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.

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**.

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.

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.

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.

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**.

GreenTurn