MarleenKookt cooks meals for those who are short of time or have other reasons not to cook for themselves. People have to order their meals on a website. The meals are then delivered to the consumers by e-cargobikes. The operating area is limited to the centre of Amsterdam. Most customers are private individuals; only about 10% of deliveries are made to companies.

Benefits:
- Financial: Lower fuel costs compared to deliveries using gasoline. Less vehicle maintenance compared to cars and scooters.
- Benefits in the field of services: It fits the companies’ profile and therefore meets customers’ expectations.
- Benefits for society: lower emissions, less noise, less congestion.

Starting Point/Objectives/Motivation:
Marleen started MarleenKookt in November 2011. MarleenKookt is the result of a woman’s passion for food. She quit her job and set up the business. Sustainability is a major theme within this business. Not only are her ingredients fresh and local, she also transports the meals by e-cargobike to reduce the environmental impact of the delivery. Possible cost savings were not the reason for the decision to use e-cargobikes.

The e-cargobikes deliver within a range of 30-35 kilometres in the city of Amsterdam and each bike can carry a load of up to 60 kilograms of meals. An average trip distance is 30 kilometres and an average 10 and 15 cooked meals are delivered each day. Because of the limited range of the vehicles, each e-cargobike only transports one load per day. At night the vehicles get recharged (six hours).

The sturdy e-cargobikes cost between €3500 and €4000. In total MarleenKookt has seven e-cargobikes, all developed by one company.

MarleenKookt attracts most customers by word of mouth. To promote the service to a broader public the vehicles have advertising stickers, it has a Twitter- and Facebook-account and a website.
Case Description (Cont.):

The use of e-cargobike is transferable to other businesses and other cities.

Impacts and business benefits for customers:

- Since e-cargobikes are very flexible, local retailers can deliver their goods to customers anytime and anywhere.
- Since most people react positively to sustainable businesses, adopting such measures as outlined in this case is likely to improve the retailers’ image.
- Investment in an e-cargobike is much lower than investment in a car. The same applies for maintenance, insurance, road tax, etc.
- For an e-cargobike no driving license is required, which is different in case of scooters, cars and vans. This makes it cheaper for the company to hire staff.

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Transport mode or supply chain elements:

- Road transport
- Bike

Main actors involved
- Retailer (Marleenkookt)
- Consumers

Pictures:

Marleenkookt meal delivery. Two pictures of the e-cargobikes.

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BESTFACT 2014