

# Zaragoza



## Context

Zaragoza is the **fourth most populous city in Spain**, home to over **680,000 people** and covering an **area of nearly 974 km<sup>2</sup>**. 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.

## 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.

## 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.

## 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.



Funded by  
the European Union

GreenTurn has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101147942

GreenTurn