

GLEAM NSR

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Are SMEs still able to access city centres with low emission zones?

23/09/2025

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Green logistics for a just net zero carbon
economy in the North Sea Region

Agenda

1 Welcome by SMEunited

2 How to ensure SME needs are taken into account - Introduction of the "GLEAM" project by University Groningen

3 Case studies on facilitating SME access to cities with urban access regulations by the 5 GLEAM NSR cities





1

**Welcome by Véronique
Willems, SMEunited**



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2

How to ensure SME needs are taken into account - Introduction of the “GLEAM” project

by Ward Rauws, University Groningen



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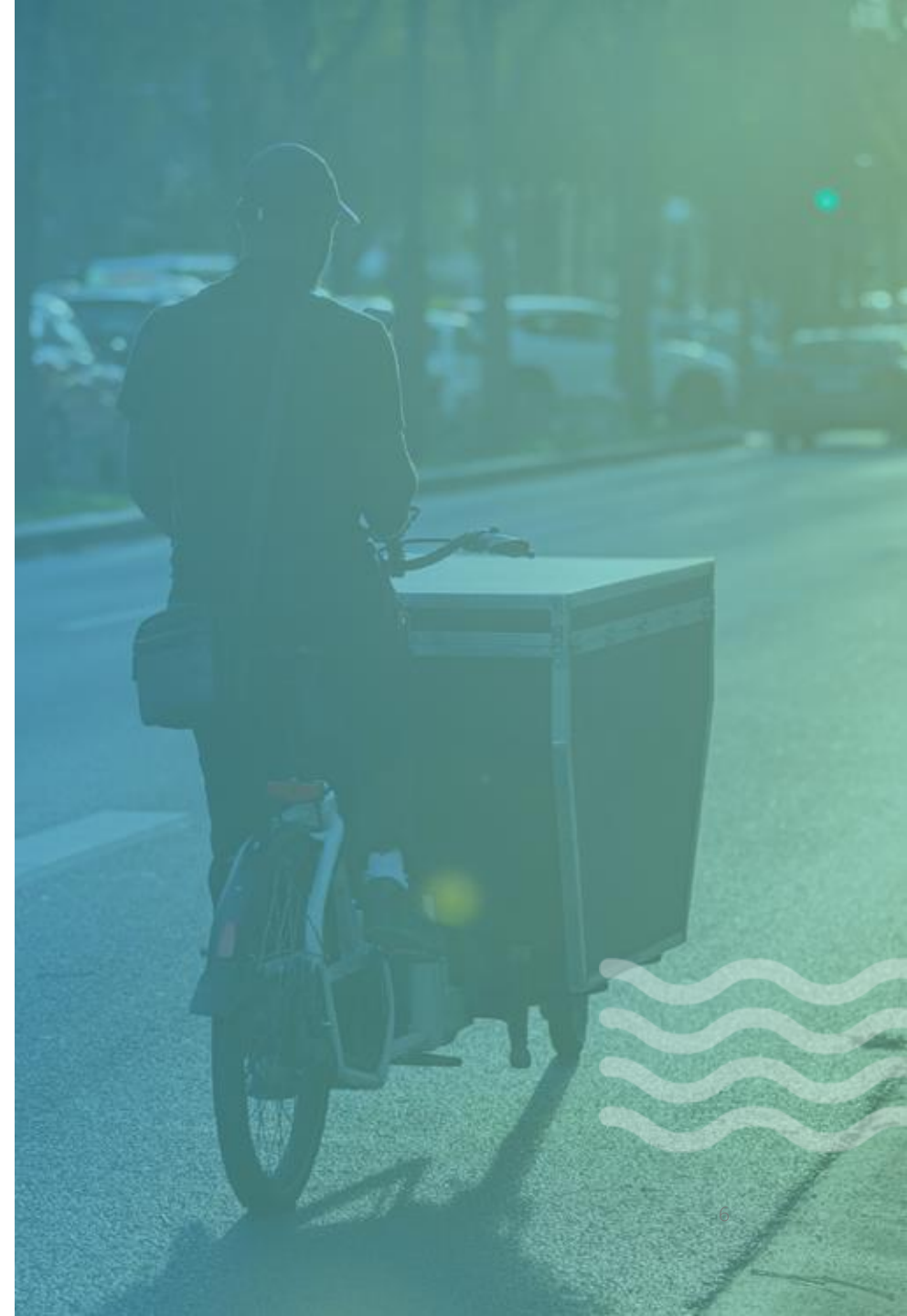
Developing **Just & Green Logistics Policies**
Without Leaving SMEs Behind **in the North Sea Region**



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What is GLEAM NSR ?

- **3.5 year** Interreg North Sea Region project
- **Goal:** Facilitate the development and implementation of ambitious policies and governance frameworks to support sustainable urban logistics in an environment where both larger enterprises and SMEs are equipped to thrive.
- The project will create or upscale multi-level, multi-stakeholder collaboration platforms **to develop more efficient and equitable policies and actions** for just and green urban logistics.
- **Budget: €2.9 million**



Why the focus on SMEs?

- The logistics sector, responsible for 25% of transport related CO2 emissions, has a large share of SMEs and is very diverse.
- SMEs often lack the awareness, knowledge, and financial capacities to innovate their business operations to fit rapidly advancing transport decarbonisation policies.

GLEAM NSR puts transportation justice at the heart of the urban logistics transition, striving to represent SMEs in policy and governance structures.

