



bpost Parcel Lockers

Netwerk mobipunten –
provincie Oost-Vlaanderen



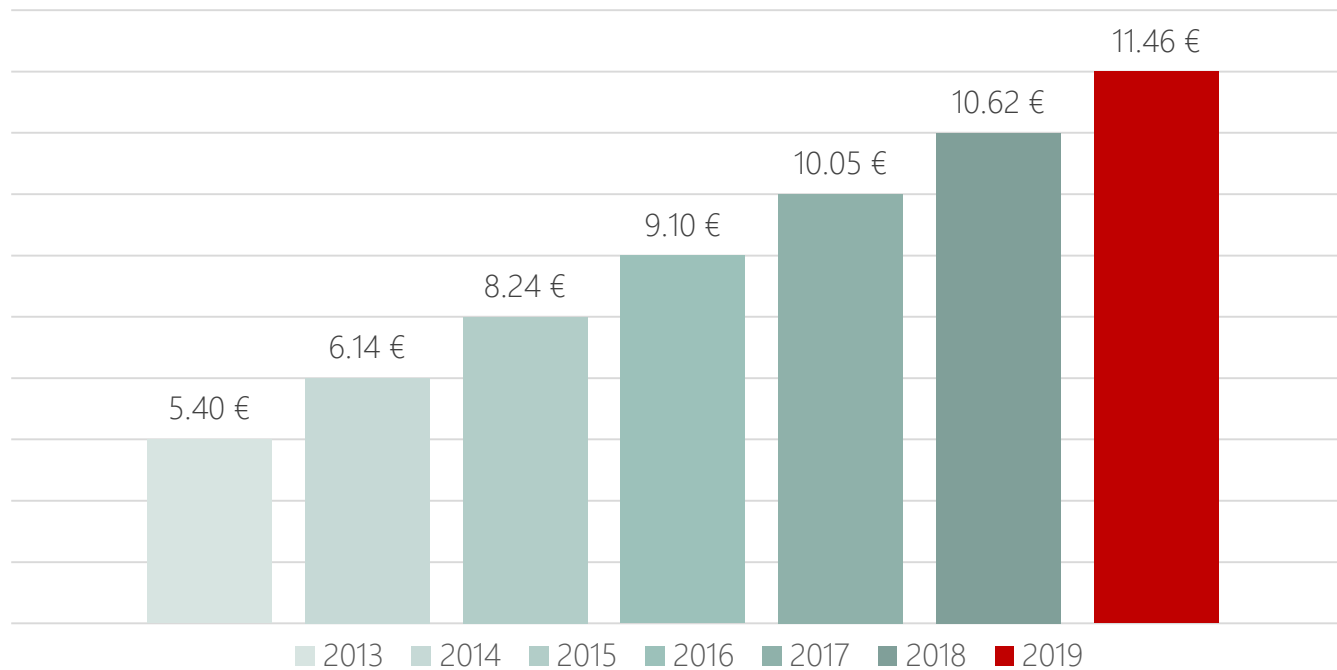


Changing consumer behaviour



E-commerce is booming

B2C ECOMMERCE TURNOVER & GROWTH RATE





Consumer behavior is also changing



Convenience: time saving becomes a premium service



Proximity: increasing interest for local



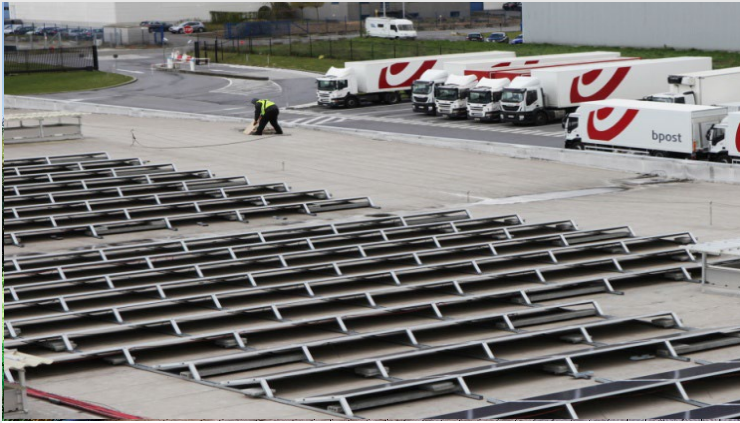
Sustainability: people are more conscious of their environmental impact

85% of Belgians consider climate change a problem that needs to be addressed urgently

83% of those believe freight transport needs to bear greater responsibility



Sustainability is at the heart of the bpost's core activities



Minimize our environmental impact

100% green electricity

Green buildings: 30.000 m² solar energy capacity installed

Committed to reduce emissions by 40% by 2030



Green fleet

Investing in electric vehicles and bikes. 50% of vans will be electric by 2030.

