



University of Antwerp
Faculty of Business
and Economics

A shift towards "retro" last-mile and urban logistics. How the pandemic has accelerated this trend.

26th May 2022 – I-NUF

Presenter: Prof. dr. Wouter Dewulf

Co-author: Prof. dr. Roel GEVAERS

Announcements

- **Urban Logistics Summerschool, University of Antwerp**
 - Antwerp, Belgium
 - 15 to 26th August 2022

Urban Logistics

Planning and managing the freight in urban areas



Summer School | 15 - 26 August 2022

- **Pharma Logistics Masterclass, by University of Antwerp, California State University, Khalifa University and Pharma.aero**
 - Abu Dhabi, UAE
 - 5 to 9th September 2022




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Shoppen, mobiliteit en logistiek gaan back to the fifties

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WOUTER DEWULF, ROEL GEVAERS

27 mei 2021 00:10

Voor winkelen, mobiliteit en logistiek maken niet de roaring twenties maar de jaren 50 hun opwachting. Verwacht u aan retro, eventueel met een modern IT-sausje.

Trendwatchers voorspellen een terugkeer van de roaring twenties na corona. Na een donkere crisisperiode volgt vaak een actieve periode waarin de bevolking volop profiteert van het licht na de duisternis. Voorbeelden zijn de jaren 1920 na de Eerste Wereldoorlog en de golden sixties na de moeilijke naoorlogse periode.

Zeker vanaf het einde van de jaren 50 en in de jaren 60

Voor u geselecteerd

- 1 Rusland probeert roebel af te remmen met forse renteknip
- 2 Euronext: Sterren komen, sterren gaan. Baanwinkels blijven bestaan
- 3 Beleggersagenda van vrijdag 27 mei
- 4 Russische 'opening' voor graanexport via Zwarte Zee slag in het water
- 5 AB InBev geeft ambitie voor alcoholvrij bier op

Agenda

1. Research questions
2. Methodology
3. Cities during the '50ies
4. Cities between 1960 - 2000
5. Cities nowadays
6. Conclusions and impact on policy

Research question

“Is urban logistics heading towards logistical principles of the ‘50ies? What are the similarities and the differences?”

Methodology

- **Quantitative data**
 - Data from last-mile companies, retailers and urban consolidation centres
 - Benelux (Belgium, Netherlands, Luxembourg)
- **Qualitative data**
 - Interviews with last-mile experts

Cities during the '50ies

How did cities look like during the 50'ies?

1. Limited number of cars and trucks
2. Main transport means: public transport, on foot, bicycles
3. Many small shops
4. Deliveries to the doorstep:
 - Soup
 - Milk
 - Drinks
 - Bread...
5. Small grocery stores on every corner of the street
6. Deliveries by tricycles
7. Every village: bakery and butcher
8. Postal catalogue deliveries with waiting time



How did cities look like during the 50'ies?



Transport



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SOURCE: City of Antwerp, 2022

How did cities look like during the 50'ies?



Last mile



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SOURCE: <https://www.transportfiets.net/2011/04/18/de-melkboer-1950/>

How did cities look like during the 50'ies?



Commerce



How did cities evolve 1960 - 2000

How did cities evolve?

1. More car use and truck use
2. Many public parkings
3. Number of small stores dropped and multinational large players came into cities
4. Traditional deliveries to the doorstep were reduced or even stopped
5. Small grocery stores were replaced by (mega-)supermarkets
6. Deliveries with tricycles were stopped



How did cities evolve?



Transport



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SOURCE: City of Antwerp & Pinterest, 2022

How did cities evolve?



Last mile

How did cities evolve?



