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# GLEAM NSR Lunch & Learn Digitalisation and policy advancements

Level of Consideration of SMEs in German Green City Masterplans

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# Agenda

1

What are Green City Masterplans?

2

Common Policy Practices & Level of Consideration of Urban Logistics or SMEs

3

How should SMEs be taken into account?





# Green City Masterplans



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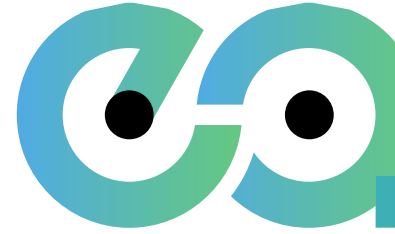
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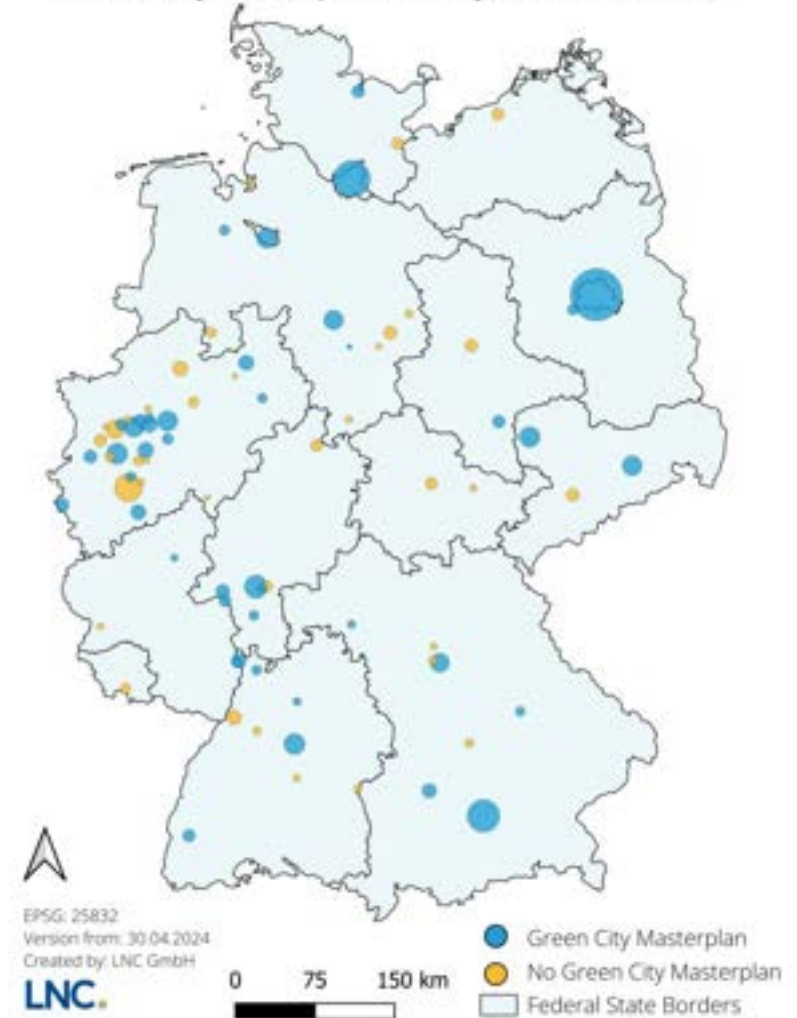
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# What are German Green City Masterplans?



- German "Clean Air 2017-2020" immediate action programme
- Funding for municipalities with high NO<sub>2</sub> levels
- Funding for measures covering the following areas:
  - Electrification of transport,
  - Digitalisation of municipal transport systems,
  - Retrofitting diesel buses in local public transport,
  - Improving logistics concepts and bundling traffic flows,
  - Promotion of cycling, as well as
  - Environmental bonus (purchase subsidy for e-vehicles).
- 58 cities developed Green City Masterplans in 2018