99%

of road carriers
in EU have **<50
employees**



Consortium Partners



rijksuniversiteit
 groningen

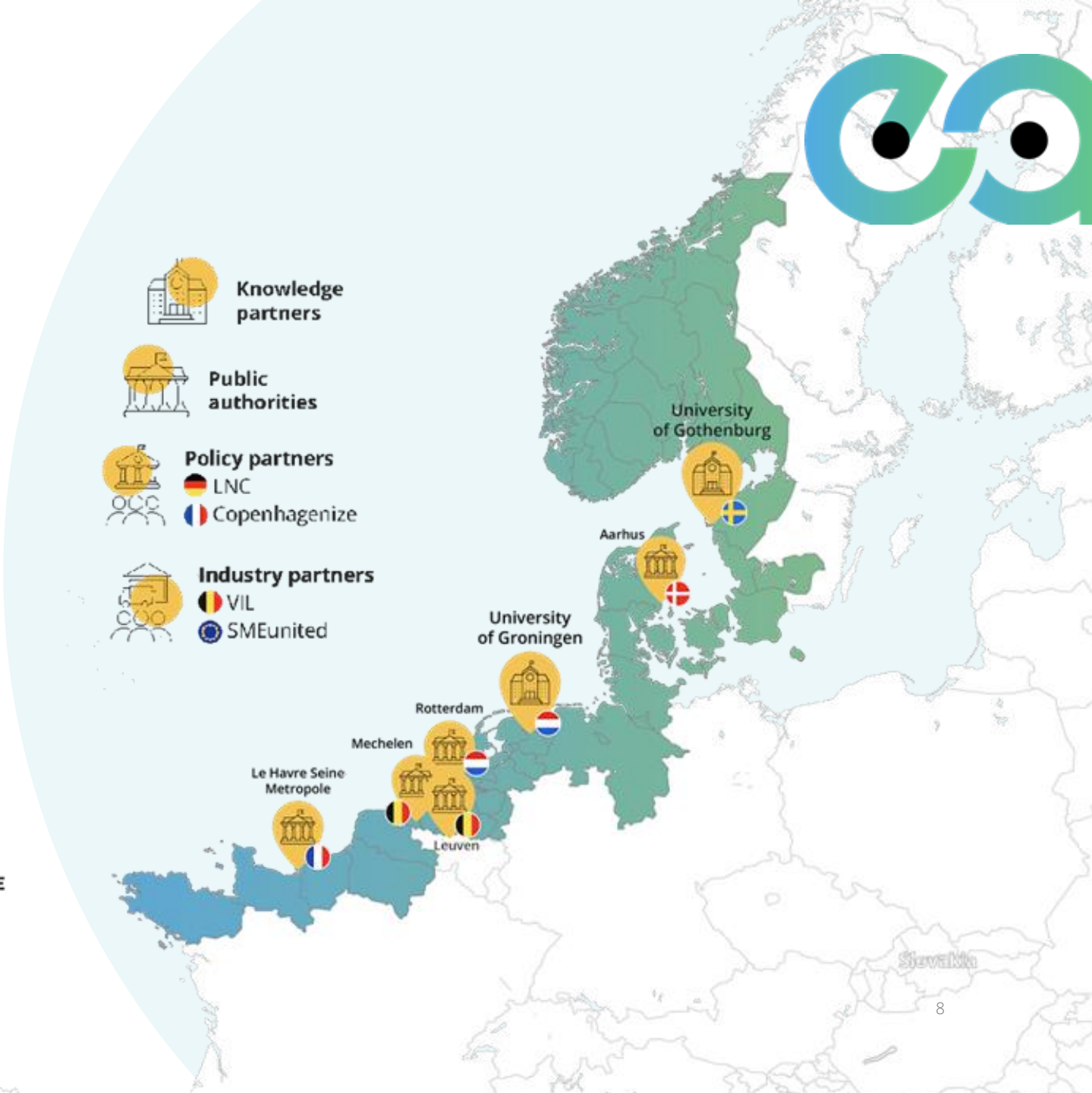


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WEBINAR | JUNE 4, 2024



Decarbonizing Logistics: Moving Forward with All Stakeholders Included



Lack of clear frameworks for widespread adoption and implementation.



Limited capacity of SMEs to adapt to rapidly evolving policies due to lack of awareness and resources compared to larger corporations.

Absence of consideration for the needs of all the diverse actors involved in the logistics sector when developing large-scale projects, specifically the experience of SMEs.



What is our project really about?



Mapping data of logistics landscapes and SMEs

- ➔ Data sources and logistics flows.
- ➔ Segmenting data sources to discern nuances across different urban logistics sectors.
- ➔ Identifying data sources on the role of SMEs in different urban logistics segments.



01.1 STRATEGY FOR DIGITAL TRANSITION TOWARDS GREEN AND JUST URBAN LOGISTICS

June 2025

A guide for using digital resources
effectively

Check it out!





What is our project really about?



Mapping urban logistics policy instruments

- **Inventory of urban logistics policy instruments, including governance structures and digitisation initiatives.**
- **Investigate the correlation between policy motivations and instrument selection to assess their implementation and effectiveness.**



Stay informed and connected

- Regular GLEAM NSR Lunch & Learns
- Project Journals
- GLEAM NSR Website
- Follow us on LinkedIn
- Email gleamnsr@copenhagenize.eu

- Sign up for our mailing list:



<https://www.interregnorthsea.eu/gleam-nsr>



<https://www.linkedin.com/company/gleam-nsr-interregnorthsea/>



3

Case studies on facilitating SME access to cities with urban access regulations by the 5 GLEAM NSR cities



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Le Havre Seine Metropole



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Le Havre



Traffic regulations

- A low-emission zone with limited impact on SMEs and craftsmen
- No time restrictions for driving in Le Havre city centre
- Several traffic-calmed zones with 20 or 30 km/h speed limits, making it easier for pedestrians and cyclists to get around
- Several pedestrian areas strictly closed to all traffic (except for emergency vehicles and local residents)
- Pedestrian streets with retractable bollards. Access is via :
 - remote control or registered license plates (24/7 for authorized users: emergency vehicles, police, residents, shopkeepers)
 - intercom approval for delivery vehicles and construction or service companies between 7:00–11:00



Le Havre



Use of delivery areas

- Not reserved for professionals
- The wide variation in rules for these areas creates confusion and can make spaces unavailable during delivery operations
 - permanent
 - shared with regular parking
- These areas are not suitable for construction or repair companies





Parking policy

- 14,000 paid parking spaces in the greater centre of Le Havre, divided into two zones: short-term (commercial areas) and medium/long-term (residential areas)
- Specific and adapted pricing scheme for professionals (stationary or mobile)
- Parking is free for owners of 100% electric vehicles displaying the green Crit'Air sticker
- Obtaining a temporary public space permit: not suitable for urgent interventions
- Deployment of electric vehicle charging stations across the LHSM territory in public spaces (standard and fast chargers).



