

BESTFACT BEST PRACTICE CASE QUICK INFO URBAN FREIGHT

N° CL1_091

NAME OF CASE

La Petite Reine : Home deliveries using Cargocycles® and electric vans in Paris

KeyWords:

Home deliveries; Implementation of low emission technologies; Innovative vehicles, vessels and equipment; Transport management, fleet management; Access rules and restrictions of urban areas

Case Logo or Picture:



Description:

'La Petite Reine' delivers purchases from big stores to consumer homes, using clean delivery vehicles, adapted to dense urban centres. Delivery vehicles are electrically-assisted cargo tricycles and electric vans.

The cargo tricycles can go where small vans and other light commercial vehicle cannot (i.e. city centres reserved for the pedestrians, the tourist spaces, etc.). These vehicles are zero emissions, silent, ergonomic and agile.

Benefits:

- *The Cargocycle® is adapted for very dense city centres, including pedestrian areas where diesel vans are not allowed*
- *It is a clean vehicle*
- *It is silent.*

Starting Point/Objectives/Motivation:

La Petite Reine started operations in Paris in 2001, to provide delivery services for carriers and retailers in Paris. The main innovation was the design of an innovative delivery vehicle, the so called Cargocycle®, an electrically assisted tricycle with a load capacity far higher than previous cycle freight vehicles on the market.

In 2009, La Petite Reine was purchased by an association for the professional insertion of people (ARES). In 2011, Star's Service (French company leader in home delivery) purchased 51% of the company. La Petite Reine reoriented its activity, from parcels distribution to home delivery from large stores: it benefited from the Star's Service existing business.

The main objectives of La Petite Reine are to minimise congestion and environmental impacts of deliveries, by using small and clean vehicles and to favour the professional development of people by giving them a job.

The concept of using electrically assisted cycles for urban freight distribution is now spreading all over the world (such as various European cities, Rio de Janeiro, New York).

Success Factors:

- *Positive image of the cargo cycles for the clients and local authorities*
- *Support from the authorities at the national level (for the authorization of the cycles on the road network) and at the local level .*
- *Good links with retailers.*

Supported Strategic Targets:

- *For public authorities : good utilisation of infrastructure, employment possibilities.*
- *For private actors : image, quality of the delivery service.*
- *For both limited climate change, reduced emissions and noise, conservation of resources.*

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Case Description (Cont.):

La Petite Reine is mainly used for home deliveries of foodstuffs and non-food purchased in large stores, after the consumers have paid at the cash register.

The Cargocycles® are parked overnight in 3 urban logistic depots in Paris. In the morning, the delivery drivers take their cycle and drive to the store from which they are starting their delivery round. From this store, the “dispatcher “ organize the home delivery tours. The cycles perform deliveries all day long to the final household customers in successive rounds. When the first round is over, the driver returns back to its store, and load a new round of home deliveries from a storage box.

Case Description (Cont.):

The electrically-assisted cargo tricycles are manufactured in France by Lovelo <http://www.lovelo.com/>. The electric assistance is non-polluting and completely adapted to an urban environment thanks to its ergonomics. It has a payload of up to 180 kg of goods for an empty weight of 110 kg and a volume of 1,5 m³. It has access to the road network, to the bus lanes and to the bicycle lanes. It's dimensions are 2.35 metres long and 1.03 metres wide, it is manoeuvrable and has a typical speed of approximately 15 kilometres per hour in free-flow conditions (see picture below). The tricycle requires a four-hour recharging overnight.

More information:

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Transport mode or supply chain elements:

Relevant supply chain elements

- Road transport
- Local logistics terminal for good transfer
- Cargocycle®, for the last mile

Main actors involved

- Private company la Petite Reine
- A large delivery company : Star Service
- Local authorities
- Retailers (Nicolas, BHV, Monoprix)

Pictures:



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