

Green Deal

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City of Rotterdam



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Weena smerigste straat van Nederland

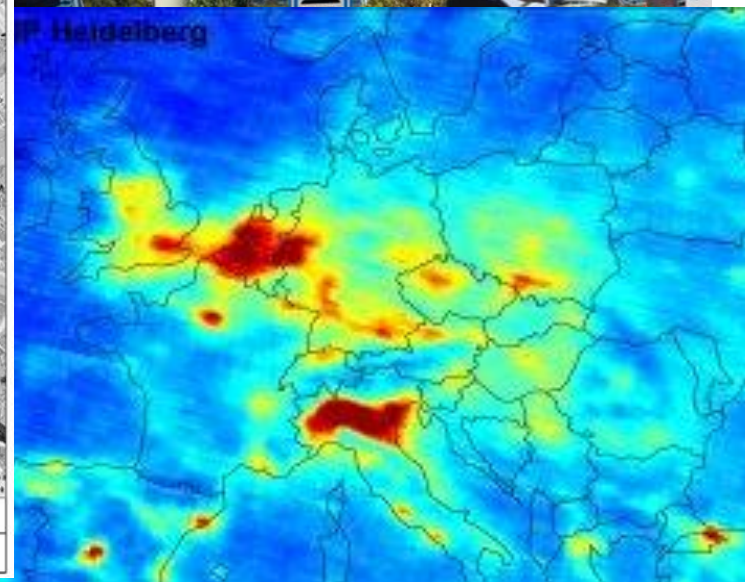
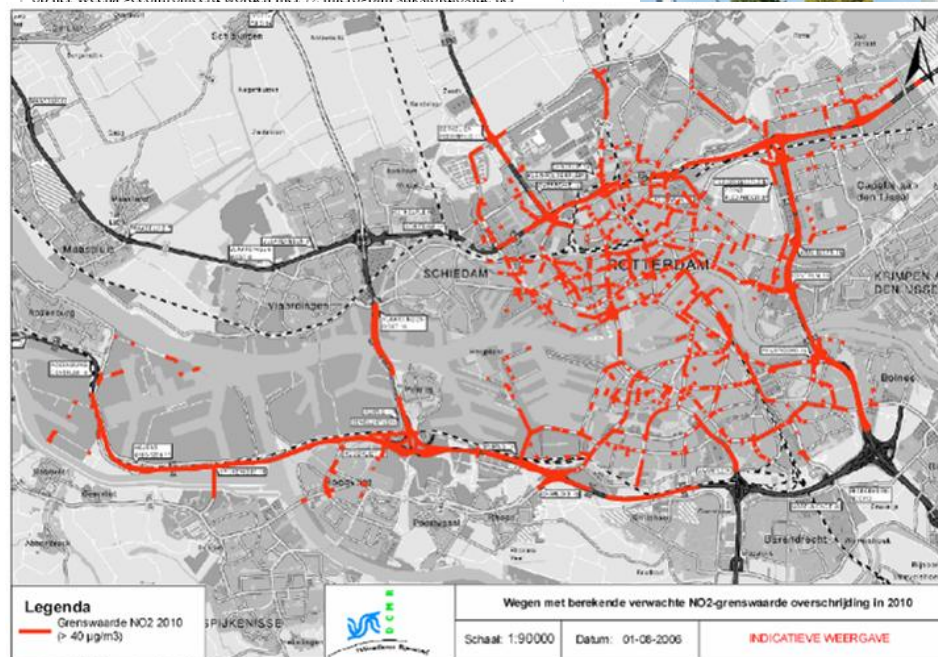
ROTTERDAM - Het Weena in Rotterdam geldt een jaar lang als de straat met de slechtste luchtkwaliteit van Nederland.