Le Havre



Improvement prospects – sustainable urban logistics action plan

- Think about suitable spots for SMEs and artisans.
- Develop micro-logistics hubs
- Develop cycle-logistics including SMEs





Mechelen



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Urban Access Regulations in Mechelen

- Car-free hours (11–18h) in historic centre 
- Cycling zone (cars allowed, no overtaking, 30 km/h) 
- Traffic cuts & restricted neighbourhoods 
- Strict parking & circulation measures 
- (No Low-Emission Zone yet)

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Impact on SMEs: Challenges

- Deliveries only possible in the morning/evening 🕒
- Higher logistics costs & time pressure 💰
- Staff & customers face access/parking issues 🚶🚲
- Small firms less capacity to adapt

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Impact on SMEs: Opportunities

- Sustainability = competitive advantage 🌱
- Collaboration with hubs & last-mile providers 🚲
- Attract customers who value green choices ❤️

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Examples from Mechelen

- Retailer → depends on early deliveries
- Construction SME → needs permits for access
- Restaurant/bar → switches to bike delivery or hub logistics

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Support for SME's in Mechelen

- Subsidy for cargo bikes for inner city entrepreneurs 🚲
- Free trial of electric car sharing to test supply needs ⚡ 🚗
- City hub partnership: SME boxes for stock + cargo bike delivery 📦
- City hub as transshipment point for flexible deliveries 🔄
- Locker network for first mile shipments (small parcels) 📮
- DMOW project: retailers tested different e-vehicles for their needs 🔋



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Conclusion

- Regulations improve liveability 
- SMEs feel the burden most 
- Balance = restrictions + support
- With help, SMEs can turn rules into an opportunity 

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Leuven



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Examples of support for local shops in Leuven

- **Dense network of parcel lockers**, 400m 'slipper distance', also used for first mile by local shops
- Wij.Leveren ("We.Deliver"): Digital **distribution platform for the consolidated, zero-emission pick-up of e-commerce parcels from local shops** to customers in Leuven/Belgium:
lower shipping costs + high service level + unburdening of the logistic process by centrally organising shipping + branding as a community + less traffic in shopping streets
- Slimme Stadsdistributie (Smart City Logistics): registration platform for deliveries with feedback on whether delivery is planned following the policies (business rules) of the city.
- Test with cargo bikes (Cargoroo) for local entrepreneurs



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Support for SME's in service logistics in Leuven: from AS IS to TO BE, from JUST to GREEN

Key take-aways from survey results @Bouwbar 12/06/2025: current regulations are not designed with service logistics in mind!

- access admin for restricted areas is too time consuming: yes (4.1 / 5)
- Biggest challenges: parking permits (1) and access rules (2)
- where to find information on access & parking rules (top 3): "central, national platform based on service address" > digital signs in the city > city website
- fragmentation: every city has its own data standards and regulations



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1 / 3 service companies avoid the city centre due to access regulations and limited parking spaces



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From JUST to GREEN in Leuven

Focus action points:

- better **disclosure of information** on access regulations and parking rules (city website + regional project "CITERRA" on national data standards): to save time & costs
- **Simplified administrative formalities designed for last-minute services in restricted areas**: to support both citizens, local entrepreneurs and service companies
- How to use **green procurement** to support local SME's in service & construction logistics: to have a better position when competing for public tenders



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• Use case with special exemption for entering restricted zone (for consolidated services in the city)



City dialogues are key!

- Regular meetings with Bouwunie, representing SME's in service & construction logistics
- **Just:**
 - Seminar on public procurement designed for SME's (organised by Bouwunie, 17/9/25)
 - Survey to identify top tasks, featured FAQ's... on city website
 - Training?
- **Green:**
 - Focus group on green procurement with 3 CEO's
 - Inspirational best practices and testimonials on green logistics during large Bouwunie event in



Aarhus



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Aarhus

- how we facilitated community dialogue about the Green Mobility Plan



Aarhus: The framework for the community dialogue



The Political Basis

On 7 August 2024, a broad majority of the Aarhus City Council entered into a new agreement on a Green Mobility Plan for Aarhus:

"We can only succeed with a new green mobility system if we – the municipality, businesses, citizens and civil society – join forces in the change.

The parties to the agreement have therefore agreed that, based on the direction set out in the agreement, Teknik og Miljø should initiate an ambitious community dialogue.

This dialogue must be broad in scope, and it is therefore important that businesses, environmental organizations, community councils, citizens, and others are invited to engage in a dialogue about the concrete implementation of the agreement."

Aarhus: The framework for the community dialogue



Purpose

"... broad in scope"

The purpose of the dialogue carried out as a follow-up to the Green Mobility Plan agreement was therefore to reach our stakeholders as broadly as possible.

We aimed to reach widely – across citizens, businesses, and associations/organizations.

Aarhus: The framework for the community dialogue



Alignment of expectations

"... based on the direction set out in the agreement"

Framing the dialogue was important in order to achieve clear expectation alignment about the "room for manoeuvre" within the community dialogue.

The dialogue aimed to ensure there was no doubt that the plans in the political agreement must be executed, rather than considered optional.

The community dialogue in autumn 2024 was intended to serve as a strong starting point for an ongoing dialogue with the whole of society about the challenges and opportunities on the road toward a CO₂-neutral and attractive community.

