



Antwerp, June 24, 2021

CULT brings leading companies together to deliver more efficient and greener parcels

*The first smart, bundled deliveries via bicycles in the fall
and an electric delivery van for Antwerp residents*

The leading companies Danone, Delhaize, Jacobs Douwe Egberts, Pro-Duo, Proximus, Telenet and Schoenen Torfs will work together to organize the delivery of parcels to consumers and stores in a greener, more efficient and more ethical way. They are doing this through CULT, an independent initiative which aims to bundle goods from companies in a smart way in warehouses on the outskirts of the city, thereby grouping and reducing the number of trips into the city. The first bundled deliveries to Antwerp using cargo bikes and electric delivery vans are planned after the summer holidays, but the ambition is to roll out the initiative in other cities later on. In this way, initiator Tri-Vizor is aiming to move towards an urban distribution that is open to every market player and is facilitated by the city government.

While it would have been unthinkable ten years ago that we would have our groceries, shoes and smartphones delivered to our homes, this has now become routine for many. We are buying more and more online, and in smaller quantities, and want to have our package delivered to our home the next day. The corona crisis has only accelerated this trend. In addition to the increasing demand from companies and shops for transport, there is a growing stream of parcels and goods of smaller and smaller sizes, which causes a lot of nuisance and pollution, especially in the city. The World Economic Forum recently predicted that there will be 78% more deliveries in the city by 2030.

Volume is key

In order to tackle this parcel tsunami and the accompanying traffic nuisance, Tri-vizor, a disruptive innovator in logistics, is launching the CULT initiative. This stands for 'Collaborative Urban Logistics & Transport', and aims to combine the flow of goods from as many companies as possible on the outskirts of the city. It plans to deliver the goods to the consumers, shops and companies in a smart way, and thereby reducing the number of journeys.

CULT is aiming for what it calls a 'Green Deal Delivery', with delivery at fixed times, using green means of transport, such as cargo bicycles and electric delivery vans, and with couriers who work under responsible working conditions. Seven leading companies have already put their weight behind the initiative: Danone, Delhaize, Jacobs Douwe Egberts, Pro-Duo, Proximus, Telenet and Schoenen Torfs.

Alex Van Breedam, CEO of Tri-Vizor and founder of CULT: "The fact that, instead of two parcels to five streets, you can deliver five parcels to one street, will have an enormous positive impact on the quality of life for the city, its inhabitants and companies and, above all, the planet. By making fixed rounds at fixed times, you not only ensure more sustainable delivery, but also responsible employment for the couriers. With the fierce competition and fragmentation, individual couriers are hardly able to realize such effects of scale themselves. We can only do this by bringing together as much volume as possible in an independent and open partnership. I'm therefore extremely pleased that, in addition to Delhaize and Proximus as partners from the very beginning, five other large companies are now willing to work together, regardless of their competitive position, in order to make urban distribution more sustainable and efficient."

First deliveries in Antwerp


CULT will make the first deliveries in the city of Antwerp after the summer holidays. This first test is part of a call for projects on urban logistics of 'Smart Ways to Antwerp' (*Slim naar Antwerpen*). The call was launched in July 2020. The ambitious CULT initiative is receiving substantive and financial support from the city.


Koen Kennis, alderman for mobility in Antwerp: "These companies are not only strong together, they are also smart together. After all, there is a direct link between the accessibility of a city, the city's economic strength, its livability and the prosperity of its inhabitants. A lot is possible through innovation and collaboration, and an initiative like CULT is a good example of this. As a city, we encourage this kind of collaboration."

In the coming weeks, CULT will look for one or more logistics partners, and will work out the logistics processes in detail. Interested couriers will have to demonstrate how they can smartly combine and sustainably deliver the large volumes of the seven companies. At the same time, the initiative remains open to all interested companies, for urban deliveries and collections to and from private individuals and shops.


Alex Van Breedam, founder of CULT: "As soon as the project in Antwerp is running smoothly, we intend to roll out smart urban distribution to other cities as well. Companies that join CULT can choose for themselves which customer segment they want to supply, for example, and in which cities they want to operate. Companies that believe in developing sustainable and efficient distribution in a livable city are therefore more than welcome."


For more information about CULT: www.cultcitylogistics.be

	<p>As the world's first "cross supply chain orchestrator", TRI-VIZOR designs and implements horizontal, cross-company partnerships between companies. By bundling goods flows and sharing capacity, logistics can be organized to be much more sustainable and efficient.</p>
Website	www.trivizor.com
Contact person	<p>Alex Van Breedam, CEO TRI-VIZOR and Initiator of CULT alex.vanbreedam@trivizor.com Tel: +32 3 292.62.12 – GSM +32 475 73 68 11</p>

	<p>Danone is a leading multi-local food and beverage company that is continuing to build on fast-growing health-focused categories across three segments: Dairy and Vegetable Products, Waters and Specialized Foods. With its 'One Planet. One Health' framework, which states that people's health and the health of the planet are closely linked, Danone aims to promote healthier and more sustainable eating and drinking habits. Danone is committed to operating in an efficient, responsible and inclusive manner, in line with the United Nations Sustainable Development Goals (SDGs) and its nine targets for 2030. Danone aims to become one of the first major companies to be fully B Corp™ certified by 2025.</p> <p>All its Belgian entities, Alpro, Dairy & Plant-Based, Waters and Specialized Nutrition, are B Corp™ certified. With brands such as Danone, Activia, Actimel, Light&Free, Oikos, Danio, Alpro, Provamel, evian, Volvic, Badoit, Nutrilon, Olvarit and Fortimel and its production and distribution sites in Rotselaar and Wevelgem, Danone is an important player in the Belgian, European and export market.</p>
Website	www.danone.be , www.danone.com
Contact person	<p>Tina Stassart, External Communication Manager Tina.STASSART@danone.com</p>


