



MADLESS

Meta-Analysis Driven Logistics Emission Solutions through Stakeholder Collaboration

Third Workshop on Development of City Logistics in
Helsinki, 20.5.2026

Summary of Key Results



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Workshop objectives

- **Stakeholder workshop 20.5.2026, Helsinki**
 - Objective: to work on the concrete implementation of 9 emission reduction measures through group discussions with key stakeholders in the sector through the method of Learning Café
 - Drafts of Action Cards with descriptions of the measures were used to help with discussions
- **26 participants: expert representatives of key stakeholders in the sector**
 - City of Helsinki, metropolitan-area service organisations, expert organisations, e.g., research, consultancy, associations, transport companies, industry





Summary of workshop discussions

- Discussions on the implementation of various measures were fruitful.
- The draft version of action cards (provided as additional material for discussions) were generally considered well-done and useful.
- The workshop discussions provided both clarifications and considerations for the implementation of the measures.
- The results of the workshop will be used in modifications of the action cards and development of suggested measures for the City of Helsinki.





Key takeaways from workshop discussions by measure





Reviewed Emission Reduction Measures

Measure
• Constructing publicly available charging infrastructure
• Incentives for setting up shared charging stations
• Guiding procurement criteria for fleet and transport services
• Granting traffic privileges for zero-emission delivery vehicles
• Sufficient and appropriately designed loading and unloading areas
• Promoting night-time deliveries for zero-emission vehicles
• Establishing a shared consolidation centre in or near the city centre
• Introducing a zero emission zone for freight vehicles
• Regular collaboration in city logistics sector





Constructing publicly available charging infrastructure

- The importance of charging point locations -> charging should not alter the daily distribution routes.
- Land lease agreements for service stations -> longer-term agreements may enable investments in charging infrastructure.
- For public areas, slower charging stations would be sufficient for overnight charging.
- Exploring the availability of real-time status information on charging points -> it was noted that queuing is not compatible with efficient distribution operations; however, opinions on the need for a reservation system were divided among participants.
- Investigating charging opportunities in connection with loading zones located in public areas.
- It is perceived that using public charging stations is currently too expensive. However, it is unclear whether the city can influence this.





Incentives for setting up shared charging stations

- A large share of companies' charging capacity is located at private depots and terminals, where in some situations there could be potential to make this capacity available for use by other operators.
- A common concern related to regulations on electricity sales in situations where a logistics operator supplies electricity to other companies.
- Companies emphasized the importance of addressing risks associated with shared use of charging points, such as the sufficiency of charging capacity, safety, and potential operational disruptions.
- Shared use of charging points requires technical solutions, for example, for managing reservations, access rights, and billing.
- The impacts of implementing such measures depend on reliability: users must be able to trust that charging will take place successfully at the agreed time.
- The city could act as a frontrunner and share its own charging infrastructure.





Guiding procurement criteria for fleet and transport services

- Gradual tightening of contract terms during the contract period, ensuring predictability.
- Quality scoring or a small additional credit for fleets that are more emission-free than the minimum requirement.
- The possibility of purchasing as a service in procurements where the required volumes and service levels are known in advance.
 - This may enable better optimization of transport operations compared to hourly-based purchasing.
- HVO (hydrotreated vegetable oil) is transitional solution.
- Regional minimum criteria in cooperation with the cities of Helsinki, Espoo, and Vantaa, as well as municipal authorities.





Granting traffic privileges for zero-emission delivery vehicles

- In the discussions, the measure was seen as easy to implement and suitable as a short-term action.
- According to the discussions, the measure should primarily be implemented through being an enabler rather than a restriction.
- Starting a pilot on Hämeentie was considered an appropriate solution, and other potential locations should be explored together with companies.
- Ensuring sufficient enforcement was identified as a challenge. For example, ANPR (Automatic Number Plate Recognition) cameras could be used for monitoring.
- There is a need to assess the impacts on the flow of public transport, walking, and cycling: for instance, a decline in public transport performance could even have negative effects on overall emissions.
- On its own, the measure is unlikely to incentivize the adoption of zero-emission vehicles, which is why it should be implemented alongside other measures.





Sufficient and appropriately designed loading and unloading areas

- There are still too few loading/unloading bays, or they do not meet the needs of distribution operations. As a result, in some areas deliveries must be carried out contrary to the guidelines.
 - Loading/unloading area spaces should also be sufficiently large.
- Zero-emission unloading zones:
 - An inspiring opportunity would be, for example, allowing 24-hour deliveries with electric vehicles on Aleksanterinkatu.
- It was noted that the availability of a loading zone does not determine whether deliveries take place → deliveries will be carried out in any case.
- Time limits for loading zones: proposal to extend the limit from 6:00 PM to 8:00 PM.
- Impact of one-way streets → increases the need for loading zones.
- There are many challenges related to loading in street space: for example, electric vans have lower ground clearance due to the battery, which may be susceptible to damage from curbs.





Promoting night-time deliveries for zero-emission vehicles

- Seen as a supportive measure for companies which reduces traffic and emissions; however, main challenges include noise regulations and current delivery regulations.
- The measure depends on the delivery area and industry of the delivery, as some delivery areas are located further away from residential buildings, which enables night deliveries there.
- Most part of the noise pollution comes from rollers and reversing the vehicle (can switch it off).
- Pilot projects can begin from deliveries to kindergartens, schools, and other public facilities, where reception of deliveries can be organized well.





Establishing a shared consolidation centre in or near the city centre

- In the discussions, it was highlighted that for the measure to succeed, stronger incentives than currently available are needed to encourage a shift toward smaller or zero-emission delivery vehicles in urban areas.
- On its own, the measure was not seen as having significant emission reduction potential → it could be implemented, for example, together with a zero-emission zone for logistics.
- A key challenge identified in previous pilot projects has been finding suitable space.
- The discussions also considered what kind of business model a local distribution center could be based on and how responsibilities would be divided.
- The city was seen as having an important role in facilitating operations: providing space and supporting long-term continuity were considered even minimum requirements for the functioning of the center.





Zero Emission Zone for freight vehicles

- Phased implementation: decision/signal first, then pilot/small area, later expansion.
- The question of targeting: does it apply to all vehicles, only new equipment, certain size classes, certain company sizes, or certain industries.
- Clarification of the control model: cameras, license plate recognition, stickers, sanctions and permit practices.
- The definition of exemptions and diversion routes, especially for the port, drive-through traffic, waste management, rescue, police, construction and production plants.
- The implementation should be as fair and simple as possible.
- Regional cooperation is considered important for the implementation of the measure.
- Ensuring charging infrastructure as part of the implementation conditions is essential.





Regular collaboration in city logistics sector

- Identified a need for a logistics specialist employed by the city, who understands the operating environment and the needs of the sector.
- Identified a need for events, where EU regulations, their content, and their impact on the industry are explained to companies.
- The city logistics cooperation group was considered effective. Identified a need for regular face-to-face meetings that are scheduled in advance.
- Cooperation should lead to concrete actions.
- It was noted that Helsinki needs its own collaboration forum, as its constraints differ from those of Vantaa and Espoo.
- Disseminate the discussed information not only with attending participants, but also with other stakeholders in the network, who could not attend. Sharing information is the most effective through email.
- Include SMEs to discussions and communication channels. Conducting events in the evenings or weekends might be more convenient for small companies with limited human resources.





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