*Press release
Paris, 1 July 2022*

**Sustainable delivery infrastructure is a solution to problems caused by growing demand for online grocery shopping in French cities**

***The report “Sustainability in the last mile delivery of groceries on the example of Grand Paris” by Delipop presents insights for the green transformation of French cities.***

**The cities like Paris are tackling critical issues like higher greenhouse gas emissions, air pollution, traffic and congestion due to the changes in consumer habits and booming e-commerce which is increasing the scale of delivery to numbers never seen before. The report Sustainability in the last-mile delivery of groceries on the example of Grand Paris by retail, e-commerce and logistics experts, delivers the insights on how to create the last-mile delivery infrastructure which will be sustainable and therefore better for the planet, convenient and affordable for the people and profitable for the market players.**

Big cities are facing serious problems caused by changes in consumer habits drastically growing demand for online shopping. The scale of delivery is increasing to numbers never seen before, causing big cities to suffer from a rise in CO2 emissions, pollution, traffic, congestion and noise. The Covid-19 pandemic has fueled this growth. It is estimated that e-commerce will grow substantially year by year and in 2025 it will be worth 7,385 trillion US dollars globally.[[1]](#footnote-1) In France since 2010 e-commerce is growing on average by 12,4% every year. Only in 2020 FMCG e-commerce has grown by 42%.[[2]](#footnote-2)

The demand for last mile delivery is soaring and is expected to grow by 78% globally by 2030.[[3]](#footnote-3) However, while demand for online sales could grow without limits – our planet and the current infrastructure cannot handle the increased volume. According to the World Economic Forum, by 2030 growing demand for e-commerce delivery will result in 36% more vehicles in inner cities, a rise in CO2 emissions by 6 million tons and 21% higher congestion.

The report **Sustainability in the last mile delivery of groceries on the example of Grand Paris** by Delipop, written by Jérôme Libeskind, Olivier Dauvers, Stephane Legatelois and Marek Piotrowski, analyzes the current situation of the e-grocery market, purchase patterns, environmental, social and economic challenges which they create and available delivery models. Ultimately it presents the conclusions on how to make the last-mile of e-grocery better for the planet, the cities, the people and the market players.

The authors of the report analyzed the environmental impact of different e-grocery delivery options in Grand Paris: home delivery model, hypermarket shopping model and multi-brand pick-up hubs model - Delipop Network.

According to the calculation, the **Delipop automated pick-up points model provides reduction of environmental impact by 77% compared to the home delivery service and 92% compared to the hypermarket purchases. Delivery to Delipop chain generates 15 times fewer kilometers driven - less cars, no blocked streets and no double parking.**

Based on the study of Delipop Model in Grand Paris - the **network of planned 350 pick-up points will reduce CO2 emission versus home delivery by more than it is absorbed by all 500,000 trees which grow in Paris.** In comparison to the home delivery model it can generate “savings” in CO2 emissions comparable to CO2 absorbed by 536.000 trees and in comparison to hypermarket shopping the “savings” are even 3 times bigger and comparable to a forest of over 1.8 mln trees.[[4]](#footnote-4)

According to the World Economic Forum and this analysis, the only really effective solution available at the moment for the cities are multibrand pick-up hubs. A network of multi-brand hubs seems to be the best remedy for problems of the last mile delivery for all parties: the planet – by limiting greenhouse gas emissions, the cities – by securing fresh air and less congestion, ensuring the architectural urban tissue is not destroyed, the people – by giving them an easy access to affordable shopping and more free time, and the market players (big retailers and local businesses) by making e-grocery profitable for all of them. Multi-brand hubs can help big cities to build a bridge between traditional commerce and its sustainable future in a time of booming e-commerce.

A great example of a sustainable solution for urban logistics in big cities, that can considerably improve the last-mile - most problematic in inner-city areas - is Delipop. It is the first universal multi-brand click & collect network for e-grocery, which launched its first location in Paris last year together with Carrefour. Monoprix has joined as the second retailer brand in June 2022. The Delipop model is based on the consolidation of upstream logistics flows in warehouses located outside the city and on the orders delivery to mutual collection points in urban areas. Automation helps to reduce operating costs, which are the main obstacle to a sustainable business model of pedestrian drives. Moreover, merging volumes and massification is efficient in terms of emissions, road occupancy of delivery vehicles and number of vehicles. The consolidation of flows by grouping the flows of several brands and a walk-in pick-up point avoids individual deliveries. In this sense, Delipop provides an answer for all inner-cities problems with urban congestion, supporting demotorization of cities, the implementation of green zones and a 15-minute city concept.

*“Each era has its own success story. Each era has its own commercial revolution and... its driving force. For a long time, costs and price were the sole compass of traders. And rightly so, since such was the social expectation. From now on, externalities are more integrated. And that's a good thing in view of the challenges, especially environmental ones (climate, quality of life in the city, etc.). It is in this sense that this report can (must?) feed the reflection of the actors of the “last-mile” in terms of urban commerce. Whether they are brands, logisticians or, of course, public authorities,”* - says **Olivier Dauvers**, retail expert, publisher and chief editor of Grande Conso, one of the contributors to the report.

*“Urban delivery is essential for the functioning of a major city. If the flows of goods are multiple, those concerning consumer products constitute the most visible part. But the progressive awareness of environmental impacts of deliveries requires new solutions for consolidating flows and better modes of transport,” –* comments **Jérôme Libeskind**, expert in urban logistics and head of Logicités and one of the authors of the report.