Testing emission-free last mile in key urban areas in 2020, with aim of offering emission-free delivery by 2025



Stay close to our society and it's needs

Launched "Eco Lab" - an innovation group testing new sustainable services for senders with a pilot Locker Boost program

Testing sustainable packaging and reusable parcels

This is why we keep investing heavily in Parcel Locker network

The bpost locker network is an answer for a greener logistics and the convenience the consumer is looking for



The most ecological delivery method



Testing **Eco zones** in key urban areas in 2020, with aim of offering emission-free delivery by 2025



Getting
practical



bpost Parcel Lockers



First & Last Mile



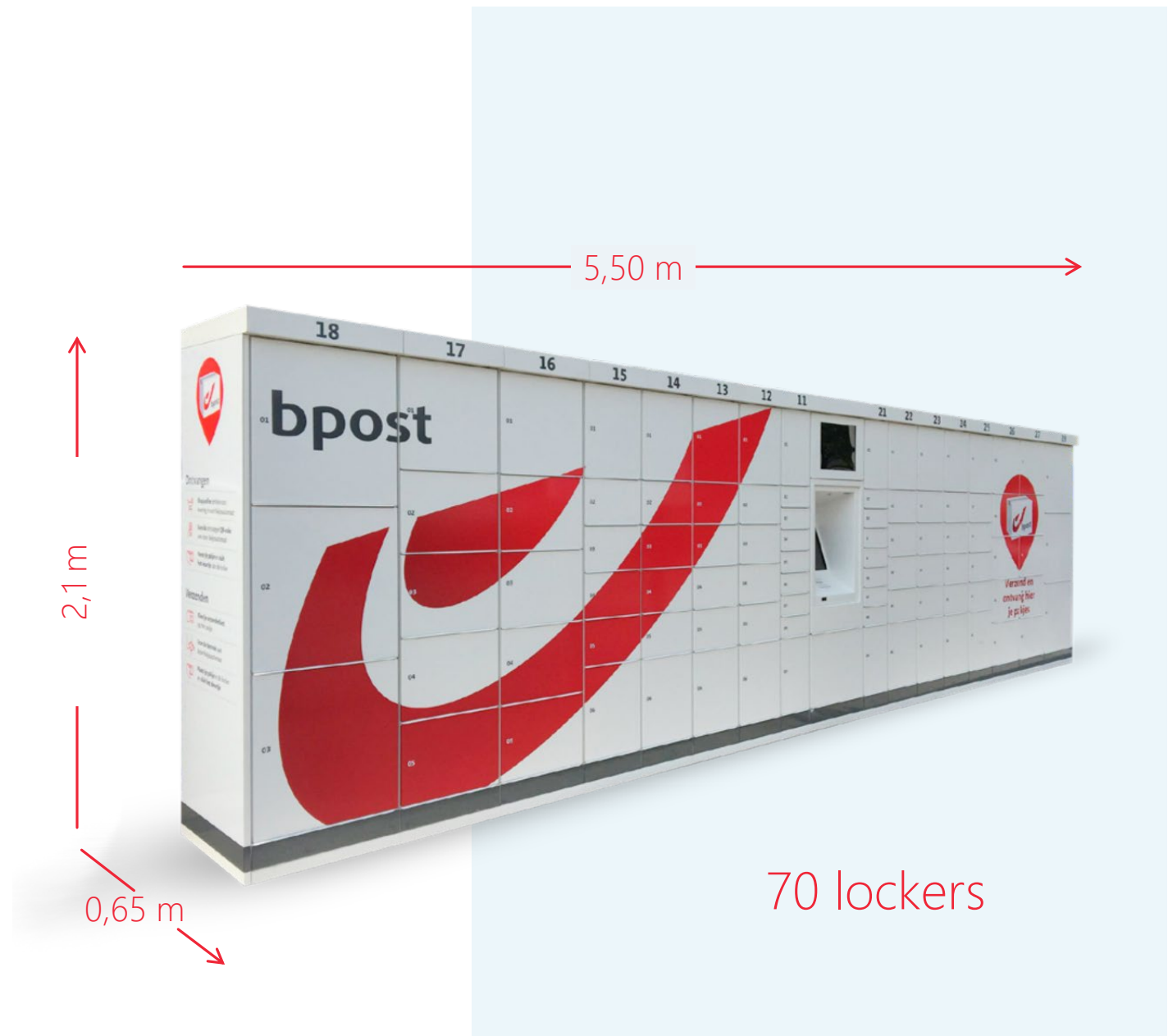
No registration needed



Open system



Indoor & outdoor solution



Installing a Parcel Locker in 3 steps



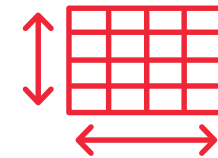
01 | Analysis and advices

Thanks to internal and external analysis we can provide the necessary advice



02 | The best location

Together with the city, we select the best possible location(s) based on: traffic, accessibility, 24/7, visibility and security

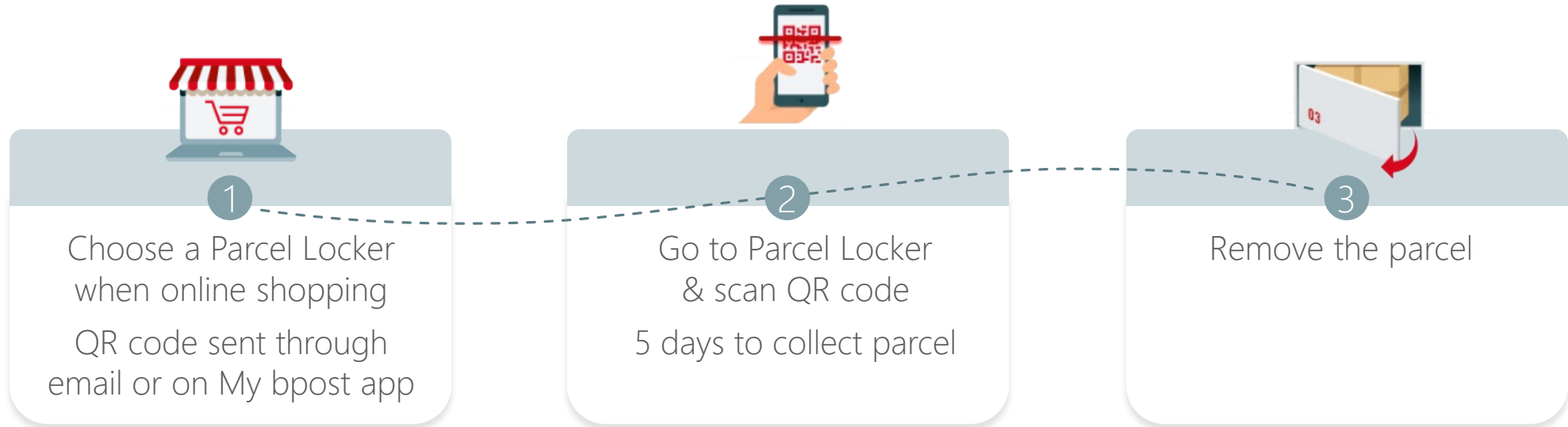


03 | The right dimension

Depending on the potential of the region, we adjust the size of the Parcel Locker

