

# Lyon

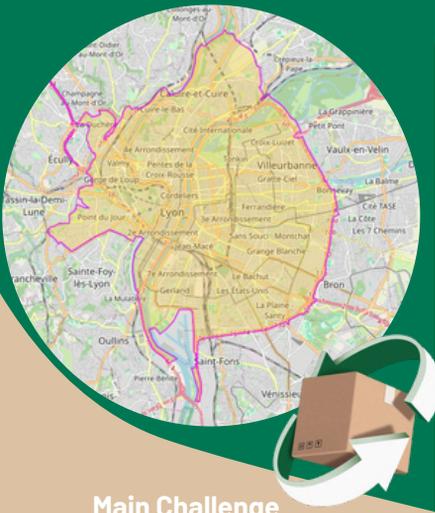


## Context

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 CO<sub>2</sub> 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 NO<sub>2</sub> 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:

<b>18 000 km</b> <b>11,6 t CO<sub>2</sub></b>	for home deliveries	<b>17 000 km</b> <b>10,9 t CO<sub>2</sub></b>	for out-of-home deliveries
<b>6,650 km</b>	on foot	<b>1,600 km</b>	by public transport
<b>875 km</b>	by bike	<b>27,100 km</b>	by car for delivery-related trips



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