Commerce

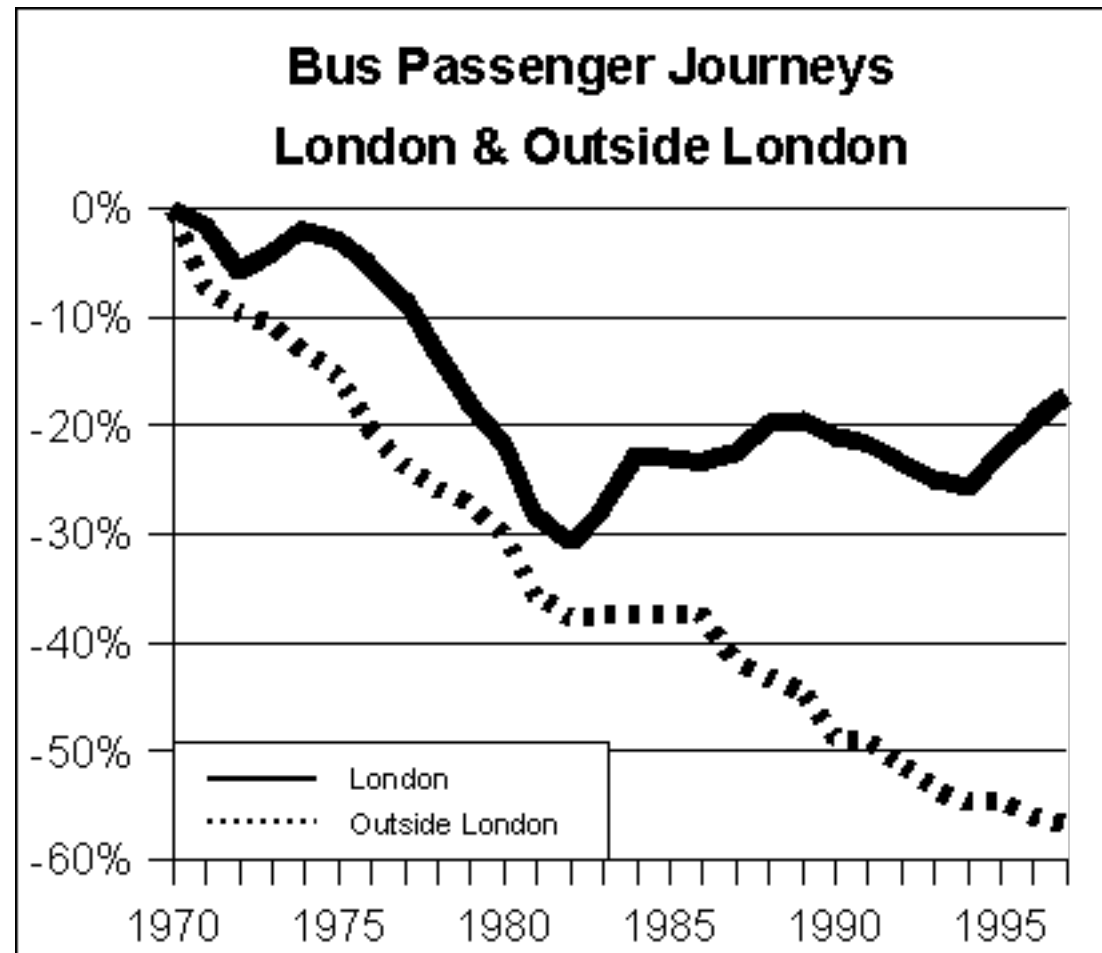


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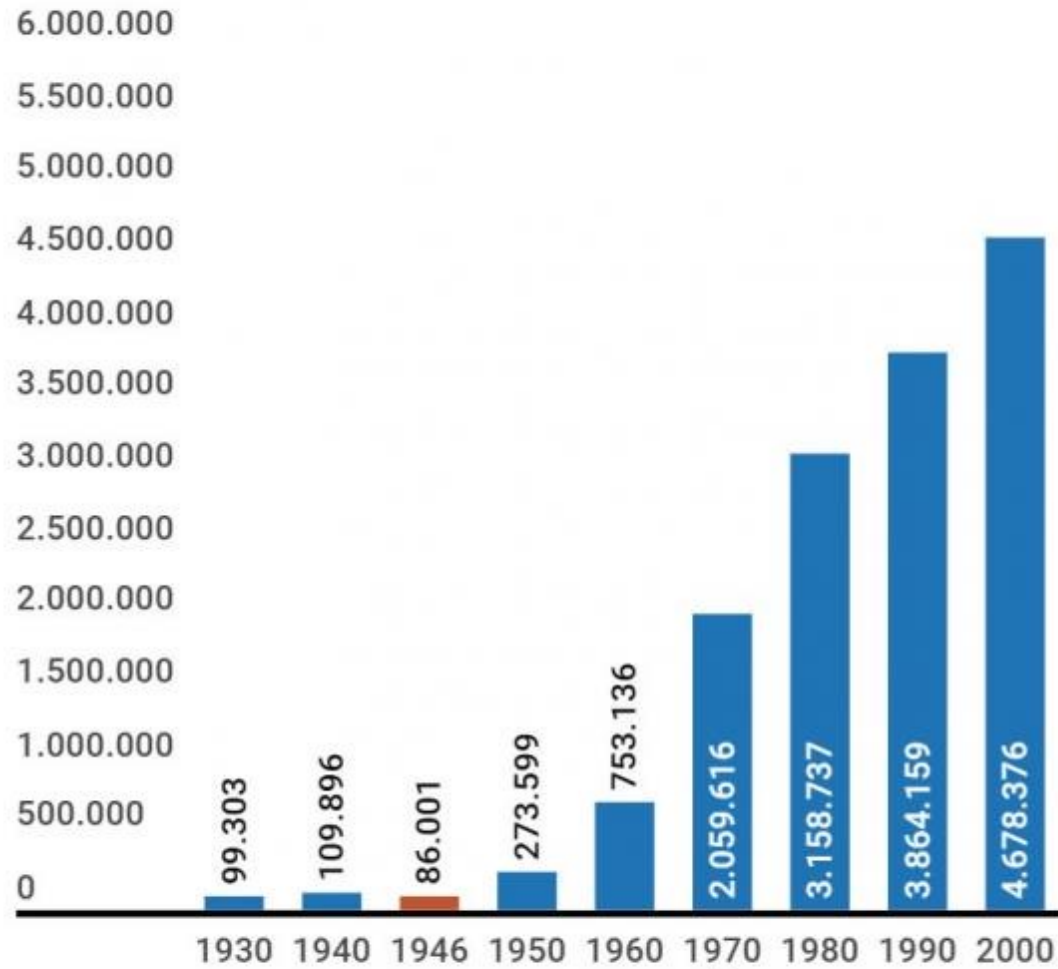
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SOURCE: Delhaize & Ikea, 2022

How did cities evolve?



How did cities evolve?



How did cities evolve?



Transport
+
Flow



Push

~~Pull~~



How did cities evolve?

The Rise and Fall

The Nasdaq Composite Index, daily close



First steps
towards
eCom

How did cities evolve?

