



Antwerp, Tuesday March 15, 2022

Driving reduced by 25% and emissions by 90% through combined city deliveries in Antwerp

The companies Danone, Delhaize, Jacobs Douwe Egberts, Pro-Duo, Proximus, Telenet and Schoenen Torfs plan to combine their deliveries of orders to retail outlets and individuals in the city of Antwerp and deliver them together. The smart bundling of goods on the outskirts of the city immediately translates into a quarter fewer kilometers driven and 90% less emissions. The positive impact on mobility and the environment will increase as more companies join CULT (Collaborative Urban Logistics & Transport) for their goods flows.

The World Economic Forum predicts an increase of 78% in town and city deliveries by 2030. With the strong growth of e-commerce, the number of transport movements will continue to increase in our own towns and cities, too. The current logistics system does not yet have sustainable and efficient solutions ready. Everyone has at times wondered why three delivery vehicles are delivering simultaneously on the same street.

With the idea of reducing the kilometrage and emissions of urban deliveries, Danone, Delhaize, Jacobs Douwe Egberts, Pro-Duo, Proximus, Telenet and Schoenen Torfs announced the CULT partnership in mid-2021. The aim: smart bundling of goods on the outskirts of the city and then delivering them in the city emission-free.

Deliveries in Antwerp

Today, the CULT partnership officially starts with the first bundled deliveries in the city of Antwerp. bpost was selected to bundle the parcels of the participating companies in Antwerp-X and then deliver them completely emission-free to individuals and retail outlets in the city. bpost will not only distribute parcels, but also pallets to retail outlets. The transport of these pallets will currently still be done with small trucks on HVO (Hydrotreated Vegetable Oil), as soon as the technology is practically available this transport will also be fully electric.

“This project is fully in line with our Ecozone philosophy of sustainable, innovative urban distribution whereby we combine emission-free delivery with an extensive network of collection points and lockers. It is therefore logical that bpost makes its contribution to this. Our ambition is to be the most sustainable e-commerce logistics player in Europe by 2030, with a CO₂-free last mile,” says Dirk Tirez, CEO of bpost.

Promising start

Based on the analyses and first test deliveries of the goods from the seven companies in Antwerp, more than a quarter of the number of kilometers driven is saved and the emissions are reduced by a factor of almost ten. “The more companies bundle their flows in CULT, the fewer transport movements and emissions compared with the situation in which companies operate individually. After all, five deliveries per street is much more sustainable and efficient than one delivery every five streets,” says initiator and CEO of TRI-VIZOR, Alex Van Breedam. “And by aligning the goods flows of the companies better - say, making the bundling *smarter* - a lot of kilometers and emissions can be saved.”

Open cooperation

CULT's ambition extends beyond the present group of companies in Antwerp. As community manager, TRI-VIZOR has set up the framework so that new companies as well as retailers in the city center can quickly and easily join. Within this structure, companies - even competing players - can cooperate transparently and fully in line with existing regulations. Moreover, this structure is easily transferable to other cities.

Green Deal Delivery

CULT is opting for what it calls “Green Deal Delivery”, with deliveries at fixed times, completely emission-free, with green transport such as cargo bikes and electric vans and with couriers who can work in socio-economically responsible working conditions. It aims to actively contribute to the significant mobility and environmental challenges that towns and cities face today.

Petra De Sutter, Minister of Public enterprises, public administration, post and telecommunication : “Delivering parcels with less fuel-powered vans increases the quality of life in a city. It reduces CO2 emissions and traffic jams. CULT helps to achieve these goals by bundling parcels on the outskirts of the city of Antwerp. Currently, we are making the delivery market greener together with the sector. In that sense, CULT is a milestone. The pioneering role played by public companies in the transition to a sustainable economy is now highlighted by bpost and Proximus participating in this project.”


Collaboration with Smart Ways to Antwerp


This partnership and the deliveries in Antwerp are part of the Smart Ways to Antwerp urban logistics call for projects. This call for projects was launched in July 2020. The selected projects will contribute to smooth and efficient urban logistics. The ambitious CULT initiative is receiving substantive and financial support from the city of Antwerp.


Koen Kennis, Alderman for Mobility at the city of Antwerp : “We are making our city more sustainable step-by-step and we are doing that by working with the right partners. The Smart Ways to Antwerp calls for projects are an ideal way of bringing together entrepreneurs with creative solutions - stronger together, smarter together. CULT is a good example of that”.