Het Weena in Rotterdam. FOTO ANP

on het Weena geconfronteerd worden met 72 microgram stikstofdioxide per

Dat heeft Milieudefensie vrijdag bekendgemaakt. De milieuoorganisatie heeft een analyse gemaakt van de luchtkwaliteit in de 44 grootste gemeenten van Nederland. Daarvoor werden rapportages van deze gemeenten naast elkaar gelegd. Onderzoek door de gemeente Rotterdam heeft uitgewezen dat passanten



**TIDE**Transport Innovation
Deployment for Europe

Green Deal Zero Emission in Rotterdam

- Urban Goods Transport -> almost 50% local emissions

Action plan:

- Stimulate clean vehicles and fuels (less emissions)
- and
- Smarter logistics (decrease distance)

- Together with the private sector:
 - Carriers
 - Shippers
 - Suppliers



Proces

- Identify of private sector partners which
 - Recognizes the ambition of the city
 - Understand that they are a part of the city
 - Want to take action
- Make together:
 - Ambition
 - Roadmap
 - Relate with other projects
 - Increase exposure, and effects

1) Identify and 2) Create Ambition

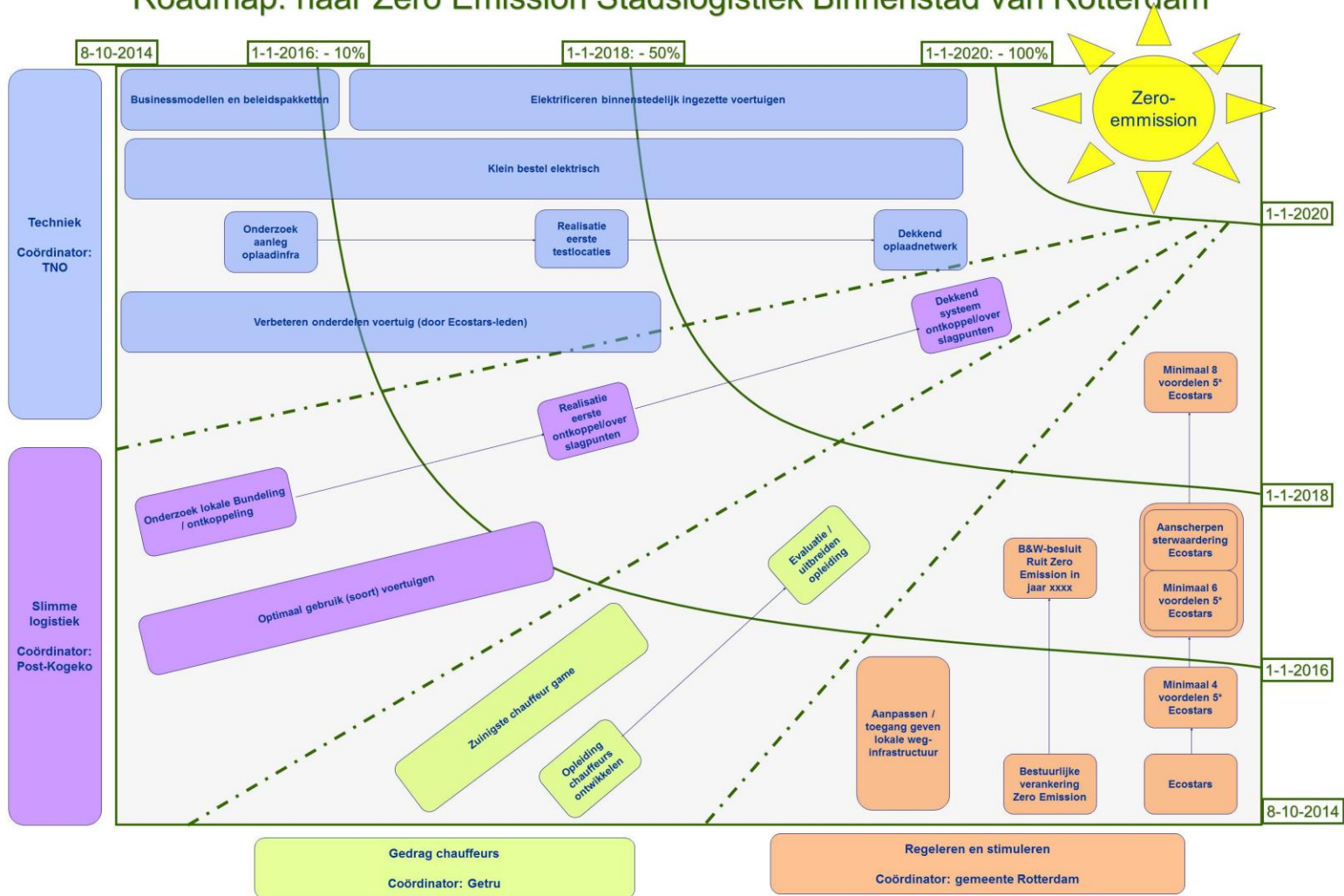
- Ecostars: Program for Clean Transport companies.
 - More stars means cleaner vehicles and transport management
- 5 frontrunners from Ecostars
- National Green Deal ZES:
 - Inspires to be zero-emission in 2020