First steps
towards
eCom



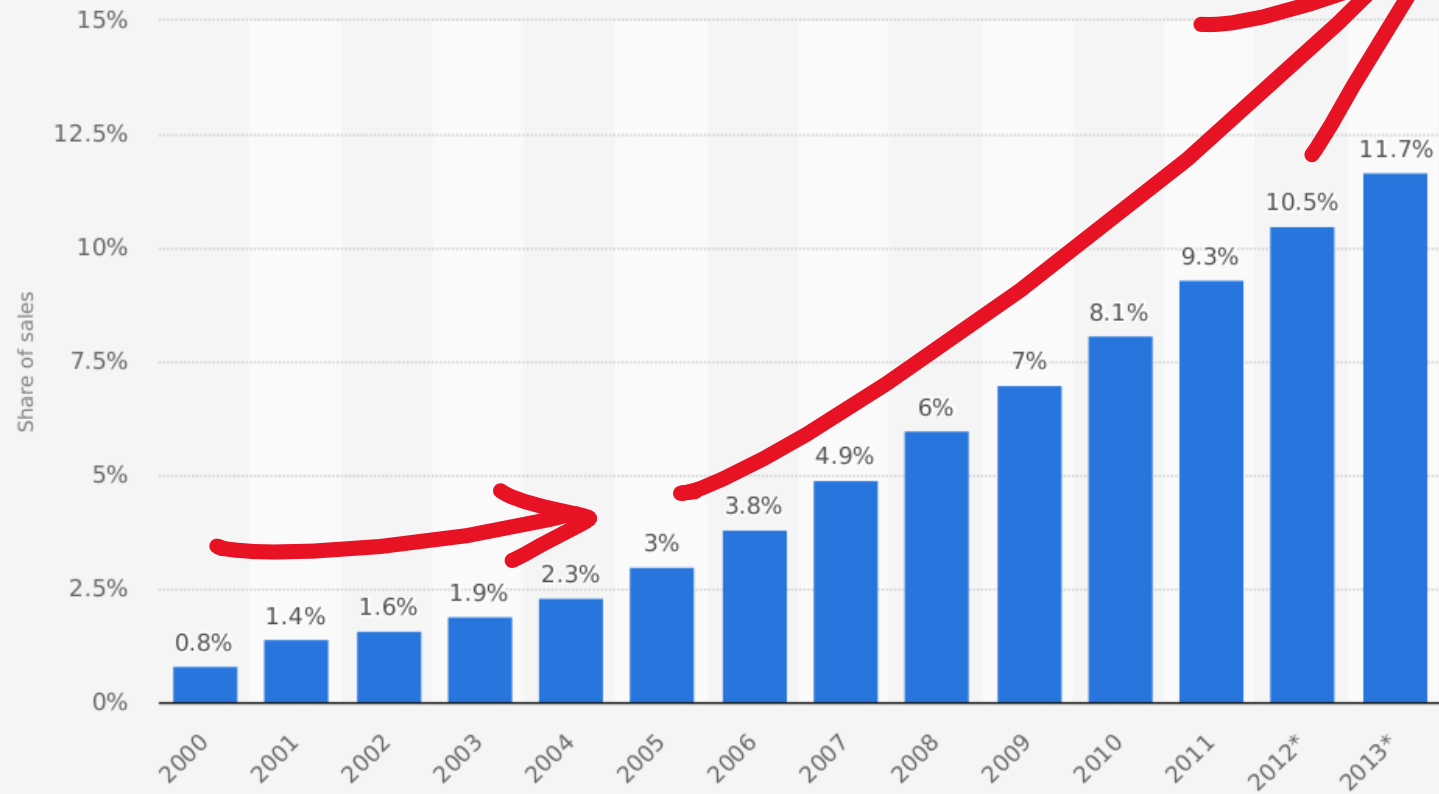
Urban areas nowadays

2000 - 2020

Cities nowadays

eCom after
DotCom
Bubble

Online share of retail expenditure in the United Kingdom (UK) from 2000 to 2013



Source
Verdict Retail
© Statista 2019

Additional Information:
United Kingdom; Verdict Retail; 2000 to 2011



Cities nowadays

eCom after
DotCom
Bubble



Source: Euromonitor International, 2017; Note: Regions are North America, Latin America, Europe, Asia-Pacific and Australalia/New Zealand. Latin America includes Brazil and Mexico.