	<p>In February 2021 Delhaize Le Lion operates no less than 820 stores in Belgium and Luxembourg. The store network consists of the following formulas: Delhaize supermarkets, AD Delhaize, Proxy Delhaize and Shop& Go. Customers can also shop online at delhaize.be and pick up their products at collection points or have them delivered to home. Delhaize customers can choose from a wide range of more than 20,000 quality products. Delhaize has a market share of 24.4%* in Belgium and employs more than 32,000 people. *Source AC Nielsen</p>
Website	www.delhaize.be
Contact person	<p>Roel Dekelver rdekелver@delhaize.be Tel: +32 2 412 84 51 - GSM : +32 474 56 26 88</p>


	<p>For more than 265 years, JACOBS DOUWE EGBERTS (JDE) is inspired by its belief that it's amazing what can happen over a cup of coffee or tea. We are fuelled by our purpose of unleashing the possibilities of coffee and tea to create a better future. Today, our coffee & tea portfolio is available in more than 100 developed and emerging markets, through a portfolio of over 50 brands that collectively cover the entire category landscape led by leading household names such as L'OR, Jacobs, Senseo, Tassimo, Douwe Egberts, Old Town, Super, Pickwick and Moccona.</p> <p>JDE is part of JDE Peet's, the world's largest pure-play coffee and tea company, headquartered in The Netherlands.</p>
Website	www.jdepeets.com
Contact person	Pepijn Raes, Supply Chain Manager JDE BE Pepijn.Raes@JDEcoffee.com

	<p>Pro-Duo was founded in 1999 and has grown into one of the leaders in the European market in just a few years. From 2008, Pro-Duo has been part of Sally Beauty Holding, an international listed company with a turnover of 3.6 billion euros, and specialized in hair and beauty products. In Europe, Pro-Duo has more than 200 stores in Belgium, the Netherlands, France, Spain and Germany.</p>
Website	www.sallybeauty.com
Contact person	Filip Waterschoot, Senior Director Logistics and Supply Chain Europe FWaterschoot@Sallybeauty.com

	<p>Proximus Group is a provider of digital services and communication solutions operating in the Belgian and international markets. Delivering communication and entertainment experiences for residential consumers and enabling digital transformation for enterprises, we open up a world of digital opportunities so people live better and work smarter. Thanks to advanced interconnected fixed and mobile networks, Proximus provides access anywhere and anytime to digital services and data, as well as to a broad offering of multimedia content. Proximus is a pioneer in ICT innovation, with integrated solutions based on IoT, Data analytics, cloud and security.</p>
Website	www.proximus.com
Contact person	Fabrice Gansbeke fabrice.gansbeke@proximus.com GSM +32 472 05 07 02

	<p>As a provider of entertainment and telecommunications services in Belgium, Telenet is always looking for the perfect experience in the digital world for its customers. Telenet focuses on offering digital television, high-speed Internet and fixed and mobile telephony services to residential customers in Flanders and Brussels. The company actively invests in innovative sustainable city logistics projects. Through a series of pilot projects in several Flemish cities, Telenet wants to gather new insights to optimize its logistic supply chain approach in order to further improve its carbon emissions.</p>
Website	www.telenet.be
Contact person	<p>Isabelle Geeraerts Isabelle.geeraerts@telenetgroup.be Tel : +32 15 33 55 44</p>

	<p>Schoenen Torfs is a family business that has grown into a leading shoe retailer in recent years. With more than 70 stores in Flanders, 2 stores in Wallonia (Marche-en-Famenne and Dinant) and a growing web shop in Flanders and Wallonia, you can find a wide range of affordable and fashionable brand shoes and accessories for the whole family at Torfs. Experience is central in its new concept stores, and lifestyle and clothing are also sold in addition to a wide range of shoes.</p> <p>And just like in a family, we at Schoenen Torfs like to take care of each other and the society in which we work. Torfs wants to motivate and inspire customers and employees to stand strong and be 100% themselves. With a fashionable look and great shoes, but also by working together for a better world.</p> <p>From 2006 to 2019, Torfs was able to call itself a 'Great Place to Work' and, in 2019, it took first place for the 10th time. In 2019, it even became the winner of the Great Place to Work Europe. Since 2006, Torfs has been voted Best Retail Chain in Belgium in the shoes category every year. In 2018, Schoenen Torfs became the Best Web Shop in Belgium across all categories.</p> <p>With its renowned customer care and service, Schoenen Torfs, together with its almost 700 employees, aims to be and remain the most customer-friendly shoe retailer! Torfs, every day is an opportunity to stand strong.</p>
Website	www.torfs.be
Contact person	<p>Tine Torfs tine@torfs.be Mobile : +32 483 11 38 02</p>

	<p>At the beginning of 2016, the city of Antwerp, together with various partners, launched the 'Slim Ways to Antwerp' communication and collaboration platform. This platform wants to offer residents, visitors and companies the necessary services and information to come to the city in a pleasant, safe and smart way during and after the major infrastructure works of 2016-2024.</p>
Website	www.slimnaarantwerpen.be
Contact person	<p>Chris Van Maroey, Chris Van Maroey, Project manager of 'Slim naar Antwerpen' (Smart Ways to Antwerp) Chris.VanMaroey@antwerpen.be</p>