Lean and Green is a project lead by Connekt. Lean and Green supports and rewards organizations for reducing CO₂ emissions and costs. The main subject is the distribution of goods in inner cities, which is an issue of increasing importance due to urban infill and traffic congestion. Lean and Green is attempting to improve the collaboration between municipalities and local companies to reach shared goals. In addition, Lean and Green is sharing its knowledge with municipalities to solve practical issues.

- Financial: reduced limitations which optimizes logistical processes, reduced fuel costs and kilometres, reduced time loss due to suboptimum situation
- Benefits in terms of improvements in distribution services
- Benefits for society: less congestion/improved traffic flow, more liveable city centre, reduced CO₂ and pollutants emission

The main problems associated with urban goods distribution that will be addressed by this program are air pollution, CO₂ emissions, impacts on liveability and the efficiency of vehicle operations due to transport restrictions and businesses working on their own.

Transport restrictions and businesses working alone often lead to suboptimal outcomes for inner city freight transport. Lean and Green Municipalities insists on collaborations between municipalities and companies thereby making it possible for companies to obtain privileges in return for their (green) business operation. These privileges can take the form of permitted access times, (un-)load locations and vehicle types.

In The Netherlands there are several projects based on inner city freight transport (and associated with Lean and Green). These projects have three key common elements:
- Courage to change
- Ready to cooperate
- Prepared to invest

An example of such projects is an agreement between different companies to bundle their freight flows through one distributor and/or distribution point. The inner city distribution is often carried out by small, electric vehicles to increase the CO₂ emissions reduction.
Lean and Green has motivated over 300 organisations in Holland and is constantly changing and expanding. To join the program organisations have to set up an action plan which aims to reduce the CO$_2$ emission by 20% in five years and reduce costs. Once this has been achieved, the organisation is awarded the ‘Lean and Green Star’. In addition to the ‘Lean and Green Star’, organisations can also be rewarded with the ‘Lean and Green Solution’ designation. This is a reward for providing a product or service that reduces CO$_2$ emissions and costs.

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In addition to Lean and Green Municipalities, Connekt also focuses on three other pillars: Lean and Green Logistics, Lean and Green Personal Mobility and Lean and Green Barge. Connekt is an independent network of companies and authorities that seek to improve mobility in the Netherlands in a sustainable manner. Connekt currently consists of approximately 125 authorities, companies and knowledge institutions.

More information:

- Road transport
- Urban distribution/consolidation centre

Main actors involved:
- Retailers
- Transport companies
- City authorities

Cases Description (Cont.):

More Best Practice cases and information about BESTFACT can be found at:
www.bestfact.net

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