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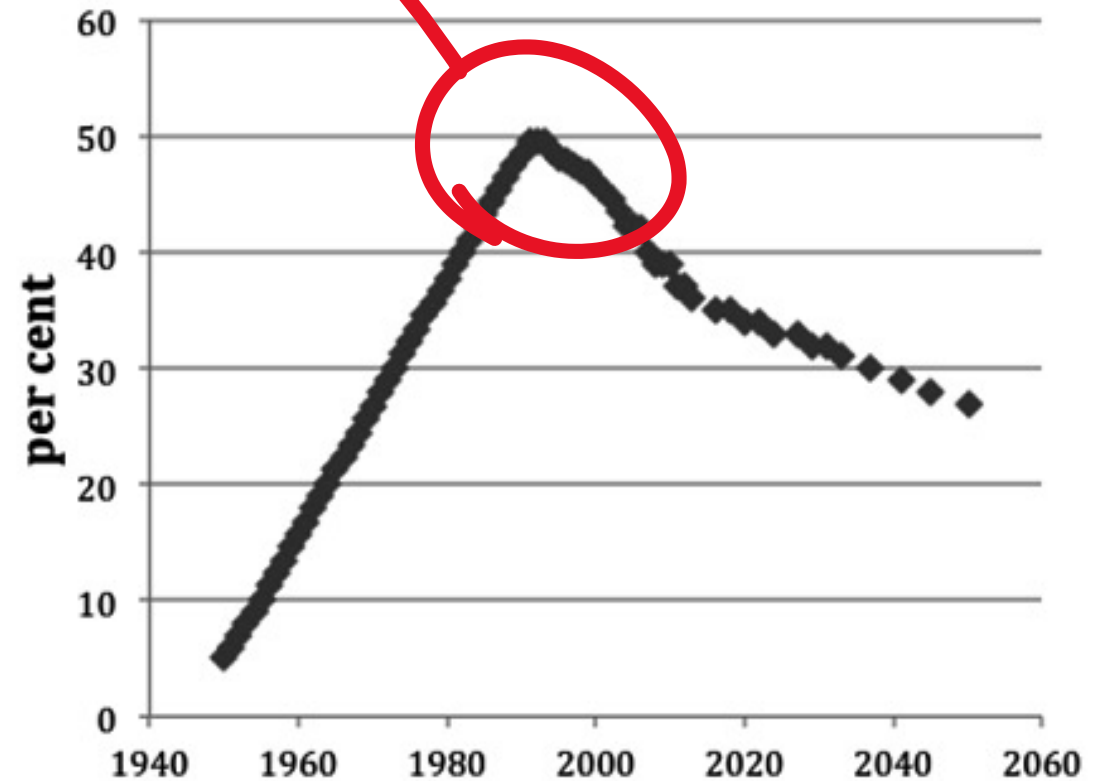
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Cities nowadays

