

Helsinki Urban Logistics Action Cards

The Helsinki urban logistics action cards present the measures identified through the MADLESS project (2026) that are recommended for implementation in support of the City of Helsinki's emissions reduction targets. The measures were selected based on project research and stakeholder engagement. In addition to outlining their anticipated impacts, the action cards describe the key initial steps required for implementation, identify the actors responsible for delivery, and indicate the implementation timeframe for each measure. The content of the action cards was reviewed, refined and validated in collaboration with stakeholders through a dedicated project workshop.

Content

1. [Expansion of public charging infrastructure](#)
2. [Shared charging infrastructure operating models and incentives](#)
3. [Procurement criteria for vehicles and transport services](#)
4. [Use of public transport lanes and streets as an incentive for zero-emission delivery vehicles](#)
5. [Sufficient and appropriately designed loading bays](#)
6. [Allowing off-peak deliveries by zero-emission vehicles](#)
7. [Establishment of an urban consolidation centre in or near the city centre](#)
8. [Defining a zero-emission zone for logistics](#)
9. [Regular and transparent stakeholder cooperation](#)
10. [Utilising data in developing urban logistics](#)



Funded by
the European Union



Expansion of public charging infrastructure			
Description of the measure	Increase the number of public charging points serving vans and trucks in the city. This could be implemented, for example, as part of the procurement of public charging infrastructure, by requiring that some on-street charging points enable charging for delivery vehicles. The role of fuel stations from the perspective of logistics charging infrastructure will be examined, as well as the City's means to improve the conditions for charging infrastructure in other public areas.		
Current state	Helsinki has approximately 3,000 public charging points (none of which are officially dedicated to logistics or heavy-duty vehicles). Within the eCargo project: (1) the functionality of high-power charging stations for trucks and vans was tested (in Helsinki, for example, 13 charging locations suitable for 7-metre delivery vehicles were identified), and (2) a preliminary mapping of parking locations for trucks and vans with potential demand for charging infrastructure was conducted. The City is preparing the procurement of charging points as well as a new procurement model for future public charging infrastructure. At the regional level, key public charging locations for heavy-duty vehicles have been identified at rest areas for heavy traffic, mainly located outside Helsinki. At the Port of Vuosaari, infrastructure readiness for a heavy-duty charging station exists, awaiting a key user.		
Implementation steps	• Conduct a detailed assessment of charging demand and potential charging locations (building on the eCargo study and simulation done in the master's thesis) and integrate these into the planning and procurement of public charging infrastructure • Define and document permitting processes related to charging infrastructure • Fuel stations on city-leased plots: review lease agreements, as longer-term contracts may enable investments in charging infrastructure		
Roles of the City of Helsinki and stakeholders	• Transport planning and climate unit: planning and procurement of charging points • Building control: permitting process • Land unit: review lease agreements for fuel station plots • Transport companies: provide information on preferred locations (charging along routes), vehicle types, and charging needs		
Implementation timeline (☑)	Short (1-3y) ☑	Medium (3-5y) ☑	Long (>5y) ☐
Impact	• Supports and accelerates the transition to alternative power engines • Enables significant emission reductions • Encourages smaller transport companies to invest --> public charging infrastructure can play a decisive role		

