Urban freight delivery B2C solution with clean vehicles: Emakers

**KeyWords:**
Implementation of low emission technologies; Innovative vehicles, vessels and equipment; Business to customer (B2C) solutions; Innovative operational solutions; Transport management, fleet management; IT-technologies and solutions (for management and administration)

Emakers offers clean deliveries with a fleet of electric and cycle freight vehicles, and a B2C solution for delivery management and information exchange. It has been an evolving operation offered in Spain and the UK since 2012. The products and services developed by Emakers in 7 cities consist of an efficient B2C solution based on technology, unique operations and sustainable vehicles.

**Benefits:**
- Quality of services
- Reduced traffic congestion
- Reduced pollutant emissions
- Reduced noise pollution

**Success Factors:**
- Contracts with large e-tailers
- Available fleet of clean vehicles and cycles
- Market need for an efficient solution

**Starting Point/Objectives/Motivation:**
What was the main problem, idea or motivation that led to the development and introduction of the new practice?
- Cycle and clean vehicle deliveries need to be developed
- The need for supporting information exchange with customers during parcels delivery operations

What was the common practice before the implementation?
- Diesel vehicle use only
- Little information exchange on parcel deliveries from the point of view of the customer

What was the purpose and the sustainability objective of the case?
- Need for an effective IT support of clean delivery operations in order to growth further this type of business

Solution
Emakers’ technology offers a much improved interaction with the consignee. Large couriers tracking systems typically provide information about where the parcel is currently located. Emakers’ interactive system provides customers with information about when they will receive the parcel.
Emakers offer an efficient B2C solution based on technology, unique operations and sustainable vehicles. Emakers offers e-tailers the possibility to do improve their deliveries through the following means:

- Improved service at the same cost
- Sustainable operations which improve company image
- Improved image for the drivers.

Emakers is, as at the end of 2013, the only clean urban freight transport operator that has managed to work with major retail companies including: Nespresso, Fnac, Massimo Dutti, PullandBear, Stradivarius, and Bershka.

More information:

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Transport mode or supply chain elements:

- Road transport by electric vehicles and cycles

Main actors involved

- Private business, SME

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