Green City Masterplans in Major German Cities





# 2

## Common Policy Practices



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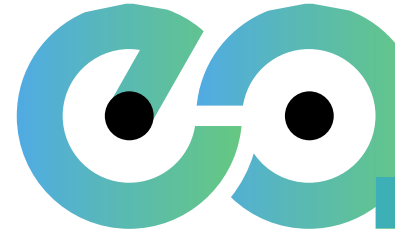
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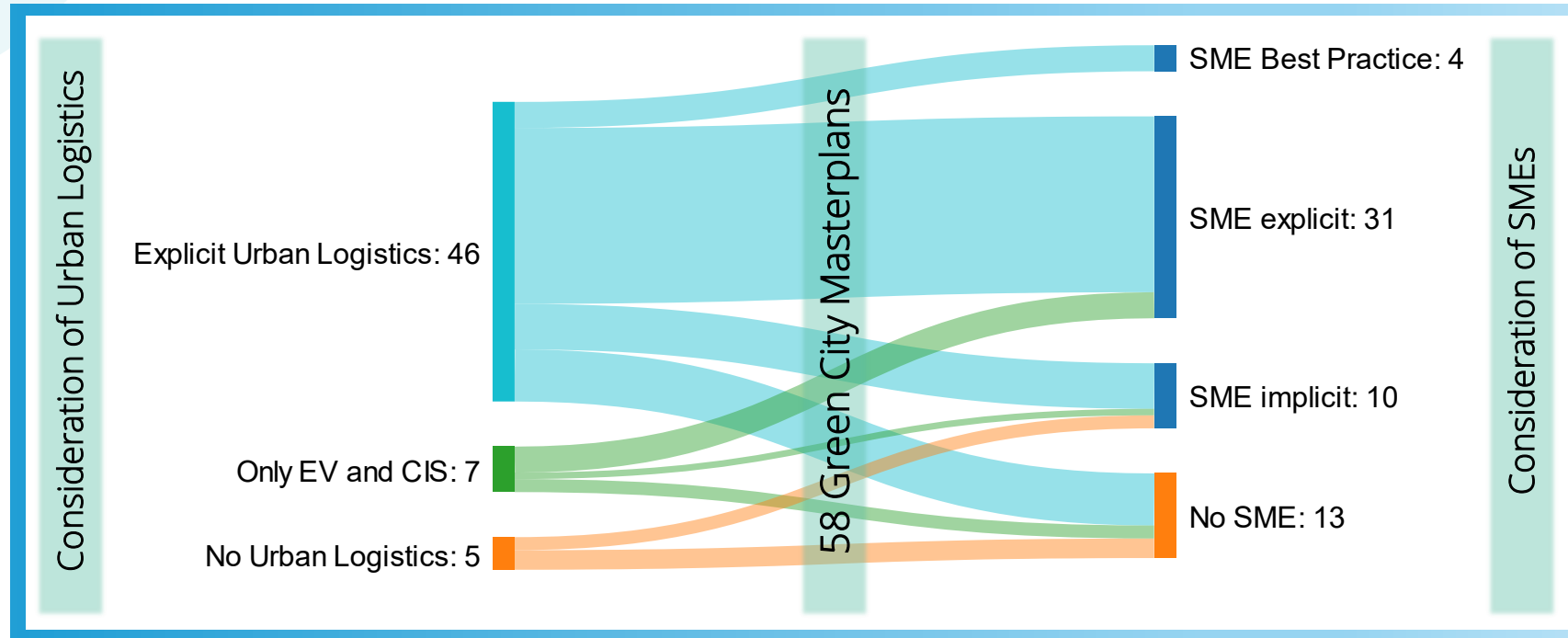
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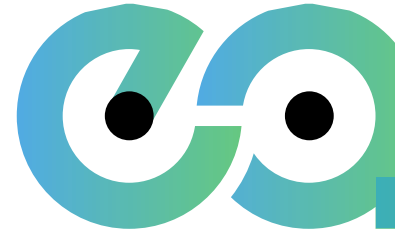
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# Level of Consideration of SMEs

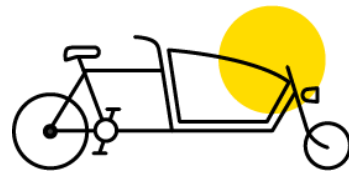
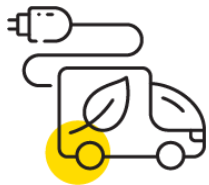