More info about CULT: www.cultcitylogistics.be


	<p>As the world's first "cross supply chain orchestrator", TRI-VIZOR designs and implements horizontal logistics partnerships between private and public actors. By bundling goods flows and sharing capacities, logistics can be organized much more sustainably and efficiently. TRI-VIZOR is a Belgian innovative company founded in 2008.</p>
Website	www.trivizor.com
Contact person	<p>Alex Van Breedam, CEO of TRI-VIZOR and Initiator of CULT alex.vanbreedam@trivizor.com Tel: +32 3 292.62.12 – Mobile +32 475 73 68 11</p>


	<p>Danone is a leading multilocal food and beverage company which is continuing to build on fast-growing, health-focused categories across three segments: Dairy and Vegetable Products, Waters and Specialized Foods. With its framework "One Planet. One Health," which suggests that people's health and the health of the planet are closely linked, Danone wishes 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 (SDG's) and its nine targets for 2030. Danone aims to become one of the first major companies to be fully B Corp™-certified by 2025. 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>Jasmien De Gussem, External Communication Manager jasmien.de-gussem@alpro.com</p>

	<p>At the end of January 2022, Delhaize De Leeuw has no less than 828 stores in Belgium and Luxembourg. The retail network consists of the following: supermarkets Delhaize, AD Delhaize, Proxy Delhaize and Shop& Go. At delhaize.be, customers can shop online and collect their products at the pick-up points or have them delivered to their homes. Delhaize customers can count on an extensive range of more than 20,000 quality products. Delhaize has a market share of 24.9% and has more than 32,000 employees. *AC Nielsen source</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) has been inspired by the conviction that "it's amazing what can happen over a cup of coffee or tea." We are driven by our goal to use the possibilities of coffee and tea to create a better future. Today, our coffee and tea portfolio is available in more than 100 developed and emerging markets, through a portfolio more than 50 brands that collectively cover the entire category landscape, led by leading well-known brands</p>
---	---

	such as L'OR, Jacobs, Senseo, Tassimo, Douwe Egberts, Old Town, Super, Pickwick and Moccona. JDE is part of JDE Peet's, the world's largest pure-play coffee and tea company, headquartered in the Netherlands.
Website	www.jdepeets.com
Contact person	Pepijn Raes, Supply Chain Manager JDE BE Pepijn.Raes@JDEcoffee.com

	Pro-Duo was founded in 1999 and grew to become 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, specialized in hair and beauty products. In Europe, Pro-Duo has more than 200 stores in Belgium, the Netherlands, France, Spain and Germany.
Website	www.sallybeauty.com
Contact person	Filip Waterschoot, Senior Director Logistics and Supply Chain Europe FWaterschoot@Sallybeauty.com

	The Proximus Group is a supplier of digital services and communication solutions, active in the Belgian and international markets. By offering communication and entertainment experiences to residential consumers and facilitating the digital transformation of companies, we are opening up a world of digital opportunities so that people can live better and work smarter. Thanks to advanced interconnected fixed and mobile networks, Proximus provides access to digital services and data anywhere and anytime, as well as to a broad range of multimedia content. Proximus is a pioneer in ICT innovation, with integrated solutions based on IoT, data analytics, cloud and security.
Website	www.proximus.com
Contact person	Fabrice Gansbeke, Press Officer fabrice.gansbeke@proximus.com Mobile +32 472 05 07 02

	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 offers digital television, high-speed Internet and fixed and mobile telephony services to residential customers in Flanders and Brussels. The company is actively investing in innovative projects involving sustainable urban logistics. Through pilot projects in various Flemish towns and cities, Telenet aims to acquire new insights in order to adjust its logistics supply policy structurally with a view to further reducing carbon emissions.
Website	www.telenet.be
Contact person	Isabelle Geeraerts Isabelle.geeraerts@telenetgroup.be Tel : +32 15 33 55 44

	<p>Schoenen Torfs is a family business which has grown to become a leading shoe retailer in recent years. With more than 70 stores in Flanders, 2 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 wishes 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 a 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 Webshop 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	Tine Torfs tine@torfs.be Mobile +32 483 11 38 02

	<p>bpost is the leading postal company in Belgium and a growing partner for parcel and omni-commerce logistics in Europe, North America and Asia. Our 36,000 employees in Belgium and worldwide connect consumers, companies and governments by delivering mail and parcels to homes and providing logistics e-commerce services. We create long-term sustainable value for our customers and shareholders, with respect for people and the planet. In 2021, our total business income amounted to 4,333.7 million euros.</p>
Website	www.bpost.be
Contact person	Veerle Van Mierlo veerle.vanmierlo@bpost.be

	<p>At the beginning of 2016, the city of Antwerp, together with various partners, launched the “Smart Ways to Antwerp” communication and collaboration platform. This platform aims to offer residents, visitors and companies the necessary services and information to reach 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	Chris Van Maroey, Project manager of “Slim naar Antwerpen” (<i>Smart Ways to Antwerp</i>) Chris.VanMaroey@antwerpen.be