

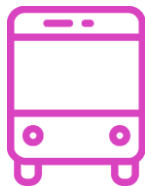
CleanCities



# *We're calling on cities to rethink urban mobility by...*



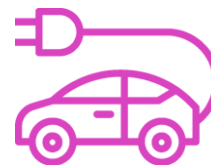
**Reallocating public space** for walking, cycling & greenery



**Promoting & investing** in shared and public transport



**Phasing out** petrol, diesel and gas cars from cities

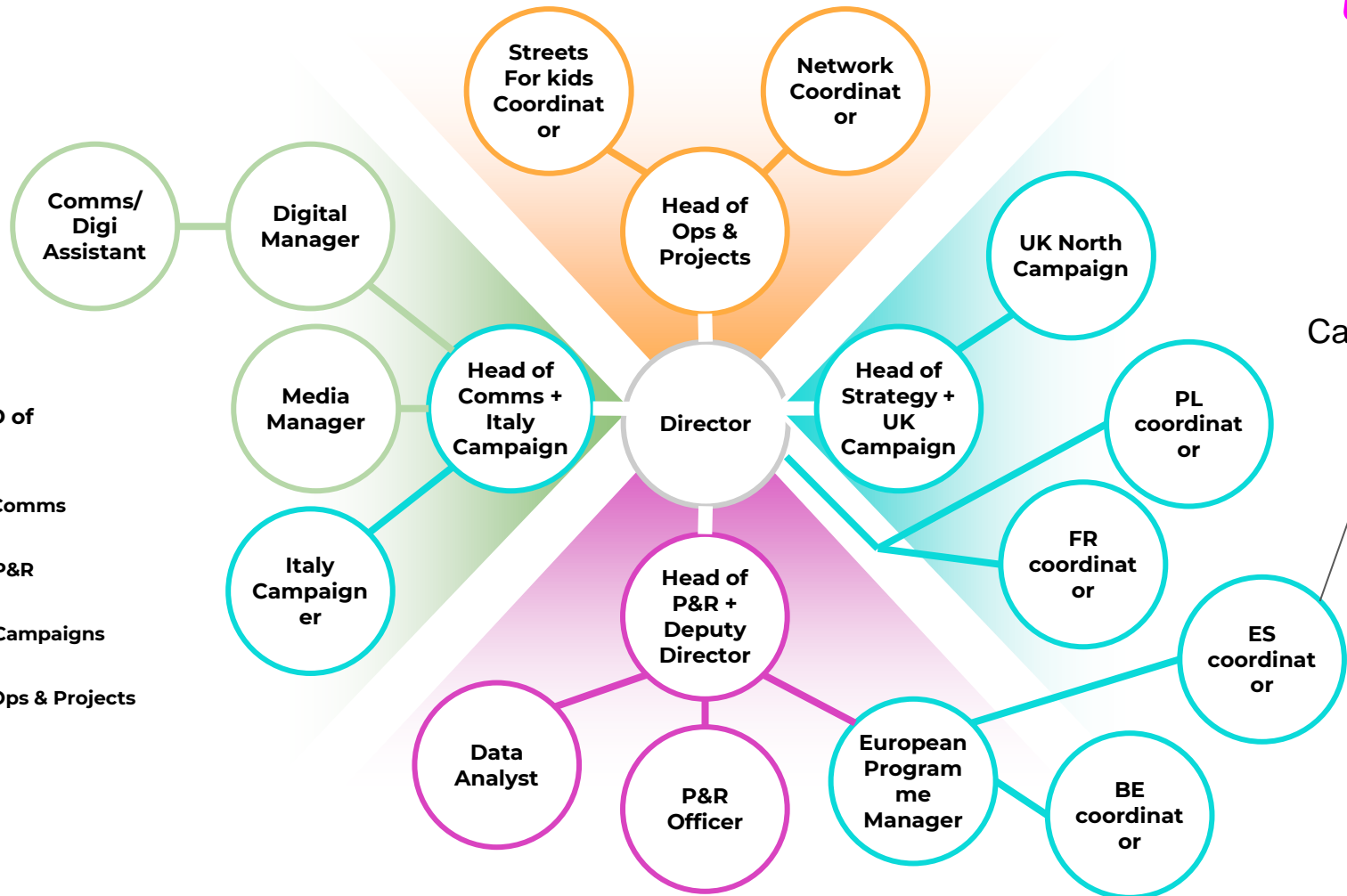


**Allowing only zero-emission** cars & vans from 2030

***These are the four pillars on which we build the Clean Cities Campaign***

LEGEND of roles:

- Comms
- P&R
- Campaigns
- Ops & Projects



***I- Current situation: dealing with FR  
policy inconsistency***

# Current situation: dealing with FR policy inconsistency

International level :  
Soft Power & political discourse



EU/national level :  
Lobbying against coercive measures

## Macron calls for 'regulatory break' in EU green laws

By Paul Meccard | EURACTIV France | translated by Daniel Erk | @Fer\_Emin

Content-Ty

### Member states form blocking minority against Euro 7 standards

Eight EU member states have formed a blocking minority against the proposed Euro 7 standards for vehicle emissions.

by Christian E

### Is this the beginning of the end for France's low-emission zones?

The French government says it will ease restrictions in some of France's low-emission zones, but critics say it will kill them off

11 July 2023 16:37



# Current situation: dealing with FR policy inconsistency

e.g. reactive measures to address criticisms of low-emission zones

## What Clean Cities & partners suggested - June 23



**Create a unified schedule for banning polluting vehicles & Integrate vehicle weight into the Crit'Air ban system**

Crit'Air is the eq. of the Euro norms, with an inversion, the best one being the lowest criteria: Crit'Air 0 = 100% electric



**Stimulate tomorrow's used-car market with professional fleets**



**Develop a national industrial strategy for light vehicle production**



**Plan non-road transport in a systemic way, short & long term**



**Ensure fairness in LEZ set-up**

## What the FR Govt announced - July 2023

"According to current pollution thresholds (*kept artificially high - 4 times less stringent than WHO standards\**), **only 5 cities are now included in the LEZ plan**



Of the 43 cities with populations of over 150,000 involved in the 2019 law (Climate & Resilience), only Paris, Lyon, Strasbourg, Marseille and Rouen will have to apply a strict timetable - **the others can do as they please and become "territories of vigilance"**

*\*NO2 limit value of 40 micrograms NO2 per cubic metre of air ( $\mu\text{g}/\text{m}^3$ ) against 10  $\mu\text{g}/\text{m}^3$  advised by the WHO*

# ***Some cities' initiatives intend to offset this lack of consistency/resources but need support !***

## **Paris' attempt to ditch polluting vehicle from the centre**

**Paris is the first French city to have introduced a low-emission zone (2015).** Adopted in 2021, the French climate and resilience law (“Loi Climat & Résilience”) upscaled the lead of this LEZ to the Metropole du Grand Paris.













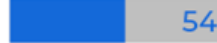












The Metropole has imposed a new calendar and has enacted a ban on diesel engines by 2025 (from Crit'air 2) and on internal combustion engines altogether by 2030 (from Crit'air 1). In 2023

Paris City Hall also wants to ban “pass through traffic” and relieve congestion in the heart of the capital with a limited traffic zone (now named calm zone), straddling the two banks of the seine.

***II - Some cities' initiatives intend to offset this lack of consistency/resources but need support !***



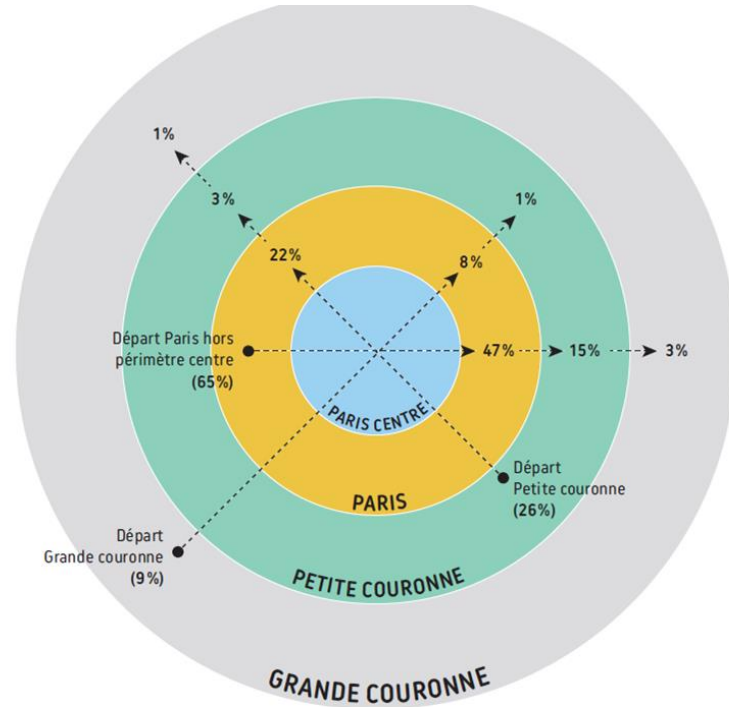
# ... despite major gaps between the ambitions of city plans

