

Neighbourhood oriented concierge system

Summer 2019



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- A central concierge service developed through partnerships with delivery service companies
- Sustainable urban and last mile logistics
- Traffic-free neighbourhoods

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.

Location: Munich, Germany

Organisations involved:

[DomagkPark](#)
[Genossenschaft eG](#)

What is the solution?

The e-commerce market is growing rapidly resulting in high numbers of deliveries in residential areas. This situation can lead to conflicts with other road users, wrong parking, dangerous situations, air pollution and noise emissions. In Munich's Domagpark district (largely residential), the idea is to develop a partnership with logistic service providers and set up a Concierge Service for the area. Once the service is running, residents will be able to pick up delivered goods at the concierge, or even get their goods delivered by the local concierge with an eco-friendly electric cargo bike. The same service can be offered to post goods/parcels.



How does it work?

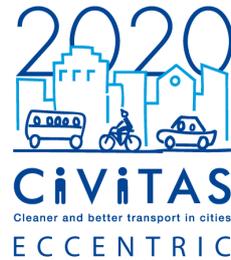
With the concierge service, goods and parcel deliveries to the district are bundled centrally, and the last mile delivery is covered in an environment and people friendly way. The concierge functions as the central point of contact for parcel deliveries to the residential district and distributes deliveries by electric cargo bike to their final destination. In addition, residents can use the service to drop off parcels which they want to send. The service provided prevents individual distribution routes and reduces emissions.

Furthermore, the concierge service provided through this measure also serves as a neighbourhood centre for residents by offering a variety of additional services interesting for residents. It supports the neighbourhoods' mobility concept providing additional services for the community (for example, bike reparation service, bike reparation courses, maintaining the neighbourhood e-mobility station, etc.). It could be extended by other services as well, such as dry cleaning, locksmiths and other craftsman services. The concierge also acts as a community centre for the district and can operate as an information/contact point and a central location for socialising. The main requirement for the concierge service is centrally located rooms large enough for handling the logistics of goods and parcels.

The concierge system requires collaboration with delivery service companies. Currently, in the Domagkpark district, three delivery companies (Hermes, GLS, UPS) have shown interest in the concierge partnership so far.

Expected results

- Reduced neighbourhood oriented freight transport (courier services).
- Less repeated failed delivery attempts when the recipient is not at home.
- Reduced car kilometres, traffic congestion and dangerous parking, due to less delivery vehicles.
- Increased acceptance and participation in the neighbourhood oriented mobility concept for the Domagkpark district.
- Synergies with additional services provided by the concierge. For example, repairing bikes, managing co-working spaces, etc.
- Providing a good example to others cities/districts by demonstrating the opportunities and hurdles of a multilateral cooperation with logistic service providers.



THE CIVITAS INITIATIVE
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Business model

The planning and implementation phases of the measure are funded by CIVITAS ECCENTRIC. Total costs, planned, for the measure are approximately 200,000 euro over four years. 70% of the costs are funded by CIVITAS ECCENTRIC, and the remaining amount is provided by the lead partner: Domagkpark Genossenschaft. Operation of the service is carried out by the Domagkpark Genossenschaft in cooperation with a partner for logistics.

The operational business model is based on the main service for parcel delivery, however, it needs to be extended by further secondary services in order to be economically viable. The overall planning for operational set up was done in less than one year. When implementing this measure, most time needs to be allocated for negotiations with delivery service providers.

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