

Out of the box Last Mile in Vienna

Impacts, Angelika Winkler | 14.10.2021

Wien
box



Where we are standing now



- The number of parcels delivered in Vienna has more than doubled since 2014
- delivery “the last mile” is becoming more and more of a challenge
- Inner-city transport is not organized in an environmentally friendly manner
- Parcel and envelope boxes make delivery much more efficient and can be used to save resources
- In Vienna, both proprietary (Post, Amazon) and white label systems (A1, MYFLEXBOX, Renz, Storebox, Tamburi, Variocube) are in a strong growth phase
- Studies show: White label systems bring significant added value in different delivery relationships (B2X, C2X, G2X) and are positively received (Van Dujin 2020: 38)

Overview | Project Contents & Partneres



1

Definition of new technical and legal framework conditions for (parcel) logistics in Vienna



2

Establishment of a visible network of white label parcel lockers under the umbrella brand "WienBox"



3

Establishment of a logistics networking platform in Vienna



Key Message

Starting from ...

- ... various players establishing autonomous, closed parcel locker systems and innercity traffic that is not organized in an environmentally friendly way

Aiming for ...

- ... new **legal and technical framework conditions** for the Viennese (parcel) logistics of the future
- ... the implementation of a new, innovative and **open (!) network of parcel lockers** and the consolidation of existing open parcel lockers under the umbrella brand “WienBox”
- ... a Vienna-wide **logistics networking platform**
- ... a contribution to the **reorganization and avoidance of transport routes** in the city and
- ... an **environmentally friendly** and practical **alternative to home delivery for customers**

It is not a box, it is a network

Wien Box-Locations

Creating a strong network of white label parcel lockers, regardless of their operator

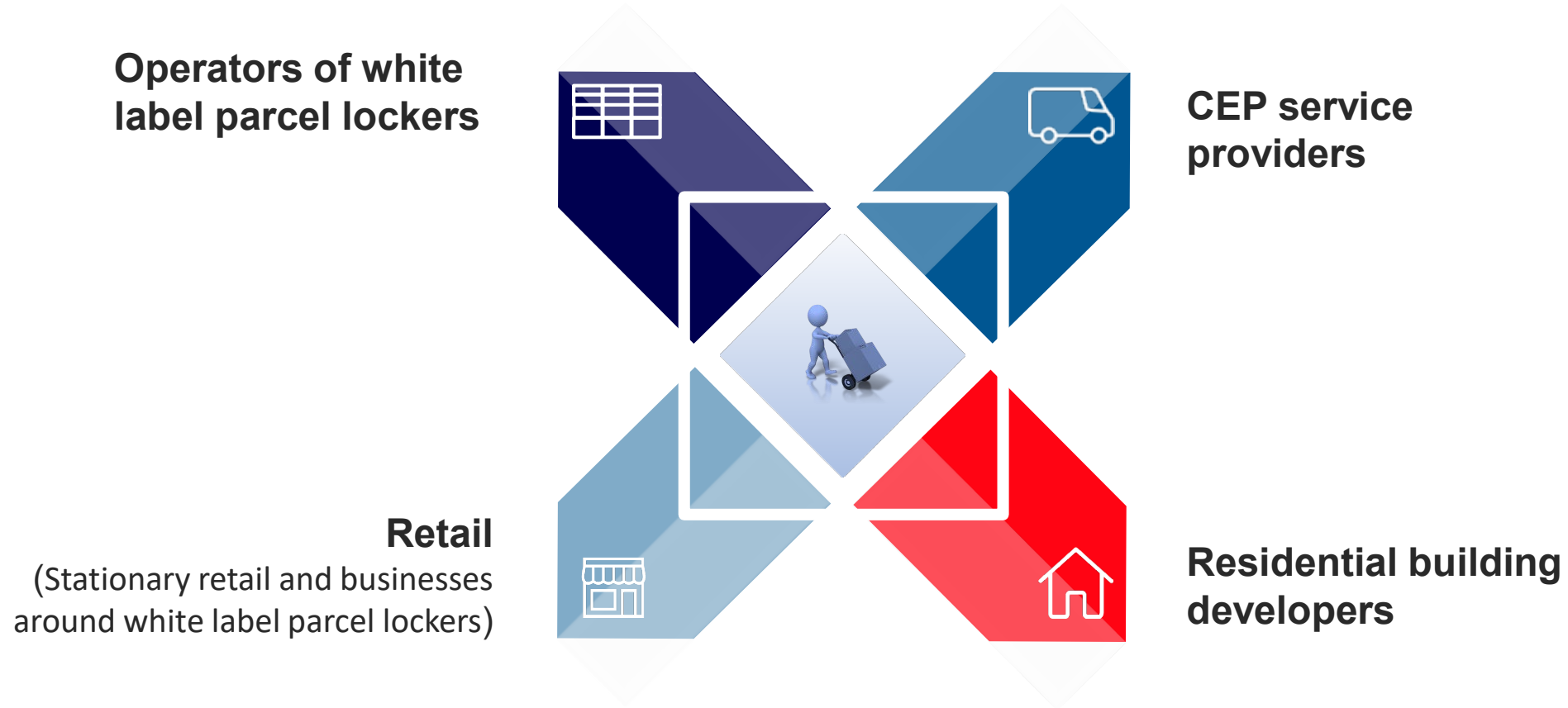
Enable customers to easily find a white label parcel locker in their neighborhood