Aarhus: The framework for the community dialogue



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Aarhus: The framework for the community dialogue



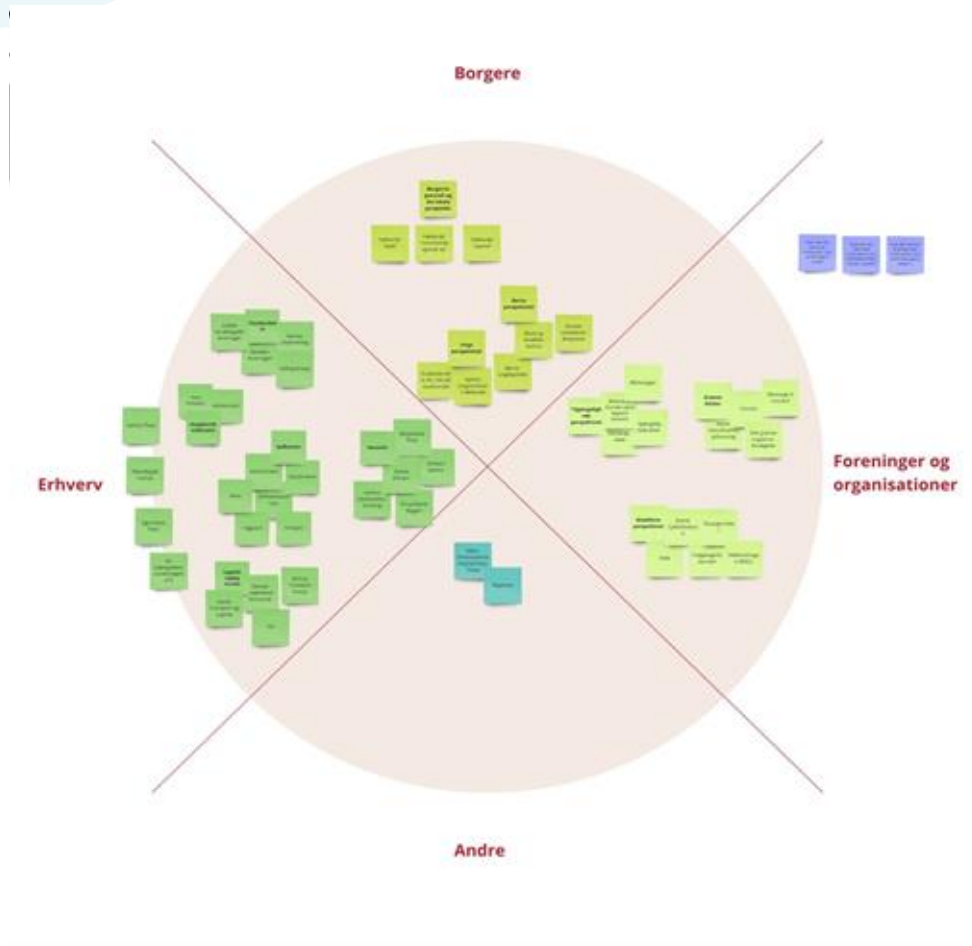
Format

"...dialogue about the concrete implementation of the agreement."

The format of the dialogue was designed to create a framework for a shared discussion at the same table.

The agreement was to be presented, providing a basis for dialogue where **participants could contribute concrete input to the content of the agreement.**

Aarhus: Conduction of the community dialogue



Purpose: We aimed to reach widely – across citizens, businesses, and associations/organisations.

Stakeholder mapping

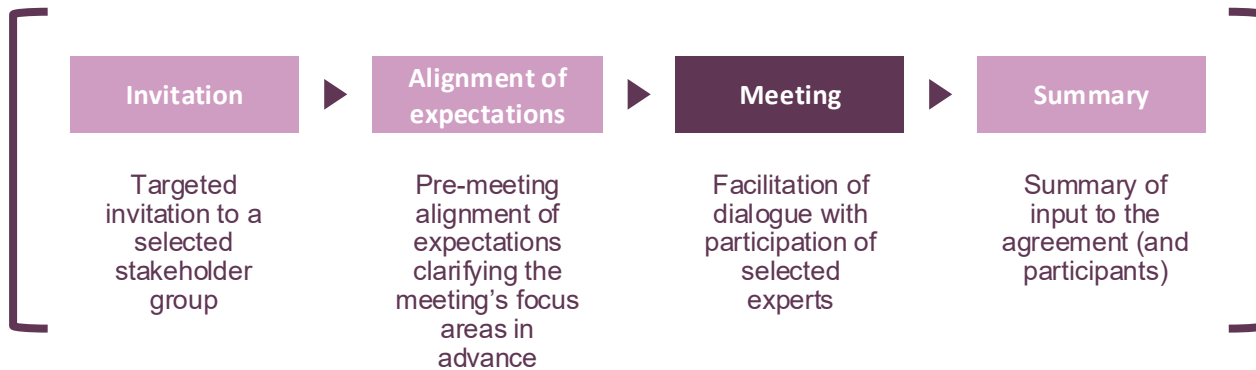
To be precise about WHO should be invited to the dialogue in autumn 2024, a stakeholder mapping was conducted.

The stakeholders were grouped according to the perspective they primarily represent in order to 1) ensure broad reach across target groups (businesses, citizens, and associations/organizations), and 2) provide a basis for inviting stakeholders into meaningful groups.

Aarhus: Conduction of the community dialogue



Alignment of expectations: The dialogue was intended to focus on the fact that the plans in the political agreement MUST be implemented – not whether or if.



A Structured Workshop Concept

A “structured workshop concept” was developed, which could be replicated across multiple meetings to ensure consistent expectation alignment.

Invitation

Kære (Dokumentation af samarbejdet mellem borgere og politikere, fra Anders Blichard)

Så er repræsentanter for (Dokumentation af samarbejdet mellem borgere og politikere, fra Anders Blichard) og vi gerne invitere dig/jer til dialogerne om den politiske aftale om den grønne mobilitetsplan.

Hvad skal mødet til (Dokumentation af samarbejdet mellem borgere og politikere, fra Anders Blichard)?

Du vil blive inviteret med os til mødet om repræsentation fra (Dokumentation af samarbejdet mellem borgere og politikere, fra Anders Blichard). Vi holder lignende møder med andre aktører, der repræsenterer et bredt udsnit af borgerne og repræsentanterne.

Kommunen har modtaget en stor politisk aftale, der blev udarbejdet af Aalborg Råd på d. 7. august 2024. Aftalen sætter den politiske retning for den kommende grønne mobilitetsplan, som får betydning for, hvordan vi kommer rundt i Aalborg de næste mange år. Læs aftalen her: [Aalborgs grønne mobilitetsplan](#).

Hå håber vi at processen for forberedelsen af aftalen og herunder facilitere en dialog som sætter de store af aftalen, som i gennem af afholdelse og kommer med input til. Planlægningen for den kommende grønne mobilitetsplan er politisk besluttet med aftalen, men vi har brug for jeres input til, hvordan vi kan realisere intentionerne, der jeres udsyn og indsigt er vigtig for os på implementeringen.