- ➔ Green City Masterplans provide different levels of consideration of urban logistics and SMEs
- SMEs are generally under-represented in the plans
- They are often mentioned only in the context of subsidy programs for e-vehicles



# In which contexts are SMEs considered?

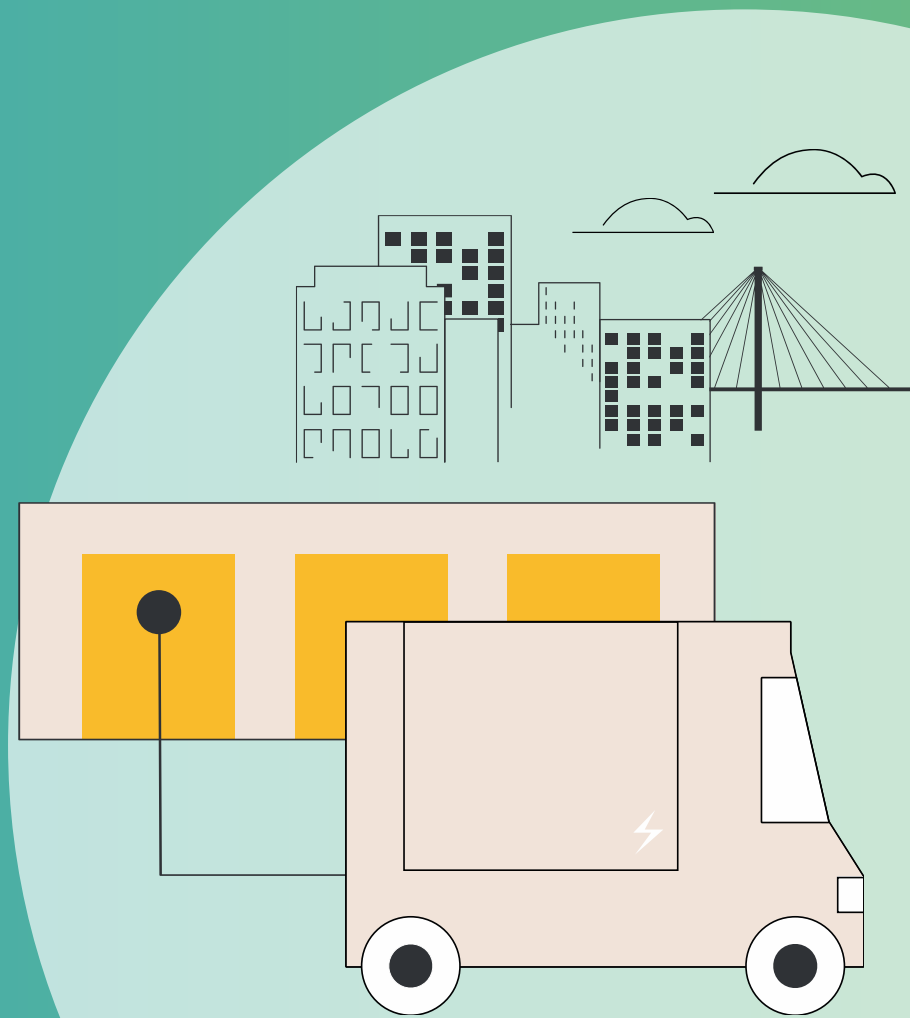
- Funding opportunities (subsidy) for e-vehicles and cargo bikes
- Cross-company e-vehicle or cargo bike sharing as an alternative to subsidized purchases
- Information and counselling programmes for SMEs on corporate mobility management / funding opportunities
- Consideration of SMEs in planning e-vehicle charging infrastructure
- Subsidized public transport tickets for SME employees





