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# Pilot Factsheet – City of Koper

## Pilot action overview

The Municipality of Koper aimed to enhance the liveability and attractiveness of the old city centre by primarily implementing urban freight restrictions and limiting delivery windows. However, the municipality recognized the importance of providing residents and business owners with flexible alternatives for deliveries outside the strict delivery windows. Given that Koper was also a popular tourist destination, it was crucial to ensure easier access for tourists staying in the old town centre.

To improve the delivery of larger packages outside of restricted delivery windows, the Municipality of Koper planned to pilot a free on-demand electric delivery service “Karjolca”. This service utilized an electric vehicle capable of transporting one passenger (in addition to the driver) and a package or piece of luggage. The vehicle was managed by company Arriva. A designated parking space for the vehicle was provided near the city centre, and charging was available at existing charging stations in and around the old town. The pilot operated “on-call” across the entire pilot area.

The pilot involved different groups of stakeholders:

- residents of the old city centre,
- business entities (shops, restaurants) with premises in the old city centre, whose operations were affected by regulatory changes, foot traffic, and economic activity
- tourists who rented an apartment in the old town centre.

The Municipality of Koper prepared the general terms and conditions for the use of the vehicle, which included:

- **Location and Method of On-Demand Service:** Areas where the service was available were defined, along with the methods for users to request the vehicle.
- **Eligibility for Service Use:** Specifications on who was eligible to use the service, including any restrictions regarding users.
- **Usage Restrictions:** Conditions and limitations on the use of the service, including any prohibitions, restrictions on the number of passengers, size of luggage, time constraints, and other relevant rules.

These general terms and conditions were clearly described and accessible to users so they understood the rules and conditions under which they could use the service.



The pilot covered the historic city centre of the city of Koper.



## Action Plan – timeline

Pilot Action	2025												2026					
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
Activity 1	█	█																
Activity 2			█	█	█	█												
Activity 3									█									
Activity 4								█	█									
Activity 5											█	█	█	█	█			
Activity 6																█	█	█

### Activity 1 - Public procurement for the purchase of a vehicle

The public procurement for the purchase of the vehicle was carried out in February 2025. The contractor was selected, and the contract was signed in March 2025.

### Activity 2 - Purchase of a vehicle

The vehicle was delivered in the month of June.

### Activity 3 - Business plan

Business plan was prepared in October and outlined key aspects of the service, including the locations of pick-up stations, operating hours, ordering methods, and package size limitations.

### Activity 4 - Driver assignment for pilot implementation

In September, a public tender was conducted to select the service provider, which also determined the driver for the pilot implementation.

### Activity 5 - Pilot implementation

The "on-demand transportation service" was tested during the five-month pilot period (17.11.2025-16.4.2025). Deliveries took place Monday to Friday, from 10:00 to 15:00. The pilot initially covered the old city center, and was later expanded to include shopping centers as well as the bus and railway stations.

### Activity 6 - Analysis

After the pilot phase, a comprehensive analysis of the usage and effectiveness of "on-demand transportation" will be conducted. This will include evaluating user satisfaction, identifying potential

areas for improvement, and assessing the overall impact on mobility and efficiency within the targeted communities.

## Stakeholders involved

Organization	Description	Role
Citizens	Residents of the old city centre	Potential service user
Business	Business entities (shops, restaurants) with premises in the old city centre	Potential service user
Tourists	City visitors	Potential service user – not included in pilot testing, as the pilot implementation was not performed in tourist season.
Driver	Drivers of the electric vehicles	Service provider

## Expected results and results achieved (if available)

During the pilot implementation, the demand for the service was relatively low. One possible explanation for this may be that the city center is still open to vehicular traffic, allowing residents to conveniently access their homes, thereby reducing the perceived need for an alternative delivery service.

Initially, the electric vehicle operated exclusively within the historic city center. Subsequently, the service area was extended beyond the old town to include the main bus station, the railway station, and the shopping center areas. Following this expansion of the route, a slight increase in demand was observed.

Information regarding the updated route has been communicated through the municipal website and Facebook page, with the aim of ensuring continuous public awareness and engagement. In addition, an article presenting the service was published in December in the municipal magazine, which is distributed to all households within the municipality.

Among the targeted group of business entities operating within the historic city center, a survey was conducted. The results show that 63% of respondents are aware of the service but have not yet used it, while approximately one third are not familiar with the service at all. Only 4% of respondents are both aware of the service and have already used it.

To the question “Would you be willing to use the Karjolca transport service, which enables goods transport within the historic city center of Koper?” the responses were distributed as follows: 30% of respondents stated they would never use the service, another 30% indicated they would use it rarely (a few times per year), 22% said they would use it occasionally (once per week), and 19% reported that they would use it regularly (several times per week).

To the question “At which time of day would the Karjolca service be most useful for you?” respondents indicated that 58% would find the service most useful between 6:00 and 12:00, 42% between 12:00 and 17:00, 11% after 17:00, and 11% throughout the entire day.

Respondents were also asked about their willingness to pay for the service. 84% of respondents indicated a price range of 1–3 EUR, while 16% stated they would be willing to pay 4–6 EUR.

Following the completion of the pilot phase, further refinement and upgrading of the service model will be necessary in order to enable the electric vehicle to better support the urban logistics needs of public institutions located within the historic city center.