Receive, send and return parcels in less than 30 seconds

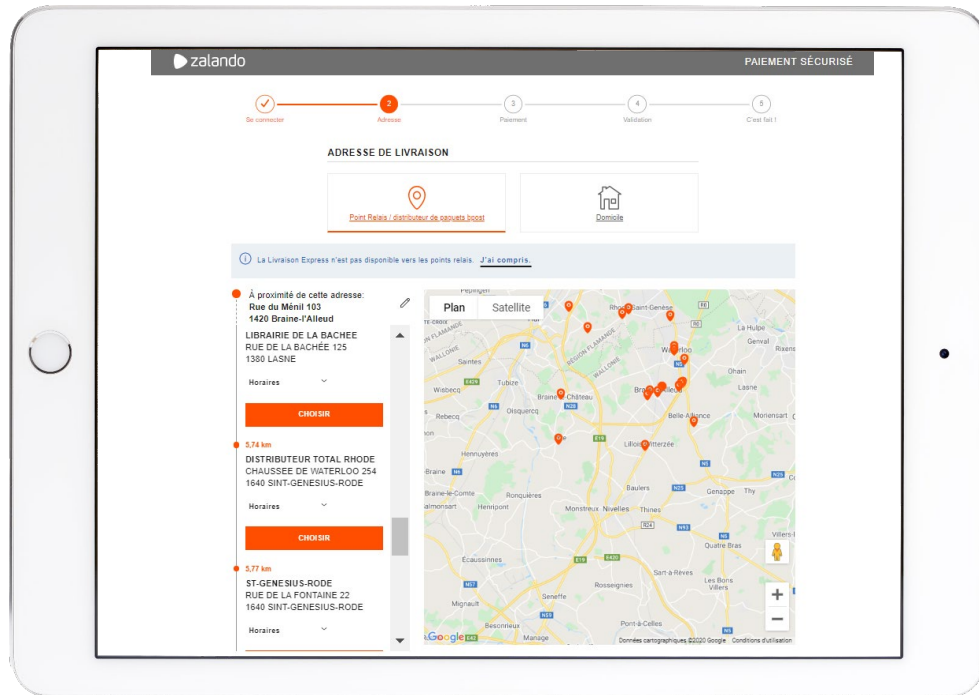
Parcel receiving



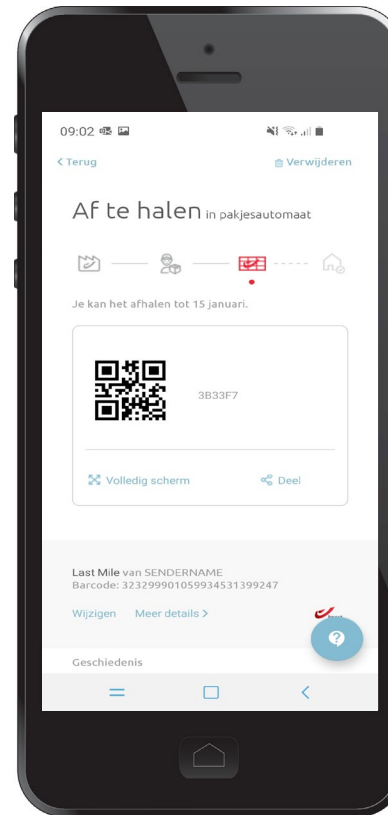
Parcel sending



More concretely



checkout



app



Good to know

Thanks to MyPreferences app, it is possible to have your package delivered to a Parcel Locker even if the webshop doesn't offer this option.

1. Select Home Delivery upon payment
2. Surf on www.bpost.be/mespréférences.
3. Select "Directly in a Pickup point"
4. Choose a Parcel Locker near you
5. Your parcel will be directly delivered at this Parcel Locker.

Someone else can also pick up your parcel by sharing your QR code.

What are the benefits for Cities?



Benefits of a partnership

3 reasons to install a bpost Parcel Locker



Additional service for residents

Give residents the opportunity to collect and send packages **where and when it suits them**. Weekdays or weekends, day or night.



Ecological

Postmen deliver **parcels to multiple customers in one place**, rather than going to different addresses.