Jeres bemærkninger vil indgå i en rapport, der sendes op på alle de input, der er kommet i forbindelse med dialogerne. Rapporten vil blive præsenteret for folketingsrådene bag aftalen ved slutningen af 2024, så jeres input har mulighed for at blive set, og kommer ind på et indholdsregister i slutningen af planen, inden det præsenteres for folketingsrådene. Det nye til. Rapporten vil offentliggøres i den politiske behandling af den grønne mobilitetsplan. Det er således muligt at se, hvordan jeres input har været taget hensyn til i den politiske behandling af den grønne mobilitetsplan. Det er således muligt at se, hvordan jeres input har været taget hensyn til i den politiske behandling af den grønne mobilitetsplan.

Dagsorden til mødet:

1. Check-in og kort introduktion
2. Præsentation af teknik og Mål, Aalborg Kommune
3. Check-in og præsentation af den politiske aftale om den grønne mobilitetsplan
4. Check-in og præsentation af den politiske aftale om den grønne mobilitetsplan
5. Check-in og præsentation af den politiske aftale om den grønne mobilitetsplan
6. Check-in og præsentation af den politiske aftale om den grønne mobilitetsplan

Tilslutning og praktik

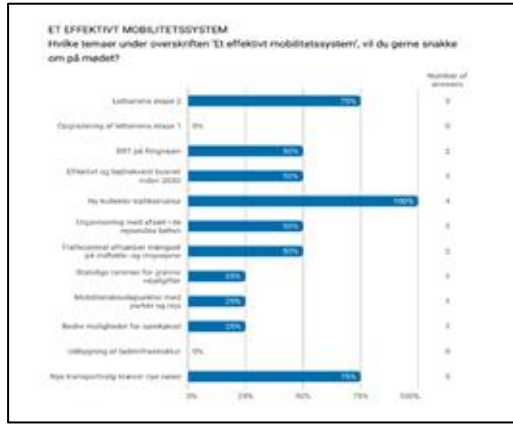
Tilslutning formål ved at se, hvordan den nye mobilitetsplan vil være på den politiske aftale, der vil være med. I har mulighed for at stille 1-2 spørgsmål. Hvis der er en anden ting, der er relevant at være oplyst, så du meget gerne kontakte os inden mødet på [mobilitetsplan@aalborg.dk](#).

Vi vil gerne, at vi på mødet afholder de temaer, der optager jer mest. Derfor opfordrer vi, at I på forhånd indlæser aftalen, for at vi kan se, om der er nogle temaer, der er særligt relevante for jer. Hvis I vil være med på mødet, kan I kontakte os på [mobilitetsplan@aalborg.dk](#).

Hvis I ikke har mulighed for at deltage, kan I alligevel komme med input til intentionerne i aftalen. Så gå ind på [mobilitetsplan@aalborg.dk](#) og send jeres input til os på [mobilitetsplan@aalborg.dk](#).

Vi ser frem til en god dialog og glæder os til at høre fra jer.

Alignment of expectations



SURVEY: We would like the meeting to focus on the topics that matter most to you. Therefore, we encourage you to indicate in advance which themes in the political agreement you are most interested in discussing. You can do this by following the link below and confirming your participation by selecting "yes": [\[insert link\]](#)

Meeting

GMP-overblik

Mødet

- Mødet er på mandag kl. 10.00
- Mødet er på mandag kl. 10.00
- Mødet er på mandag kl. 10.00

Agenda

1. Check-in og præsentation af teknik og Mål, Aalborg Kommune
2. Præsentation af den politiske aftale om den grønne mobilitetsplan
3. Check-in og præsentation af den politiske aftale om den grønne mobilitetsplan
4. Check-in og præsentation af den politiske aftale om den grønne mobilitetsplan

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4. Check-in og præsentation af den politiske aftale om den grønne mobilitetsplan

SCRIPT: When things move fast... ;) Remember everything, and several people can help out.



Summary

Indlæg 1 - Alle bemærkninger til GMP-overblikket

Indlæg 2 - Alle bemærkninger til GMP-overblikket

Indlæg 3 - Alle bemærkninger til GMP-overblikket

Indlæg 4 - Alle bemærkninger til GMP-overblikket

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Indlæg 100 - Alle bemærkninger til GMP-overblikket

REPORTING: Input from the community dialogue was compiled into a 109-page report.

INVITATION: Your comments will be included in a report that summarizes all the input received during the dialogue meetings. The report will be presented to the parties to the agreement by the end of 2024, giving them the opportunity to request that specific input be incorporated into the draft plan before it is presented to the full city council in the new year. The report will subsequently form part of the political consideration of the Green Mobility Plan. It is therefore the parties to the agreement who decide whether any changes, adjustments, or similar modifications will be made to the plan based on your input.



Format: Dialogue with the opportunity to provide concrete input on the content of the agreement

A Scalable Concept...

Large meeting at City Hall with the mayor on board – community councils

Smaller meetings “in-house” or out in the city with all participants at one table – e.g., employee transport

Agenda item at existing meetings – e.g., Tilgængelighedsrådet.