Shared charging infrastructure operating models and incentives			
Description of the measure	Shared charging refers to a model in which an organisation that has built charging infrastructure for its own use provides charging access to one or more other organisations. Shared charging may involve contract-based arrangements, operator-specific solutions, and time-based allocation of charging capacity, rather than simply being open to all users.		
Current state	In some cases, companies allow their subcontractors to use depot charging infrastructure. However, no shared charging infrastructure has yet been identified in Helsinki where any company could enter into an agreement to charge at a depot. Nobina and Posti have carried out a study on the shared use of charging points, the findings of which can be utilised in the future when there is a need for shared charging solutions. For example, shared charging infrastructure is more common in Norway and Sweden. Operational models (e.g. site access, scheduling) need to be developed and integrated into infrastructure planning. A key challenge is also related to the pricing and sale of electricity, as well as associated regulatory issues.		
Implementation steps	• Conduct a study on different operational models, as well as the City's role and potential incentives (procurement criteria, land allocation conditions, financial incentives) • Examine options related to the sale of electricity (selling electricity by kW is not possible without a separate operator) • Implement a potential pilot project to gain insights into the practical implementation and impacts of shared charging infrastructure • Enable the sharing of the City's own charging infrastructure		
Roles of the City of Helsinki and stakeholders	The City will explore the potential and implementation models for shared charging infrastructure. It will act as a frontrunner by piloting the sharing of its own charging infrastructure. The City also serves as a facilitator in discussions and information-sharing related to shared charging infrastructure. For charging infrastructure located at private depots, warehouses, and terminals, the primary responsibility for sharing lies with the operators themselves.		
Implementation timeline (☑)	Short (1-3y) ☐	Medium (3-5y) ☒	Long (>5y) ☒
Impact	Shared use improves the utilisation rate of existing charging infrastructure. It also increases charging opportunities, which can encourage the adoption of electric vehicles and enable fleet electrification for SMEs that may not have the capacity to invest in their own charging infrastructure.		

Procurement criteria for vehicles and transport services			
Description of the measure	The procurement criteria used in the City's tenders define, among other things, the minimum standards for the vehicle fleets used in transport services produced or commissioned by the City.		
Current state	The City regularly updates city-level procurement criteria for vehicles and transport services. The latest update is under decision-making in 2026. There have been challenges in implementing the criteria, and some procurement staff are not fully familiar with them. A phase-out timeline for the use of HVO will be defined as soon as feasible. The importance of market dialogue is emphasised, and procurement units are encouraged to apply more strict criteria where market conditions allow.		
Implementation steps	• Implementation of the updated procurement criteria, including their roll-out (e.g. training for procurement personnel) • Application of procurement criteria as guidance also in procurements where transport is only one component of the overall contract • Development of procurement monitoring to ensure compliance with the criteria and with the Clean Vehicles Directive • Market dialogue in connection with procurements and stricter tender criteria where appropriate • Possible pilot procurement of electric heavy-duty vehicles • Updating and tightening procurement criteria in the coming years • Exploring service-based procurement models in cases where volumes and service levels are well defined --> may enable better optimisation compared to hourly-based purchasing • Introducing quality scoring or a small weighting in some procurements for vehicles exceeding minimum emission requirements		
Roles of the City of Helsinki and stakeholders	The Strategy Department and KYMP Environmental Services are responsible for updating the procurement criteria. Procurement is carried out by numerous City experts, making training in the application of the criteria essential. Active market dialogue with companies is crucial to ensure that tender requirements are both feasible and ambitious.		
Implementation timeline (☑)	Short (1-3y) ☑	Medium (3-5y) ☑	Long (>5y) ☐
Impact	City procurement can be an effective tool for influencing vehicle fleets and achieving emission reductions. These reductions can extend beyond the City's own contracts if the same vehicles are also used for other transport operations. However, very strict procurement criteria may limit companies' ability to participate in tenders. Vehicle availability and exceptional circumstances should be taken into account. For example, gradually introduced requirements can increase companies' ability to participate. Sufficiently long contract durations are a prerequisite for enabling investments.		