POSITION	VILLE	SCORE TOTAL %	NOTE	 Espace pour les personnes	 Sécurité des routes	 Accès à une mobilité respectueuse de l'environnement	 Politiques	 Air sain
1	Paris	62	B	 42	 65	 79	 85	 41
2	Lyon	57	C	 54	 58	 54	 58	 63
3	Strasbourg	51	C	 47	 80	 42	 51	 40
4	Marseille	47	D	 28	 63	 44	 48	 61

# Remarkable initiative per city

## Greater Paris' regulations to ditch polluting vehicle

- **Paris is the first French city to have introduced a low-emission zone (2015).** The greater Paris Metropolis has imposed a new calendar that **enacted the ban on diesel engines by 2025** (from Crit'air 2) and on internal combustion engines by 2030 (from Crit'air 1).
- As a complementary measure, by 2024 **Paris also wants to ban “pass through traffic” and relieve congestion in the heart of the capital** with a limited traffic zone - also named **quiet zone**-, straddling the two banks of the seine.
- Through-traffic in the city centre is estimated to account for **50% of the traffic seen in this zone.** There will be exemptions for residents and a number of key services, such as ambulances, disabled people, police and taxis.



# Remarkable initiatives per city

## Lyon Metropolis' unprecedented effort to develop cycling infrastructures

- **250 km of “Voies Lyonnaises”** to be delivered in 2026 (and 355 km in 2030) for a massive investment of 280M€ (60€ per inhabitant)
- Conceived as a public transport network, the **12 lines will link the outlying towns** to the heart of the conurbation. A real network, where cycling will be safe and easy.
- **By 2026, 3 out of 4 residents** in the conurbation will be within **a ten-minute bike ride of an express bikeway** (les “voies lyonnaises”) linking the city center.
- Scenario: ridership will vary from 11,000 to 28,000 cyclists/day



# Lyon, Paris and Grenoble : parking charge based on car's weight

**Why this is happening?** In France, 1 out of new cars 2 sold is an SUV. Cars are getting ever larger and heavier as carmakers prioritise **SUVs** with high profit margins instead of small e-cars, and cities are struggling with the space taken up by these vehicles, the need to adapt the infrastructure (e.g. wider parking lots) as well as negative road safety consequences.

The charges in Lyon - scheduled for 2024 - are aimed at encouraging people to use public transport or use smaller and less-polluting cars.

## *Expected tariffs for residents in Lyon*

**Lower rate of €15 per month:** e-vehicles with a Crit'Air verte sticker (except for vehicles weighing more than 2,200 kg). Vehicles weighing less than 1,000 kg will also benefit, as will the lower-income families.

**Standard rate of €30 per month:** Internal combustion vehicles weighing between 1,000 and 1,725 kg, plus plug-in hybrids weighing up to 1,900 kg.

**Higher rate of €45 per month:** The biggest and highest-impact vehicles. This means vehicles weighing more than 1,725 kg, plug-in hybrids weighing more than 1,900 kg, and Crit'Air verte vehicles weighing more than 2,200 kg.



# Paris City important effort to ban cars in School Streets

***Quick assessment of 300 Paris' School Streets announced for this mandature (2020-2026)***

## **Review 2023**

**108 school streets already set in** the past 3 years (2020 to 2023)

*ie. 12,5 % (108/865 of schools street identified as convertible)*

## **Projection to 2026 (end of the mandature)**

59 schools already planned for the next 2 years (2023 to 2025)

$(108+59)/5 = 33.4$  facilities processed per year on average

## **2026**

$108+59+33 =$  approx. **200 facilities treated by 2026**

*ie. 23% of Parisian schools*



# ***Cities try to make up for a lack of consistency/resources but cannot without support***

**E.g. Paris LEZ to ditch polluting vehicle from the greater Paris area**

## **What's needed ?**

- **Law enforcement :**  
Control & sanctions equipments at the border of the LEZ  
(postponed)
- **Financial support for users :**  
Zero Interest Loan for EV cars announced for jan. 2023 (postponed) to  
and leasing social still under consideration (80-150€ for a new EV cars)
- **Industrial push for affordable light e-cars :**  
car makers played a dangerous upscaling strategy, companies fleet  
( $\frac{1}{2}$  new cars), and the State (steering industry in the greener way and  
strengthening tools (Fr Malus on weight and Co2 not ambitious )

***III- Clean Cities aim to tackle a blind spot:  
the real impact of urban logistics on air quality***

# France one of the most impacted countries by e-commerce

**France ranks 2nd among European countries, behind the United Kingdom and ahead of Germany.**

This growth in e-commerce mechanically generates an increase in the volume of goods transported, which in Europe **has risen by 69% in 2021.**

2022 was a pivotal year for e-commerce between a deteriorated global economic situation, a readjustment of the sector's prospects (as for all the giants of the digital economy – Amazon announced at the end of 2022 that it was laying off **18,000 employees**). In France, the latest Fevad report (February 2023) points to a 7% drop in online sales in 2022 compared to 2021 (-1.6% of the business volume of marketplaces) but a 2022 level that remains higher than 2019 (de Matharel, 2023).