Presentation on the political green mobility agreement

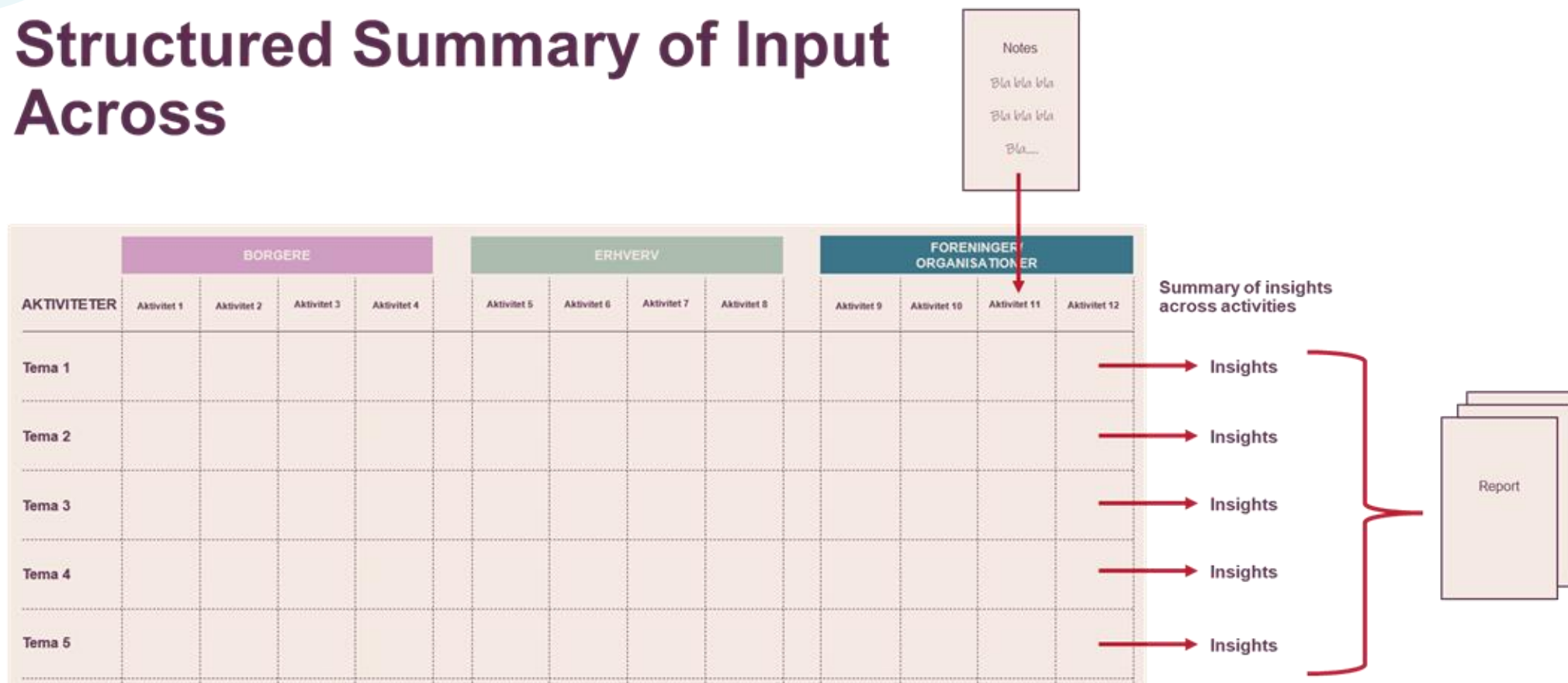
Time allocated for dialogue





Aarhus: Conduction of the community dialogue

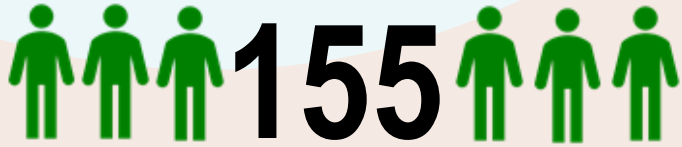
Structured Summary of Input Across



8



UGER



155

INTERESSENTE
(INVITERET)



Green logistics for a just near zero carbon economy in the North Sea Region

1

3

MØDE

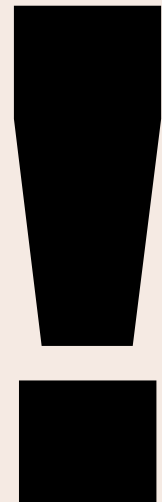
109 SIDERS
NOTER



1
AFRAPPORTERING
INKL. DÅGLIG BLYSNING
FRA MOBILITETSFOLK

85!

DELTOG



HERUNDER
23 UD AF

37
FÆLLES

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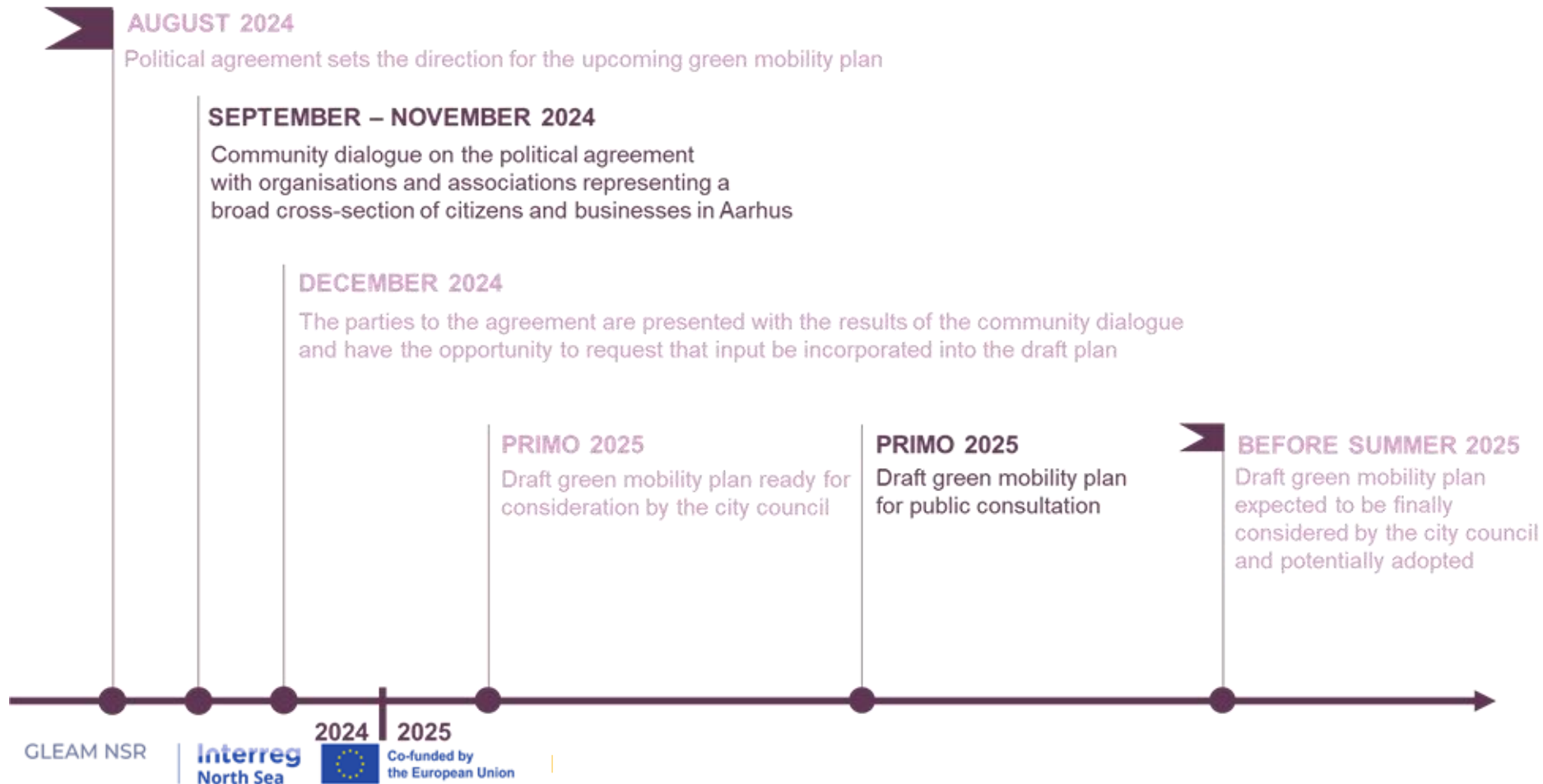