Use of public transport lanes and streets as an incentive for zero-emission delivery vehicles			
Description of the measure	The measure would grant zero-emission trucks and vans the right to use public transport lanes or streets that are otherwise reserved exclusively for public transport. The privilege could apply to selected existing bus lanes or streets, or it could involve the introduction of new lanes dedicated solely to public transport and zero-emission freight traffic.		
Current state	On most of Helsinki's main inbound routes, trucks and vans are permitted to use bus lanes outside weekday peak hours (7:00–9:00 and 15:00–18:00). In addition, there are numerous other bus streets and lanes in Helsinki where trucks and vans are allowed either at all times or outside peak hours. These permissions are not differentiated by vehicle propulsion type. Enforcement of the current lanes is limited, and misuse is common. Helsinki Region Transport (HSL) is currently analysing delays caused by stopping/parking in bus lanes and by driving in them. This information can be utilised when planning the use of public transport lanes and streets by zero-emission freight vehicles.		
Implementation steps	• Strengthening enforcement, for example by using ANPR (Automatic Number Plate Recognition) cameras • If necessary, conducting a survey among logistics operators to identify bottlenecks: which lanes or streets most require improved traffic flow • Piloting the measure and assessing its impacts on traffic and vehicle technologies • If required, applying for exemptions related to traffic signage • Updating traffic management plans • Communication		
Roles of the City of Helsinki and stakeholders	More detailed measures can be developed within the City's transport planning processes. Effective enforcement of both existing lanes and any future privileges is essential, with the police playing a key role. Designated contact points within the City and companies ensure that rules and privileges are clearly communicated to drivers.		
Implementation timeline (☑)	Short (1-3y) ☑	Medium (3-5y) ☐	Long (>5y) ☐
Impact	The measure can encourage the uptake of zero-emission vehicles if it provides a significant operational advantage. However, in the current operating environment, it is unlikely to be highly effective on its own and should therefore be implemented in combination with other measures.		

Sufficient and appropriately designed loading bays			
Description of the measure	Well-designed loading zones enable efficient and safe deliveries as well as service traffic operations. Developing loading zones involves assessing both their quantity and their functionality. In addition, the aim is to evaluate the impacts of allocating loading zones specifically for zero-emission vehicles or providing other incentives, such as extending delivery time windows.		
Current state	Loading and unloading in street space is permitted in various ways; however, the lack of suitable loading zones can undermine safety and driver well-being. In Helsinki, most designated loading zones are in the inner city. Based on a loading zone development plan completed in 2025, the objective is to prepare a more detailed master plan for the inner city and to identify approximately 100 new potential locations based on demand. Traffic arrangements, such as one-way streets, may increase the need for loading zones.		
Implementation steps	• Loading zone development plan → Preparation of a more detailed inner-city master plan • Utilisation of data from the DISCO project and logistics accessibility studies in loading zone development • Recommendations for construction (zoning and building control) to ensure consideration of loading zones • Assessment of incentives for zero-emission vehicles, e.g. extending delivery hours from 18:00 to 20:00		
Roles of the City of Helsinki and stakeholders	• Transport planning: development of loading zone plans, considering zoning, building control, environmental management, and waste management perspectives, as well as vehicle lengths and potential lower ground clearance requirements • Needs-based planning: cooperation with companies (locations, sufficient loading/unloading time, parking enforcement, etc.)		
Implementation timeline (☑)	Short (1-3y) ☑	Medium (3-5y) ☐	Long (>5y) ☐
Impact	• Improved delivery efficiency and traffic flow reduce environmental impacts: fewer detours and stops → reduced fuel consumption, emissions, and noise • Traffic safety and the functionality of urban space improve when vehicles stop in designated areas → fewer conflicts • Loading zone incentives targeted at zero-emission delivery vehicles could encourage fleet investments in certain vehicle segments • Impacts on the uptake of urban consolidation centres and light delivery vehicles should also be taken into account		

Allowing off-peak deliveries by zero-emission vehicles			
Description of the measure	The objective is to shift part of freight transport from congested daytime periods to evening, night, and early morning hours by utilising zero-emission vehicles and low-noise delivery practices. The suitability and feasibility of the measure depend on the delivery location.		
Current state	Most freight deliveries take place in the morning (approximately 6:00–10:00), which increases congestion, particularly in city centres. In Helsinki, deliveries during quiet hours are restricted by noise limits set in national health regulations and the City's environmental protection regulations. These prohibit activities causing particularly disturbing noise near residential, accommodation, and care facilities between 22:00 and 07:00, limiting the feasibility of night-time deliveries in residential areas. In addition, customer preferences regarding delivery times influence how transport operations are carried out.		
Implementation steps	• Assessment of the current situation: examine existing delivery time practices in city-procured transport services and identify suitable pilot locations (e.g. schools, day-care centres, hospitals, libraries, and other public buildings). • Pilot and monitoring: carry out a short-term trial using zero-emission vehicles and monitor noise levels, disturbances, and operational impacts → Further development and scaling of the measure.		
Roles of the City of Helsinki and stakeholders	City procurement units: enable off-peak deliveries in their procurement processes. Environmental and noise experts: support the assessment and monitoring of noise impacts. Transport and service companies: carry out deliveries using zero-emission vehicles and low-noise practices. Property owners and users: agree on delivery reception arrangements (e.g. keys, alarms, unattended access)		
Implementation timeline (☑)	Short (1-3y) ☒	Medium (3-5y) ☐	Long (>5y) ☐
Impact	• Night-time and early morning deliveries to schools, day-care centres, museums, and hotels can reduce disruption to daily operations while improving safety and delivery reliability. • International studies and pilot projects indicate that off-peak deliveries can significantly reduce transport-related emissions.		

