



MED COLOURS

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Pilot Factsheet – City of Koper

Pilot action overview

The Municipality of Koper aims to enhance the liveability and attractiveness of the old city centre by primarily implementing urban freight restrictions and limiting delivery windows. However, the municipality recognizes the importance of providing residents and business owners with flexible alternatives for deliveries outside the strict delivery windows. Given that Koper is also a popular tourist destination, it is 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 plans to pilot a free on-demand electric delivery service. This service will utilize an electric vehicle capable of transporting one passenger (in addition to the driver) and a package or piece of luggage. The vehicle will be managed by Marjetica Koper, a public company wholly owned by the Municipality. A designated parking space for the vehicle will be provided near the city centre, and charging will be available at existing charging stations in and around the old town. Specific parking and pickup locations will also be established to optimize service efficiency.

The pilot will involve three different groups of stakeholders:

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

Municipality of Koper will prepare the general terms and conditions for the use of the vehicle, which will include:

- Location and Method of On-Demand Service: Areas where the service will be available will be defined, along with the methods for users to request the vehicle (e.g., via a mobile app, telephone call).
- Eligibility for Service Use: Specifications on who is 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 will be clearly described and accessible to users so they understand the rules and conditions under which they can use the service.

The pilot will cover the historic city centre of the city of Koper. The number of stations will be defined in business plan.





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" will be tested during the five-month pilot period (17.11.2025-16.4.2025). Deliveries will take place Monday to Friday, from 10:00 to 15:00. The pilot will cover the historic city centre of the city of Koper.

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
Driver	Drivers of the electric vehicles	Service provider