

# 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 transhipment 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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