

## Omniva begins testing crowd delivery in its first small town, Haapsalu

26-11-2025

Omniva has started looking for crowd couriers in Haapsalu to test its new crowd delivery solution in a small town for the first time. Crowd delivery is platform-based work - an opportunity to earn extra income as a parcel courier at a time and workload that suits you.

Haapsalu is the first small town where Omniva aims to test crowd delivery. "We are currently looking for couriers. We can begin parcel delivery once we have 3–4 interested participants," said Juhan Kaalep, project lead for Omniva's crowd delivery.

For customers, crowd delivery means faster parcel delivery. For crowd couriers, the solution offers a flexible way to earn additional income. For Omniva, it allows labour costs to be adjusted according to current parcel volumes, which fluctuate significantly by month, week, and even day.

In the future, once the crowd delivery model is ready to expand from cities to rural areas, the solution could also provide significant environmental benefits – while a courier company would normally make a separate trip for parcel delivery, with crowd delivery, the parcels are delivered by someone who would be driving that route in their own car anyway.

Omniva launched the crowd delivery pilot in April this year. The goal of the pilot project is to assess the sustainability of the concept – the technical performance of the app, courier interest, and service quality. The project is currently running in Tallinn, Tartu, Riga, Vilnius, and Kaunas. Across all three countries, around 300 crowd couriers have signed contracts.

"It's fair to say the pilot project has been very successful. Interest in crowd-courier work is high, and couriers' satisfaction is also high. They are eagerly waiting for the parcel volumes assigned to them to increase. The project is performing best in Tallinn," said Kaalep.

Over the past year, the crowd delivery app has been significantly improved based on feedback from participating couriers.

Source: [Omniva](#)