Establishment of an urban consolidation centre in or near the city centre			
Description of the measure	The City supports the establishment of an urban consolidation centre or establishes one in cooperation with key stakeholders near the city centre. The aim is to reduce vehicle kilometres, the volume of heavy traffic in the city centre, and emissions, while enabling deliveries by electric and light-duty vehicles. Various operational models are possible: a third party may handle distribution, companies may carry out deliveries themselves using smaller vehicles, or companies may utilise shared transport resources.		
Current state	The City of Helsinki is not currently directly involved in an urban consolidation centre; however, a pilot was carried out in Ruoholahti in 2024 as part of the DISCO project. In the pilot, shipments were delivered to the Ruoholahti consolidation centre using larger vans, from where they were distributed to city centre destinations using cargo bikes, electric vans, and delivery robots.		
Implementation steps	• Preliminary study: analyse the need and identify potential locations • Definition of cooperation model: clarify the City's role (enabler, client, pilot partner, provider of space, facilitator of long-term operations) • Pilot phase → Evaluation and further development		
Roles of the City of Helsinki and stakeholders	Companies play a key role in identifying suitable locations. The City enables operations and facilitates the launch of potential pilot projects. The consolidation centre operator is a dedicated management and operating entity responsible for daily operations, customer relations, and financial viability. Typically, such operations do not emerge without a clearly defined responsible entity for whom the consolidation centre constitutes an independent business activity. Companies require strong regulatory measures or incentives to shift from their current logistics practices.		
Implementation timeline (☑)	Short (1-3y) ☐	Medium (3-5y) ☐	Long (>5y) ☒
Impact	• The attractiveness and impact of the measure depend strongly on the level of implementation of other measures and on the urban structure. • Simulation and case studies indicate that urban consolidation centres can reduce vehicle kilometres by approximately 10–50% and CO₂ emissions by up to 70–80% when combined with zero-emission last-mile distribution.		

Defining a zero-emission zone for logistics			
Description of the measure	Zero-emission zones refer to urban areas or streets where efforts are made to reduce road transport emissions by restricting the use of vehicles that generate emissions. These restrictions may apply to all road traffic or, for example, only to heavy-duty vehicles. Previous studies have identified zero-emission zones as the most effective emission reduction measure within the scope of municipal authority. The extent of the zone is critical for its impact: a larger area provides a stronger incentive for fleet renewal than isolated streets.		
Current state	At present, the inner city of Helsinki has an environmental zone guiding the vehicle fleets of HSL and HSY, implemented in practice through procurement requirements and contractual arrangements. The current environmental zone excludes the oldest vehicle fleets from these contracts.		
Implementation steps	• Updating the existing environmental zones • Assessing the feasibility of implementing a zero-emission zone for logistics • Decision to initiate the planning • Detailed planning of the measure in an interactive (participatory) manner • Phased implementation of the zone		
Roles of the City of Helsinki and stakeholders	Cooperation between the City and stakeholders is essential in defining and potentially planning the measure. City decision-makers play a key role in determining whether the measure proceeds to more detailed planning. The City should communicate a clear direction to residents and businesses as early as possible, allowing sufficient time for adaptation and providing a predictable outlook for the future.		
Implementation timeline (☑)	Short (1-3y) ☐	Medium (3-5y) ☒	Long (>5y) ☐
Impact	The measure has significant potential for reducing CO ₂ emissions and sends a strong investment signal. Other impacts on residents and businesses will depend largely on how the zone is implemented. Benefits are expected particularly in terms of improved urban environment quality and public health. Potential drawbacks include reduced transport flexibility and increased costs.		