## Sales of goods and services through e-commerce for the top ten countries in 2019

Source: UNCTAD, based on national statistics.  
Figures in italics are UNCTAD estimates.

Rank	Country	Total online sales (in billions of \$)	Share of e-commerce in GNP (in %)	B2B sales (in billions of \$)	Share of B2B in total e-commerce sales	B2C sales (in billions of \$)
1	United States	9,580	45	8,319	87	1,261
2	Japan	3,416	67	3,238	95	178
3	China	2,604	18	1,065	41	1,539
4	South Korea	1,302	79	1,187	91	115
5	United Kingdom	885	31	633	72	251
6	France	785	29	669	85	116
7	Germany	524	14	413	79	111
8	Italy	431	22	396	92	35
9	Australia	347	25	325	94	21
10	Spain	344	25	280	81	64
	<b>Top 10</b>	<b>20,281</b>	<b>36</b>	<b>16,526</b>	<b>82</b>	<b>3,691</b>
	<b>World</b>	<b>26,673</b>	<b>30</b>	<b>21,803</b>	<b>/</b>	<b>4,870</b>



# Delivery in France : time has come for an “Amazon Tax”

## Context

**500,000 parcels** delivered every day in Paris,  
i.e. 1 in 4 inhabitants receives a parcel each day

**+ 244% growth** for e-commerce platforms since 2010

**1 vehicle out of five** circulates to deliver parcels in Paris  
**~ 50% of diesel consumption** (all freight)

## Opportunities

1. the **“Duron report”** calls for **“the taxation of parcels** (2021, comm. by the Govt)
2. the **city of Barcelona** has paved the way with a so-called “Amazon Tax”
3. **Anne Hidalgo** in favour of replicating such an **“ecotax”** arguing it would help to absorb the rising costs of public transport due to new infrastructure investments (Greater Paris metro) and the impact of the energy crisis.



# Research Insights : measuring how urban logistics impacts Paris' air? A French academic ecosystem already on it

**1st Study  
from 2018**  
(based on  
2012 data)

The environmental social cost of urban road freight: Evidence from the Paris region



Nicolas Coulombel<sup>a</sup>, Laetitia Dablanc<sup>b</sup>, Mathieu Gardrat<sup>c</sup>, Martin Koning<sup>d,\*</sup>

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- In France, freight transport accounts for **15-20% of traffic** and generates **35-45% of N02** and **45% of fine particles**.
- Urban **delivery trucks emit five times more CO2 than long-distance trucks**

**Findings**  
(outdated  
)



## Context

By the start of 2024, Paris is planning to **ban transit traffic (50% of traffic in this zone)**.

Currently, there is **no plan or regulation** that will force delivery vehicles to adopt green alternatives (such as EVs). This is a big inconsistency in the city's ambition to decarbonise its streets (**0% emissions by 2030**) and will be a major source of pollution if left unopposed.

Accross Europe, there is a **strong demand for more social justice in public policies related to** (super-dividends made by big oil companies during covid, lack of redistribution, cost of living downgraded, crisis of energy).

## Overall goal

To launch a campaign that would enforce regulations on delivery vehicles to transition to zero emission in Paris by engaging the public authorities of Paris, while building consensus and mobilising support online to draw attention to how delivery vehicles contribute to the cities pollution.

### Objectives

Build public consensus and support on the risks of air pollution caused by delivery vehicles in Paris.

### Activities / Tactics

Publish a study on the impact of delivery vehicles on air pollution and launch a communication campaign that draws attention to the risk of air pollution from delivery fleets.

***IV - Theme for the ministerial meeting on  
transportation & how will this issue affect the next EU  
election?***

# ***Theme : the real impact of Urban Freight***

- 1- **Carry out an independent study at the European level** to measure the real cost of the boom of BtoC/BtoB deliveries over the past 10 years, not only in terms of air pollution, road deterioration and traffic jams, but also other negative externalities (taking care of the boxes in cities, etc.).
- 2- **Imagine a European legal framework and regulatory tools that facilitate and encourage greater taxation** of logistics companies, particularly e-commerce companies with high profits (on the model of the city of Barcelona with its Amazon tax, but with a broader tax base). A European parcel tax would help local authorities tackle energy costs and maintain/develop public transport.
- 3- As for the night train, **develop a pan-european plan to develop trucks on train and on-rail freight services** to cities (in France, in 60 years rail freight has fallen from more than half to less than 10% of the fret mix).

# Questions?

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