

# Hupmobile – Holistic Urban and Peri-Urban Mobility

Heike Bunte

Free and Hanseatic City of Hamburg – Borough of Altona

Minipilots-Webinar: "Last Mile Delivery - Micro Hub Altona"

Hamburg, 09.06.2020

# District and Borough of Altona

- Western borough of Hamburg
- 273.000 inhabitants (13 quarters)  
(31st Dec. 2017)
- (Huge) Densification
- Plus Commuters from other districts
- Problems with air quality/noise etc..
- Short distances between major roads, railway  
and residential areas



# Main Station of Altona

Multi purpose station:

long/short distance trains / busses / S-trains / Taxi / Bike & Car-sharing/ Bike & Ride/  
several shopping zones on 2 levels/ sport club/ hotel etc...



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# Building up a network of Micro Hubs

Micro Hub - Last Mile Delivery: bundling increasing number of (goods) deliveries in Altona with Cargo Bikes

First Micro Hub: „Bahnhof Altona“ (main station Altona)



# Building up a network of Micro Hubs

- „Bahnhof Altona“ (Micro Hub: „underground“)
- Main target group: B2B deliveries (Business to Business)
- Purpose: building a net of micro/nano hubs within the district
- Adding also B2C (Business to Customer) PLUS multifunctional purposes (recycling materials plus parcels etc- circular economy)



# Building up a network of different users

- Start ups: several multifunctional (transport) purposes (circular economy)
- Biggest problem: Identification of suitable locations in areas with high density



Picture/Copyright: Recyclehero-Nadine Herbich

# Thank you!

Free and Hanseatic City of Hamburg

Heike Bunte

Jessenstr. 1-3

D - 22767 Hamburg

[heike.bunte@altona.hamburg.de](mailto:heike.bunte@altona.hamburg.de)

Phone: +49 (0)40 428 11 -6250