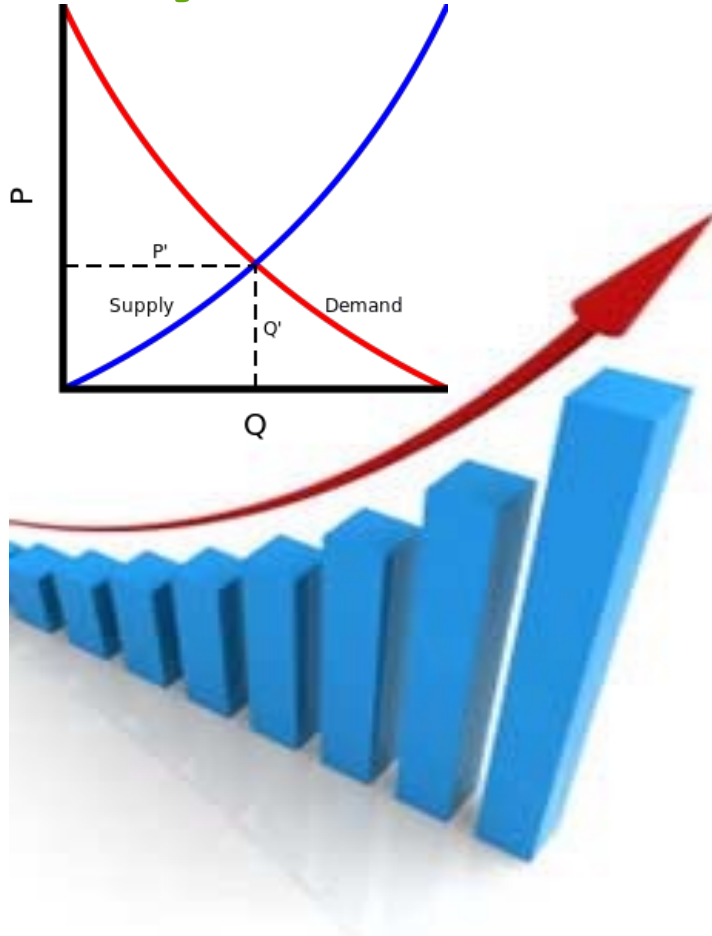
Sustainability



Share of journeys by car in London 1950-2050



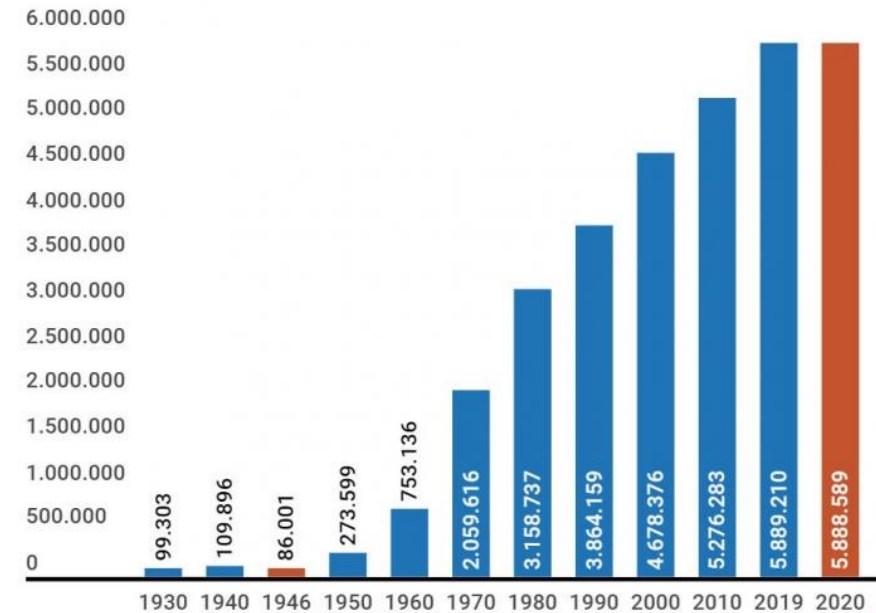
Cities nowadays



impacts



Aantal personenauto's in België



Delen

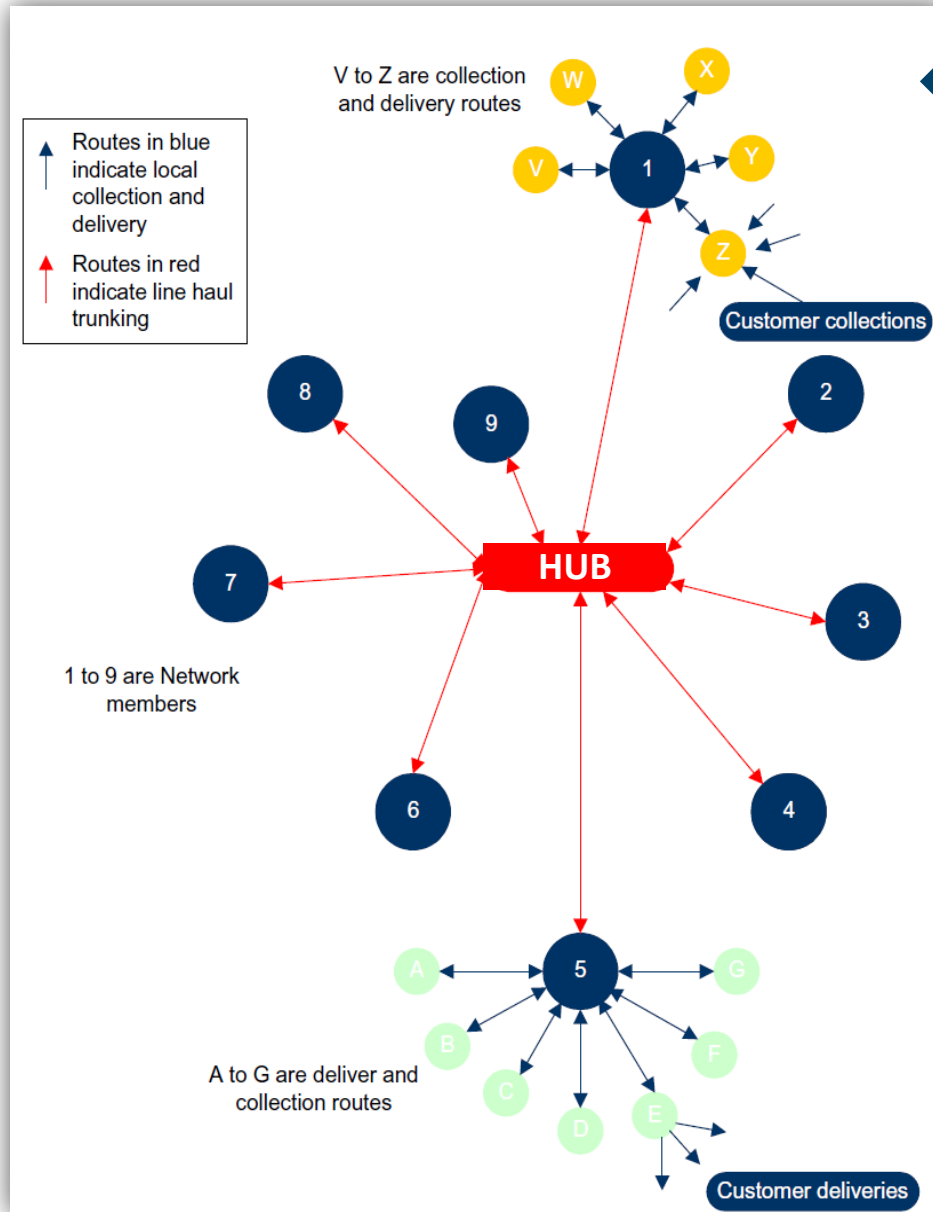
STATBEL



Cities nowadays

HUB & SPOKE

Supply chains



PROBLEM

Solution 1
Solution 2
Solution 3

Last Mile & Urban distribution



Cities nowadays 2000 onwards



Convenience & local



Cities nowadays 2010-...



Convenience & local

	Crowd logistics			Food/ Groceries	
	Convenience			Automation Unmanned	



How did cities evolve?



Couriers/delivery industry



Amelia Hill

@byameliahill

Thu 20 Jan 2022 08.00 GMT



Cargo without carbon: the rise and rise of e-bike deliveries

Demand for electric cargo bike couriers has boomed since first lockdown, bringing the hope of cleaner, quieter, safer streets



📷 E-cargo bikes can deliver 60% faster than vans and save about 90% in carbon emissions. Photograph: Xinhua/Rex/Shutterstock

Would you like your **groceries** delivered without a side order of traffic congestion? **Boilers**, **books** and **beauty products** dropped off without a roar of diesel? Or even take a **taxi ride** without the carbon emissions?



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SOURCE: The Guradian, 2022

How did cities evolve?



Last mile



How did cities evolve?



Commerce



Similarities

How did cities look like during the 50'ies?



Transport



How will the Ultra Low Emission Zone or Low Emission Zone affect you?



Couriers/delivery industry

Cargo without carbon: the rise and rise of e-bike deliveries

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Amelia Hill
@byameli hill
Thu 20 Jan 2022 08:00 GMT



E-cargo bikes can deliver 60% faster than vans and save about 90% in carbon emissions. Photograph: Xinhua/Rex/Shutterstock

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How did cities look like during the 50'ies?



Last mile



How did cities look like during the 50'ies?



Commerce



Conclusions and policy impact

Conclusions

- **After years of unlimited growth and focus on hub-and-spoke efficiency gains, a new environment is created**
- **Since eCommerce growth and focus on sustainability**
 - **Restriction of ‘classic’ transport in cities**
 - **Increased investments in public transport**
 - **From reduced at-home deliveries to an explosion of at-home deliveries**
 - **Focus on the smaller shops and more local ‘authentic’ shopping**
- **Many trends are RETRO-LOGISTICS**
- **Cities focus increasingly on urban planning and ‘liveability’ of the cities while in the ‘50ies they were caring to facilitate the commerce**





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