Regular and transparent stakeholder cooperation			
Description of the measure	Representatives of logistics stakeholders in the Helsinki metropolitan area engage in regular dialogue on the implementation of measures aimed at improving the operating environment (including emission reduction measures), as well as on upcoming development needs, broader industry trends, and regulatory developments. The discussion is complemented by thematic sessions covering specific topics such as delivery locations, parking, enforcement, EU regulation, and individual target areas.		
Current state	The City Logistics cooperation group meets every 2–3 months. The group includes representatives from municipalities in the Helsinki metropolitan area as well as organisations representing the interests of the logistics sector. The group is coordinated by the Service Sector Employers Palta. Once a year, the group organises a City Logistics Forum, bringing together a broad range of participants to discuss current topics in urban logistics. The current cooperation model does not necessarily reach all stakeholders. Business representation is not comprehensive: small companies, as well as operators active in Helsinki but based elsewhere, may be excluded.		
Implementation steps	• Defining suitable communication formats (e.g., regular panel discussions, workshops) • Identify key topics for discussion • Appoint coordinators • Recruitment of a city logistics specialist to the City of Helsinki • Continued cooperation of the projects → Shifting from the project experiences and learnings to long-term operations		
Roles of the City of Helsinki and stakeholders	The City communicates regularly about measures affecting logistics and provides information on upcoming plans and draft proposals as early as possible. The perspectives of operators of different sizes are taken into account in these measures. The views of logistics stakeholders are considered in the development of urban space. The City's procurement practices are developed through market dialogue. Communication is also extended to actors beyond the existing stakeholder network.		
Implementation timeline (☑)	Short (1-3y) ☑	Medium (3-5y) ☐	Long (>5y) ☐
Impact	• Improves predictability for investments (view of fleet types, infrastructure and regulations) • Enhances interactive operating culture – looking for functional solutions in collaboration • As uniform and compatible operating methods as possible across municipal borders • Open discussion and proactive communication increase the acceptability of changes in the operating environment		

Utilising data in developing urban logistics			
Description of the measure	The objective is to support the development of zero-emission urban logistics by collecting and utilizing high-quality logistics data to support decision-making, planning and impact assessment. The city can acquire data by combining data from open data sources and statistics, traffic monitoring data, private companies' data and commercially available datasets. Key information needs include urban freight transport volumes, vehicle fleet, delivery routes and locations of the most important loading areas. From the city, implementation requires sufficient resources, a systematic approach to the processes and active stakeholder collaboration.		
Current state	The City of Helsinki does not currently collect logistics data in a systematic manner. The state of urban logistics has been examined through individual studies and reports, providing a general understanding of freight flows within the city. However, a need for more detailed logistics data has been identified. A more precise picture of, for example, the movement of freight vehicles within the urban area and last-mile delivery operations is needed.		
Implementation steps	• Defining clear objectives for data use and indicators for monitoring progress. Identifying key information needs. • Identifying appropriate data sources for data collection and the resources required for data management. • Developing a plan for data utilization, sharing and storage. • Collecting and refining data into actionable knowledge. • Ensuring the continuity of the processes by allocating sufficient resources (incl. personnel and budget)		
Roles of the City of Helsinki and stakeholders	Responsibility for defining objectives, indicators and information needs with the departments responsible for logistics development and environmental impact mitigation, such as Transport Planning, Climate Unit, and Environmental Services. Responsibility for the actual data collection and processing with the Traffic Management Unit. Companies play a key role as data providers. The city should negotiate data-sharing with companies through comprehensive agreements and incentive mechanisms. Ensuring companies' competitive position and data security are essential considerations.		
Implementation timeline (☑)	Short (1-3y) ☑	Medium (3-5y) ☐	Long (>5y) ☐
Impact	• Data supports the selection of the most effective emission reduction measures, as well as monitoring their impacts. • Data increases understanding of logistics activities within the city and supports decision-making. • Data enables the development of new tools and operating models, e.g. loading areas' reservation systems		