

**Birgit HENDRIKS**, Eco2City, NGO in coaching smart city freight hubs in Europe



In 2008 Birgit Hendriks and Max Prudon founded the NGO Eco2city. Eco2city aims at reducing freight traffic in cities by inventing and implementing new concepts and by creating a European group of collaborating Goodhubs. Eco2city works, with partners, on this development in several European cities, mainly coaching local teams to start up the hub.

The founders of Eco2city also developed the Dutch Binnenstadservice, the concept of the Freight Circle (neighbourhood distribution combined with urban mining), the concept of the Goodhubs and the 'Triple X – Triple P' vision on optimising city logistics.