Show transparently which use cases are available at which locker

Find us on www.wienbox.at



Partners of Wienbox



White Label Parcel Lockers will be a universal service point
and support the climate goals

Multiple services at one places



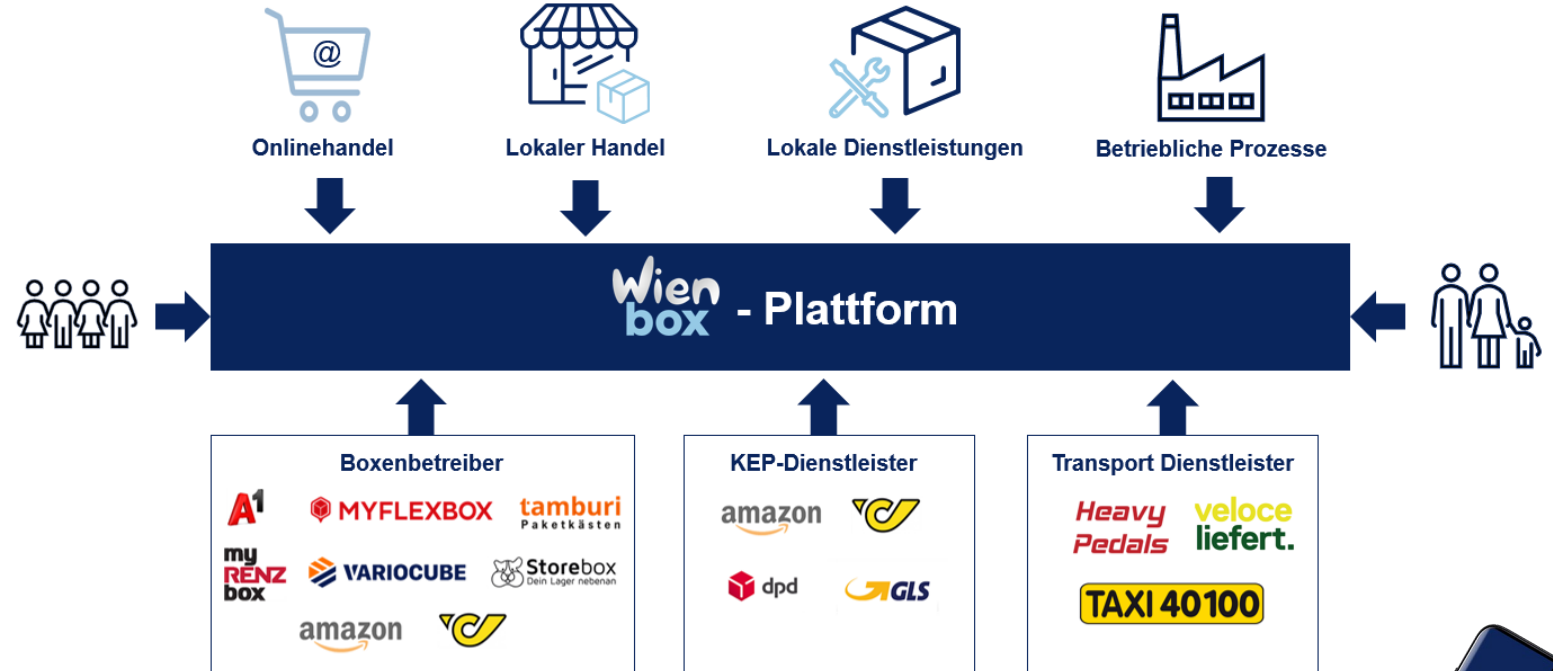
Actual studies show that using parcel lockers is more environmentally friendly than home delivery, the use of parcel lockers can save up to two thirds of CO₂ emissions.

