Less driving, faster deliveries: Omniva opens its first MicroHUB in Tallinn

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International technology and logistics group Omniva has opened its first MicroHUB in Tallinn, reducing van journeys in the city. The solution saves couriers time and helps parcels reach customers faster while supporting greener urban logistics â€“ fewer vans, more cargo bikes.

A MicroHUB is a specially adapted container equipped with security systems and located within a courier's delivery area. Couriers can pick up additional parcels during their rounds without making a lengthy round trip to a sorting centre. This enables Omniva to use more cargo bikes instead of vans for parcel deliveries.

In busy city traffic, cargo bikes can often get parcels to customers faster because couriers can access streets closed to motor traffic and spend less time looking for parking. Based on Omniva's experience, cargo bikes can be 25–30% more efficient than vans in dense urban areas, while producing significantly less noise and fewer emissions. By keeping the next load of parcels nearby, MicroHUBs help couriers make the most of these advantages.

"Our initial estimates suggest that a MicroHUB could free up enough time for each courier to serve around 20 more customers a day. This is an opportunity to handle growing parcel volumes without putting more vans on city streets. That's the direction we want to move in – smarter logistics with a smaller environmental footprint," said Hannes Falten, Head of Delivery Innovation at Omniva.

The first MicroHUB is located at Ristiku 10, in an area with a daily volume of around 700–900 parcels.

"Our initial estimates suggest that a MicroHUB could save each courier up to three hours a day and allow them to serve around 20 additional customers. This is an opportunity to handle growing parcel volumes without putting more vans on city streets. We want to move towards smarter logistics with a smaller environmental footprint," said Hannes Falten, Head of Delivery Innovation at Omniva.

"Omniva's first MicroHUB has a creative side, too. Its exterior was painted by street artist S-Boy's team to bring more colour and character to the neighbourhood and give passers-by something worth stopping to look

at," Falten added.

The first results are expected within a month and will help determine the next steps. In the next phase, Omniva plans to test parcel collection from the MicroHUB with Crowd Delivery couriers. If the pilot is successful, Omniva plans to introduce more MicroHUBs in Tallinn and a similar solution in Riga, Vilnius and Kaunas.

Source: Omniva

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