- Always delivered at **first attempt**.
- Improve Traffic Mobility



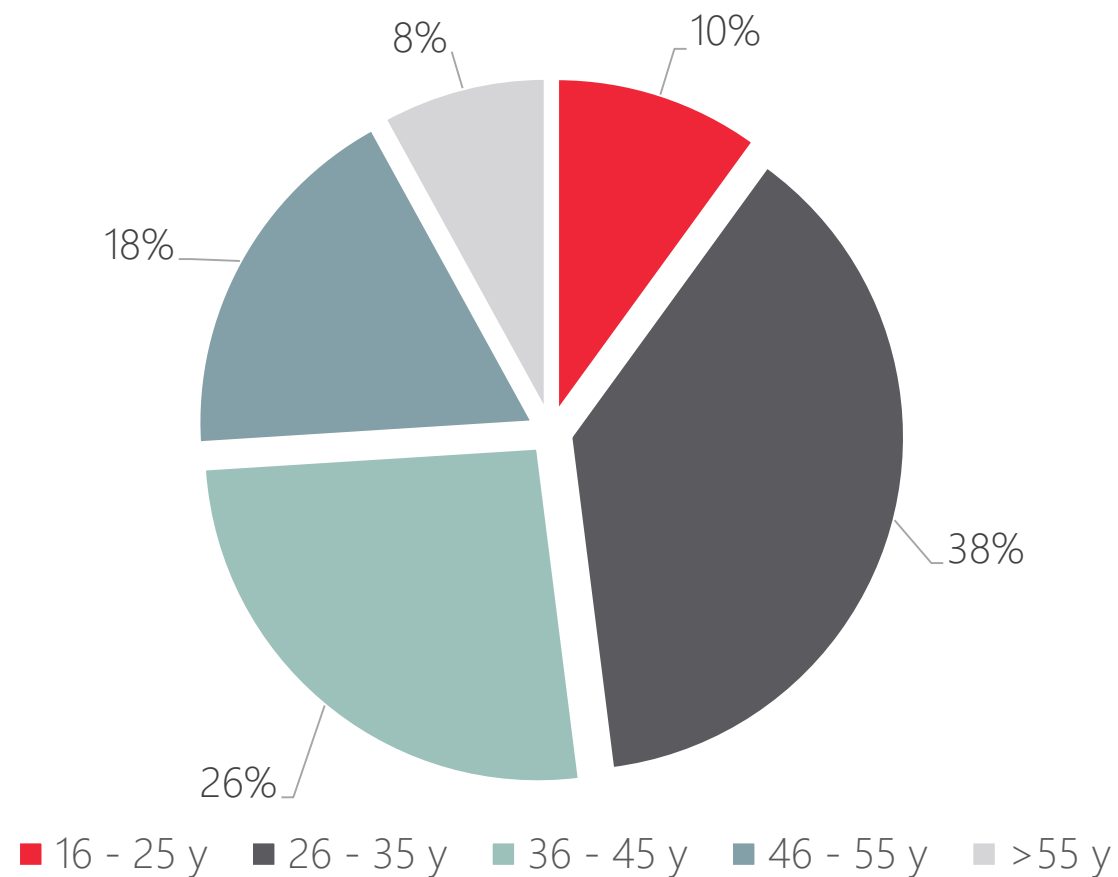
Boost for **local merchants**

More than half of consumers combine the collection or the dispatch of their parcel with **shopping in the nearest store**. Local merchants will also benefit from this traffic.

User profile



55% Female
45% Male



Why consumers choose a Parcel Locker



Quick & easy



Close to home or
on the road



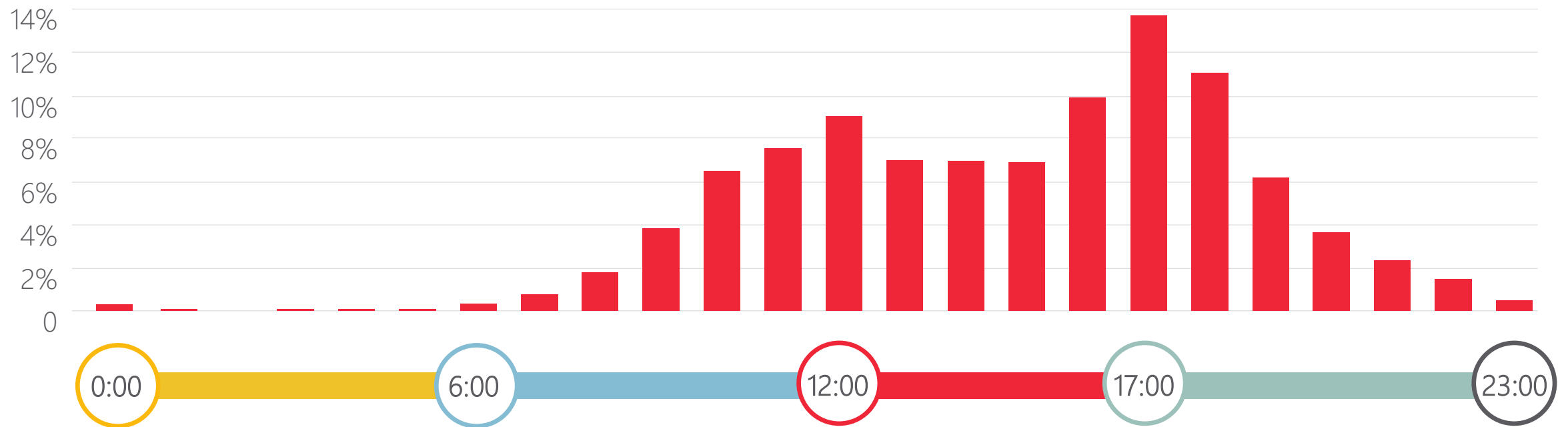
Accessible 24/7



Ecological choice

When do they use it?

Pick up/send time





Thank you