Next Step: Wienbox plattform

Neutral platform for digitally linking companies

Significant simplification of collaboration (significantly lower number of interfaces required)

Increase in customer benefit through the creation of a uniform app solution (customers choose a reception box regardless of which company they operate)

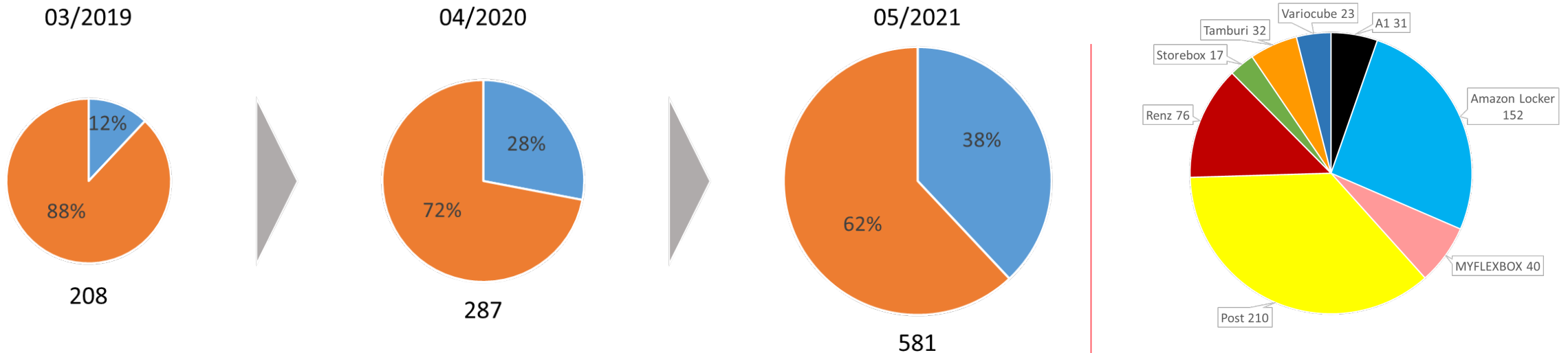


Parcel Lockers in Vienna: high growth rates of an important infrastructure element

high growth rates of an important infrastructure element

Parcel lockers are becoming a part of the (urban) infrastructure – see Vienna:

- **2019 to 2021:** number of parcel lockers **grew by 260 %** in the Vienna region
- **581 parcel lockers** from **9 providers** are installed here right now – capacity for **65.000 parcels**
- Austrian Post and Amazon are the main providers with closed systems, but **white label lockers** have a share of **38 % already**



