

GERMANY

Resilient futures

Location

Steinfurt

Programming period

2014 – 2020

Priority

P6 – Social inclusion & local development

Measure

M19 – LEADER/CLLD

Funding (EUR)

Total budget 15 300

EAFRD 7 900

National/Regional 2 000

Private/own funds 5 400

Project duration

2017 – 2019

Project promoter

LAG Steinfurter Land

Contact

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Website

www.die-steinfurter.de/LieferserviceL-astenrad

The project aimed to develop a cargo bike delivery service in the town of Burgsteinfurt that would benefit local people, local retailers and the environment. The service enjoyed ever-increasing demand over the project period with the participation of 15 retailers.

Summary

The project aimed to develop a delivery service in Burgsteinfurt that would benefit local people, local retailers and the environment. The resulting CO₂-neutral bike delivery service has strengthened local value creation by focusing on the advantages of local retail; flexibility, speed, trust, regionality and direct engagement with customers. Customers can order goods from local retailers by e-mail or telephone, or centrally via a municipal internet portal.



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Twice a week ordered goods are delivered to customers with an electric cargo bike. The project has enabled less-mobile consumers to have the opportunity to shop locally and has made a social and ecological contribution to local added value.

Results

Over the project period, the cargo bike enjoyed ever-increasing demand with the participation of 15 retailers.

The cargo bike has acted as a recognizable advertising medium, which contributes to people's awareness of the importance of sustainable mobility and the importance of their decision as to where to shop.

The cargo bike model, which was specially designed for the delivery service, is now also being used by the Post Office on the Dutch side of the border.

Context

Demographic change, a trend towards internet shopping, the presence of shopping centres in the green belt, and a frequent absence of succession planning in private businesses, have all contributed to shop premises standing empty in the settlements and villages of the Steinfurter Land Leader area in recent years. Smaller village shops in particular are finding it increasingly difficult to remain viable.

The region is facing up to these challenges and is looking for solutions to prevent the loss of social infrastructure and to ensure that needs of future populations can be met by supporting local retail and strengthening local value creation.

Objectives

The project aimed to develop a CO₂-neutral bike delivery service in Burgsteinfurt that would benefit local people, local retailers and the environment by strengthening local value creation, helping to secure local supply of products and enabling people who are less mobile or inflexible in terms of time availability to shop locally. The project also aimed to cut down on unnecessary car journeys and to encourage consumers to think more about where they buy their goods.

Activities

Initiated by Dieter Kater from the Kater coffee-roasting company and supported by Steinfurt Marketing and Tourism (SMarT) tourism office and the Steinfurter Land LAG, the cargo bike delivery service started in May 2017. This was initially designed as a pilot project for one year.

SMarT offered organisational support through a new online portal, while the LAG provided financial impetus in the form of a EUR 10 000 grant. Among the first vendors were Café Konditorei Probst, Vinothek Steinfurt and Palstring GmbH & Co.KG.

To enable the delivery of the goods, the local bicycle shop, "DNL mobil", built a cargo bike with an electrically assisted drive. Most goods, including perishable goods, can be transported in the cargo bike's specially designed transportation box. The electric bike is charged up with green electricity from Kater's photovoltaic system.

Finally, a driver was recruited to deliver the products. They had to have experience in cycling, have local

knowledge and to be competent in setting up the bike. The driver was employed by the Kater company. At the start, the service was provided twice a week for three to four hours.

In 2018, the project was extended for another year. In order to further increase demand, local authorities, companies and senior citizens' facilities were once again encouraged to take advantage of the service. In addition, cooperation with the suppliers for a weekly market has been strengthened through the use of the service. A total of 15 retailers participated in the delivery service.



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Main results

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Key lessons

The project is a good example of networking. Numerous retailers and entrepreneurs have been brought together. Stakeholders continue to work well together.

The Steinfurter Land LAG has received more enquiries about this project than almost any other, including from other LAGs, municipalities, etc. The project is very transferable to other regions as it is easy to implement.

The project was presented at the Markt der Regionen in Münster and at joint Leader events across Germany. It was also selected for the nationwide “gemeinsam stark sein” (be strong together) competition of the German Networking Centre for Rural Areas. This has led, among other things, to a delivery service by cargo bike starting up in the neighbouring Leader area of Baumberge in the municipality of Billerbeck. The initiator, Mr Kater, has also presented the project in other neighbouring municipalities, where similar delivery services have now

been established as a result. A local drinks retailer, which was also involved in the delivery service at the beginning of the project, received so many requests that it bought its own cargo bike.

‘My father regularly delivered baked goods by bike or handcart in his day. We had thought about such a possibility before. So, when Dieter Kater approached me, I spontaneously agreed.’ - Berthold Probst, owner of the Probst pastry shop in Burgsteinfurt’s old town

Additional sources of information

www.facebook.com/energieland2050/videos/lieferservice-per-lastenrad/287451268976998/

www.dvs-wettbewerb.de/die-projekte/lieferservice-per-lastenrad/?L=0

Funded by the



* This project has been categorised under ‘Resilient futures’ by the nominating National Rural Network