“We will go for an emission free urban goods transport in the inner city of Rotterdam in 2020”





Roadmap: naar Zero Emission Stadslogistiek Binnenstad van Rotterdam



4) Related projects



e-bestelbus.nl wat is een e-bestelbus **BOOSTING**
E-mobility



And other projects which aim at (partial) zero emission urban goods transport, such as:

- Tendering as government
- National program, better use of infra



5) Community forms

- It's just only started. Municipality supports private sector, but that sector has to take effort
- Maximize the gains from the energy (knowledge / network) in the different projects:
- Aim energy on one goal: Emission free inner city distribution in 2020
- And use that energy to attract others: support



TIDE

Transport Innovation
Deployment for Europe

Vehicles:

- 1
- 2

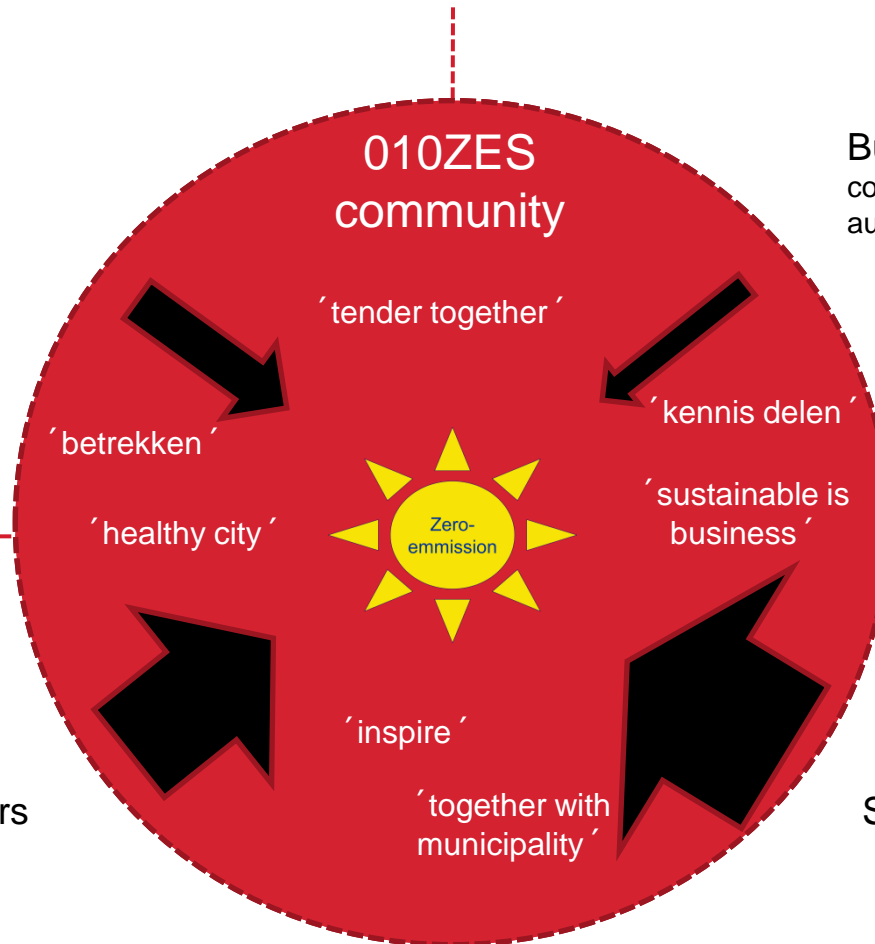
Receive Goods

Carriers
(supermarkets,
etc)

Buyers (big
companies,
authorities, etc)

transport is part of the service or good

Professional transport



Vehicles:

- 1
- 2
- 3

Deliver goods

Vehicles:

- 1
- 2



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