City of
Vienna



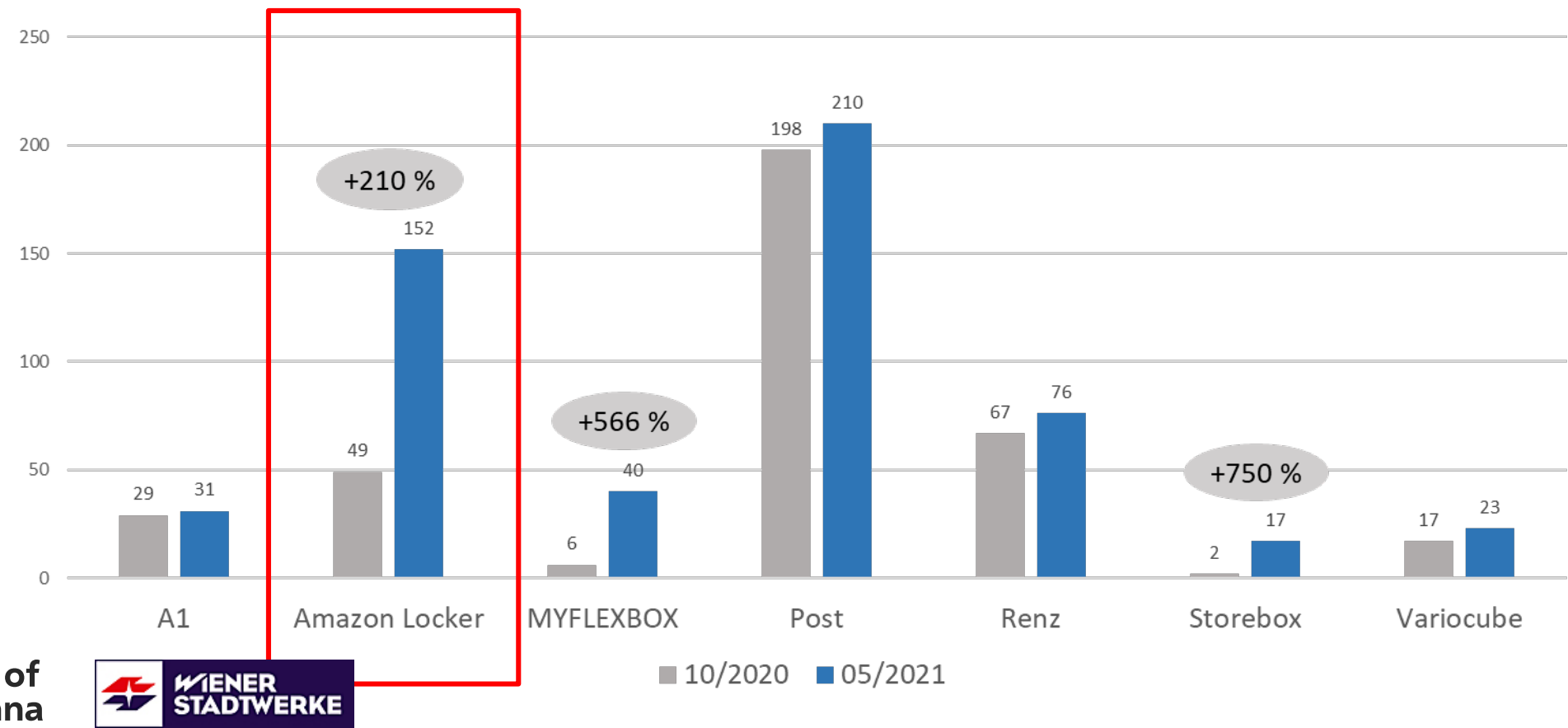
WIENER
STADTWERKE

■ White Label ■ Closed
GREGORI
Consulting

Wien
box

Amazon is building up its own (closed) locker Infrastructure very fast

Growth Rates Vienna Region from Oct. 2020 to May 2021:



Recommendations

- Promote white label parcel lockers as import tool for efficient (city-) logistics that also supports the climate goals
- Liberalize the access to existing locker networks
- **Motivate parcel service providers to deliver in ALL white label parcel lockers** (including a fee regulation)
- **Support standardization** (CEN/TC331 is currently working to finalize its standardization request for these topics)

The first box opening in 7 th district



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