Samfundsdialog
Tillæg til aftale om grøn
mobilitetsplan



Aarhus: Next step

Timeline





Aarhus: Next step

Consultation process green mobility plan

In spring 2025 – expected soon – the green mobility plan will be submitted to the city council, accompanied by a report and an “addendum to the agreement.”
Immediately following this, the Green Mobility Plan is expected to be opened for public consultation for a period of four weeks.

The following is a proposal for the community dialogue process during the consultation period:



Aarhus: Summary – What is important?



Defining the community dialogue is a shared responsibility for the project team!

Engagement should be embedded in the core task rather than treated as a separate activity.

Framing the dialogue is crucial!

What is the purpose and the scope of the dialogue?

A clear plan for activating input is essential!

Develop a plan early on for how and where unput will be incorporated into the process (changes vs. appendix)

Early clarification on which formats will be used in the end. Who produces what, and when?

- and what will be submitted to politicians/the parties of the agreement, and what will be published for citizens, and in which stage of the process?

Sign-off on the stakeholder list is important!

Define what “broad reach” means. Who should be included in the dialogue and why? And who should approve the list?

Create a presentation template

Develop a slide deck that can be customized for each meeting while remaining precise and consistent in its messaging.

It takes time to create community dialogue!

Clarifications, booking venues, catering, invitations, surveys, reminders, presentations, notes, follow-up, and consolidation of input....

Keep all parties informed about any changes to the timeline.



Rotterdam



Interreg
North Sea



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GLEAM NSR

gleam nsr
Green logistics for a just net zero carbon
economy in the North Sea Region

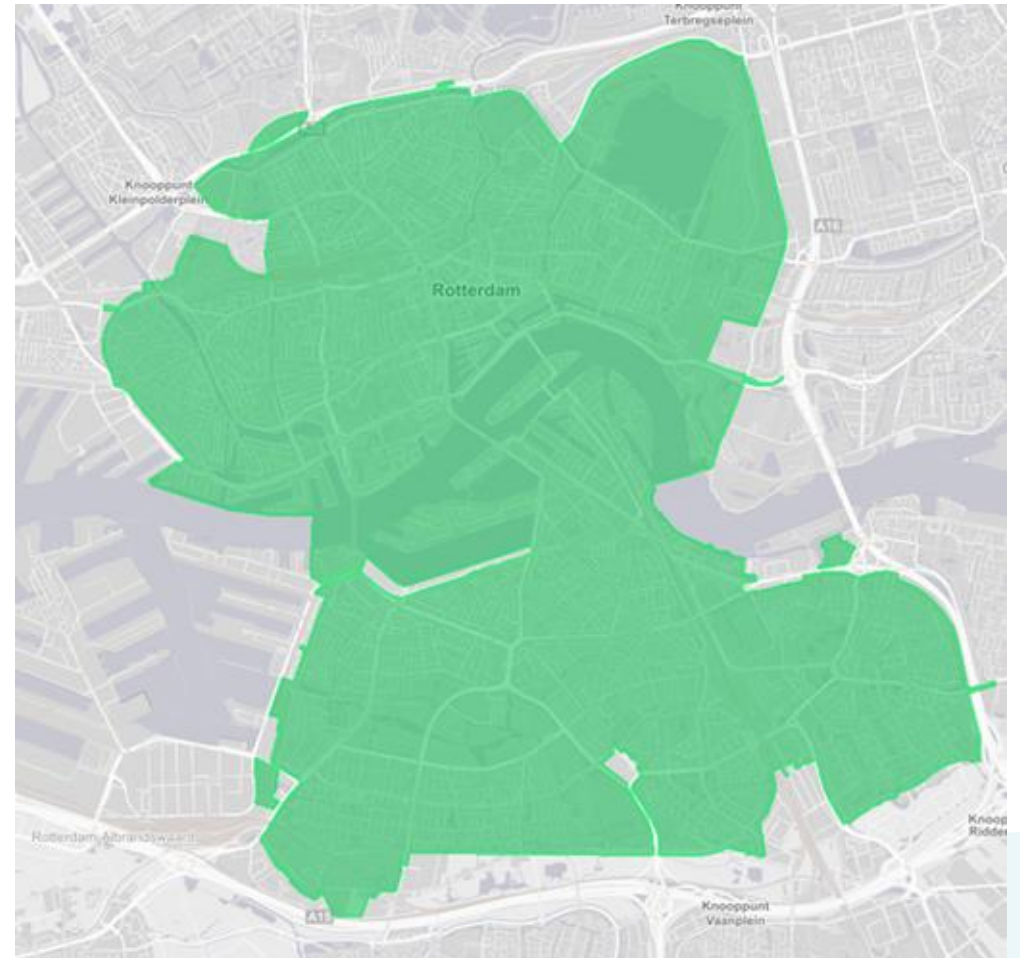
Rotterdam



Urban access regulations:

Zero-Emission Zone for vans & trucks

- Harmonised access regulations
- Transitional schemes for existing vehicles (2025-2030)
- Exemptions for special cases (feasible & affordable)
- New opportunities
- Role of SME's
- Role of SME United



Rotterdam: Harmonised access regulation

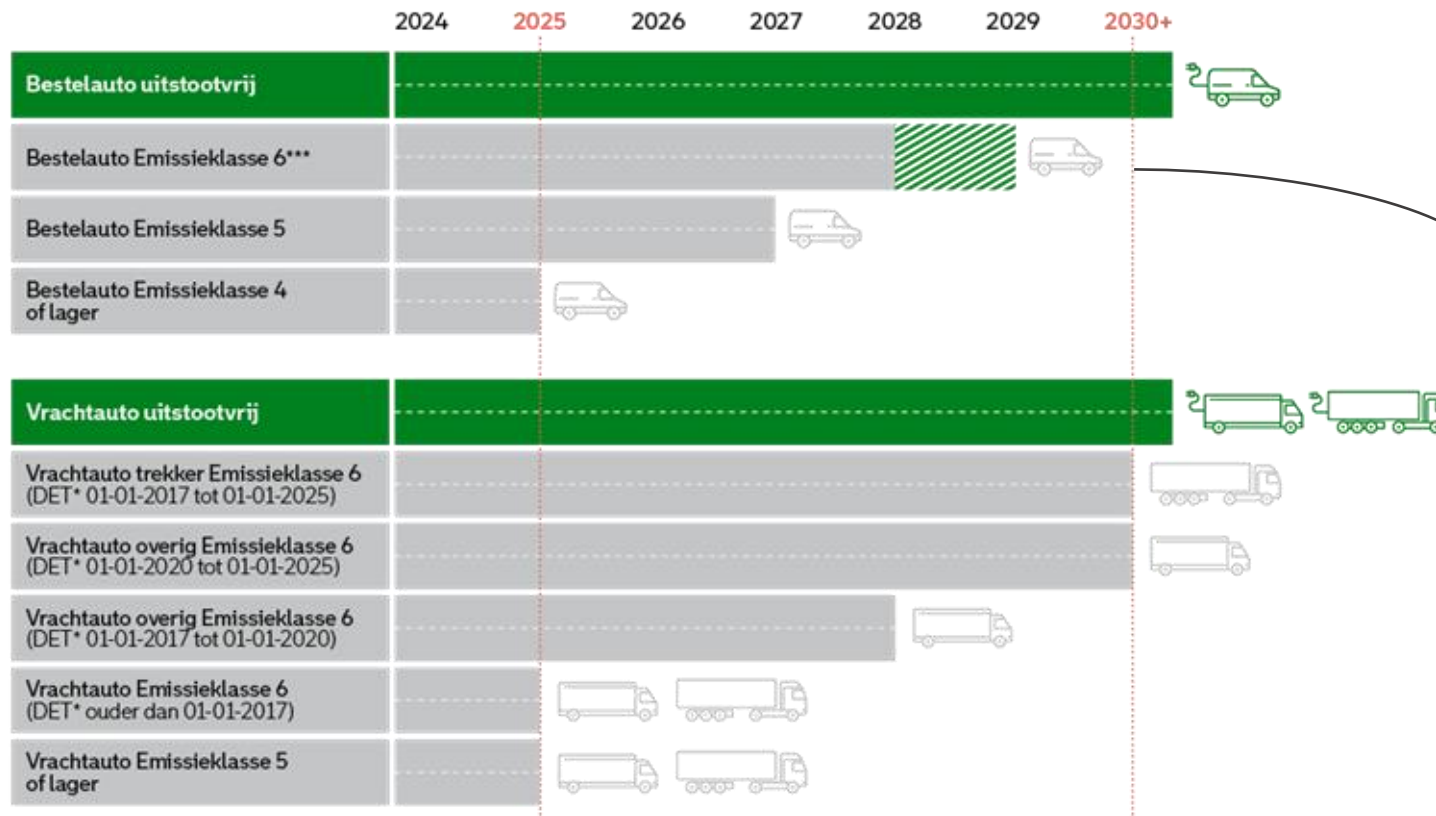




Rotterdam: Transitional schemes

Toegang tot de zero-emissiezone voor bestel- en vrachtauto's

Alle nieuwe bestel- en vrachtauto's met DET* vanaf 01-01-2025 moeten uitstootvrij** zijn.



Postponed* due to political concerns (about SMEs).

* to be implemented later

Rotterdam: Exemptions for special cases



So far local businesses in the Rotterdam area have received:

112 exemptions due to their economic circumstances

49 exemptions due to unforeseen (personal) circumstances

now **99%** of visiting vans and trucks may enter the city



Rotterdam: New opportunities

BID (Business Improvement District) Lusthofstraat and waste collector Irado create first zero-waste street



"If all businesses on Lusthofstraat participate, all commercial waste will be collected by zero emission vehicles, and it will be recycled or reused as much as possible."

Rotterdam: Role of SME's



National implementation agenda (UAZ)

"Business, industry, and interest groups, as well as municipalities, support (SME) entrepreneurs from their constituencies by sharing knowledge and providing information. This should take into account the differences between large and small businesses."

Local Covenant ZECL:

Local SME branch Rotterdam-Rijnmond...

- 1. Organizes information meetings for SMEs in the Rotterdam region.*
- 2. Shares knowledge, experiences, and case studies.*
- 3. Communicates with members, supporters & partners about their own actions and progress.*



Rotterdam: Role of SME United?

National implementation agenda (UAZ)

“The Ministry of Infrastructure and Water Management is committed to making agreements as soon as possible with neighboring countries and/or within the EU regarding the sharing of vehicle and owner data for foreign license plates.”



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GLEAM NSR

Thank you!

A decorative white wavy line graphic that spans the width of the page, positioned below the 'Thank you!' text.