Download full report: [**https://www.sustainability-report.delipop.com/fr/**](https://www.sustainability-report.delipop.com/fr/)

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**About Delipop France: 1000 Delipops till 2026**

Delipop Drive Piéton Multimarchands is the first fully automated e-grocery pick-up multi-brand network based on robotic machines. It is fully mutualized and serving several retailer brands. It was created to meet the growing demand for online shopping, give customers the best possible experience and let our planet breath. The network is a French startup founded in 2021 as a joint venture between Łukasz Nowiński, CEO and founder of Retail Robotics, and Hervé Street, president of Star Service Group. Delipop locations will allow the customers to enjoy smooth, convenient and effortless experience in picking up their groceries ordered online, all just around the corner of where they live.

Delipop is planning to open 1000 Delipops within the next 5 years (350 locations in Paris and Ile de France and rest in other areas of France). This will be an important step in (1) increasing the accessibility for the consumers, (2) boosting available number delivery slots and (3) helping the planet to breathe better. And it’s important - a recent study showed that 75% of Parisians say that global warming and the need to combat it - is an important topic for them.

For more information: [www.delipop.fr](http://www.delipop.fr) or follow us on [www.linkedin.com/company/delipop](http://www.linkedin.com/company/delipop)

**About the Report “Sustainability** **in the last mile delivery of groceries”**

In the Report Sustainability in delivery of groceries on the example of Grand Paris, together with retail and logistics experts, we analyze the current situation of the e-grocery market, purchase patterns, environmental, social and business challenges they create, and possible solutions. We focus on the multi-brand hub solution and analyze it on the example of Delipop – a concept of a multi-brand universal e-grocery click & collect network, which opened its first location in Paris in October 2021.

**About the Authors of the Report**

**Jérôme Libeskind** - an expert in urban logistics, last-mile delivery, real estate logistics, implementation of multimodal and urban logistics platforms, urban distribution of goods and logistics services in e-commerce. He is the head of Logicités – a consultancy which specializes in urban and last mile logistics. He supports many public and private players, in particular local authorities, in understanding the challenges of urban logistics, analyzing solutions and their operational implementation. Jérôme Libeskind is an author of several books on urban logistics: "La logistique urbaine – les nouveaux modes de consommation et de livraison" (Editions FYP – March 2015), "Lalogistique urbaine au Japon" (September 2018) and "Si la logistique m’était contée” (Editions FYP – April 2021). He is a lecturer in urban logistics and e-commerce at the Ecole Supérieure des Transports and at the Master TLTE Paris Sorbonne and conducts numerous conferences on this subject.

**Olivier Dauvers** - an agricultural engineer by education, Olivier Dauvers, has been following distribution for 31 years. After having been an editor-in-chief of Lineaires (1994–2001) and Rayon Boissons(1993–1996) he has been a publisher specializing in retail and mass consumption since 2002. A leading player in info-retail, he stands out for its unique multimedia approach: monitoring (Vigie Grande Conso, Les Essentiels, Consoscopie, etc.), books (Penser-Client, Image-Prix, etc.), studies (Distri Prix, Promoflash, Drive Insights), videos (Vidéo Grande Conso), podcasts (Les Voices De La Conso, Café Conso) and, of course, the olivierdauvers.fr blog, as well as Twitter and LinkedIn feeds. As such, he has created a community of more than 80,000 subscribers.

**Stephane Legatelois** - he is CEO of Delipop France, responsible for the growth of the network and cooperation with retailers. An expert in logistics and e-commerce operations. Before joining Delipop, he was Director of Logistics Operations for Rakuten in Europe and Director of Operations and Supply E-commerce for Carrefour in France. Throughout his career, he has been very involved in the search for ecological and sustainable solutions in last-mile logistics. He was one of the founders of the company The Green Link, which was one of the first actors of urban delivery by cargo bike and also one of the founders of Urbantz, which offers a solution for optimizing delivery routes.

**Marek Piotrowski** - an expert in marketing and user experience (UX). As Chief Marketing & Experience Officer at Delipop, he was responsible for the launch of the network in France. When Delipop was created he joined the team to build a strong brand in retail delivery with very deep engagement in sustainability issues, and great customer care. Since 2019, he has been a partner and CMO at Retail Robotics, the world leading producer of parcel lockers solutions. His goal was to create and develop a remarkable brand of game-changing solutions with great usability, design and positive influence on the environment. Prior to his career in tech, Marek was the CEO of interactive and advertising agencies for 20 years, working globally for top brands like Nike, Orange, Sony, P&G, Samsung and GE. He is an advocate of new tech, longevity, growth mindset and great design.

1. Source: eMarketer. [↑](#footnote-ref-1)
2. La Fédération du e-commerce et de la vente à distance (FEVAD). [↑](#footnote-ref-2)
3. World Economic Forum: The Future of the Last-Mile Ecosystem, January 2020. [↑](#footnote-ref-3)
4. Calculation made by comparison of CO2 emissions of e-grocery deliveries to Delipop Network (186 g per order) and home delivery (800 g per order). “Savings” are 614 g CO2 per order. Annually Delipop Network of 350 points can serve 18.3 mln orders. [↑](#footnote-ref-4)