# 3

## How should SMEs be taken into account?



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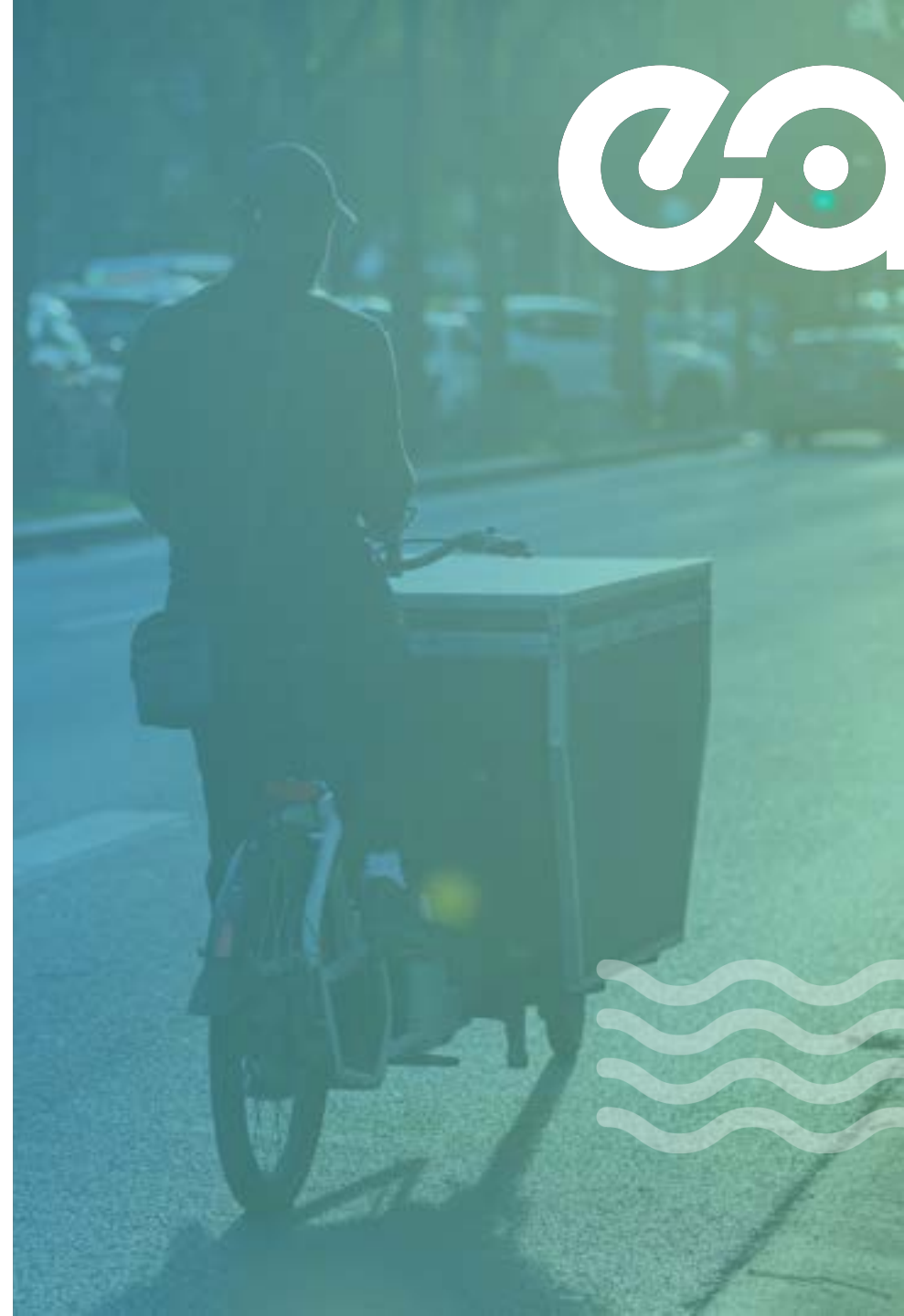
# How should SMEs be taken into account?

Best Practice urban logistics policies with a focus on SME should:

- acknowledge the burden on SME imposed by urban logistics policies measures
- discuss benefits and disadvantages for individual groups, especially SME

Implications for the Pyramid Assessment Tool

- All measures within urban logistics policies should be checked, whether they consider SMEs



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**Thank you!**

A decorative white wavy line graphic consisting of three parallel, slightly offset wavy lines.