂ emissions**), a **low emission zone has been introduced**, covering the city of Lyon, Villeurbanne, and part of Ville de Caluire.



Lyon is among the group of **100 mission cities** committed to achieving net **zero carbon emissions by 2030**.

Logistics landscape

Logistics Orientation Document – summary of pillars:

- **Logistics land use** – development of logistics hotels and hubs enabling transhipment to cargo bikes or river transport.
- **Multimodality** – support for river, rail, and cycling transport, including cycle logistics through infrastructure and incentives.
- **Regulations** – zero-emission zone, harmonisation of rules, and standardisation of loading/unloading area use.
- **Awareness** – public consultations, gamification, and integration of logistics considerations from the start of projects.

Data preparedness

The Lyon Metropolis has estimated that **200,000 deliveries take place daily across its territory**, which translates to:

18 000 km 11,6 t CO₂	for home deliveries	17 000 km 10,9 t CO₂	for out-of-home deliveries
6,650 km	on foot	1,600 km	by public transport
875 km	by bike	27,100 km	by car for delivery-related trips



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Vienna



Context

Vienna is **Austria's capital city**, with a metropolitan population of **3 million**. Despite Vienna's size, the city maintains a relatively high population density (**around 4.5k inhabitants per square kilometre**). It has a service-oriented economy, particularly in finance, banking, tourism, business services, IT, and is home to many startups.

E-commerce

The city can estimate the number of vehicles involved in logistics, but cannot make the e-commerce contribution explicit. As several cities across Europe, the city struggles to find the balance between collecting large amount of data to process and ensure privacy.



Main Challenge

Vienna lacks measures for rationalising the use of public space for parking. Private users and logistics providers compete for the use of this scarce resources. Considering the increase in the share of e-commerce contribution to urban logistics and pricing policies which do not disincentivise the use of on-street parking for private users, logistics operations might become more challenging to run in the city.

Best Practice

The local mobility research non-profit organisation VCO used the data available at the Chamber of Commerce on local businesses and their vehicles. **This allowed to produce a static picture of local logistics, estimating the type, number and service associate to the vehicles operating in the city.**

Sustainable transportation

75% for walking, cycling and public transport | **25%** for private vehicles



Vienna and its surroundings form a **major logistics hub in Austria and Central Europe, with key transshipment centres by rail, river, and air**, including facilities at the southern terminal, northern harbour on the Danube, and Vienna Airport. These strengthen the city's role in European logistics.

Logistics landscape



The city is active in **experimenting with innovative logistics solutions**, such as freight consolidation or construction material consolidation.



The initiative "Sustainable Logistics 2030+ Lower Austria-Vienna" aims to develop logistics in the region in a future-oriented, environmentally friendly, and efficient manner.

Data preparedness



The city authorities **use digital tools to plan the location and size of short-term parking spaces.**



Vienna also employs a **digital tool to design logistics loading zones**. This system takes into account the required loading space based on the type of business activity and location.



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Poznan



Context

Poznań is home to **541,782 inhabitants** and **covers an area of 267.8 km²**. The city's economy is dominated by **services (79.3%)**, followed by **industry and construction (20.2%)**, with **agriculture playing a minimal role (0.4%)**.

E-commerce

The city lacks the facilities and capacity to collect and analyse urban logistics data to understand the impact of e-commerce on city logistics. This could entail, for example, engaging with stakeholders into sharing more data, or implement independent data collection strategies.



Main Challenge

Polish cities currently lack national-level frameworks for logistics policies, forcing local governments to develop solutions independently—at their own cost and risk. Without incentives to innovate, many default to maintaining the status quo rather than testing new approaches.

Best Practice

Poznan **introduced subscriptions to regulate and promote the turnover in loading spaces.** Moreover, the city has the **potential to leverage the mobility survey** conducted every 5 years to investigate the e-commerce behaviour of the citizens and better understand the impact that online purchases have on urban logistics.

Sustainable transportation

20,6% for walking | **8,4%** for cycling
33,7% for public transport | **37,3%** for private vehicles



By 2030, Poznań aims to **become a multi-generational community of people living in green, friendly, and well-connected neighbourhoods.**

In terms of mobility, the city's vision includes reducing congestion in the city centre, lowering car emissions, improving air quality, increasing the share of public transport, and stimulating green urban logistics.



The city plays a significant role in Poland's logistics sector, **hosting large logistics centres and transhipment terminals.**

Logistics landscape



The city has **restricted truck traffic based on vehicle weight and introduced so-called "delivery zones"** to regulate freight operations. There are around 100 such zones, available to local businesses, shops, and restaurants through a paid subscription. This system enables deliveries to be made without disrupting traffic flow.

Data preparedness



The city of Poznań **is not new to data collection and open data publication.** The Badam portal⁷, as well as the Smart City Poznań Otwarte Dane, are two examples of portals used by the city for the publication and consultation of open data sets.



The city also collects mobility behaviour data on a **5-7 year basis.**



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Zaragoza



Context

Zaragoza is the **fourth most populous city in Spain**, home to over **680,000 people** and covering an **area of nearly 974 km²**. It is an important industrial, service, and logistics hub, strategically located in the center of the Iberian Peninsula – with many major cities of Western Europe within a **1,000-kilometre radius**.

E-commerce

The municipality of Zaragoza plays an active role in the local e-commerce landscape by hosting a marketplace where goods from the central market are sold and delivered using **zero-emission vehicles or on foot**. Walking deliveries are carried out also by people with disabilities, providing equal employment opportunities, with a positive social impact on the local context.



Sustainable transportation

45% for walking | **3%** for cycling
23% for public transport | **27%** for private vehicles



An **80%** emission reduction through the introduction of low-emission buses



Implementation of the **Low Emission Zone (LEZ)** in 2024



Modernisation of public space through the **introduction of loading and unloading bays** and **broader kerbside management** (Senator and DISCO project)

Main Challenge

The city struggles to access logistics flow data from the service providers due to concerns regarding competitiveness and privacy of users. No infrastructure is set up for systematic data collection by the city (such as ANPR or other systems), and no company is sharing logistics-related data with the city. This makes it difficult for the cities to assess the impacts of logistics on traffic and design targeted interventions to reduce its impacts.

Best Practice

The city has shown it can **effectively monitor the use of designated loading and unloading areas**, creating the opportunity to expand this approach to a wider part of the city.

Logistics landscape



The city's **central market**, with around **90** commercial units, is a key generator of logistics flows. Some shop owners offer **citywide deliveries** via a municipal online platform – **on foot in the city centre and by electric vehicles in outer areas**, making the process entirely zero-emission.

Data preparedness



Open data pioneer – Zaragoza was one of the first cities in Spain to launch an **open data portal** (Datos Abiertos). It offers a rich set of information, including thematic maps, providing residents and stakeholders with access to insights on topics such as mobility.



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