



LOGICALTOWN

INTERNATIONAL ASSOCIATION FOR SUSTAINABLE CITY
LOGISTICS FOR SMALL AND MID-SIZED HISTORIC TOWNS

Europe: current trends and new solutions for small and mid-sized historic towns

Stefan Guerra,
Växjö, 7th April 2014



Co-funded by the Intelligent Energy Europe
Programme of the European Union





LOGICALTOWN



An old story

Urban
logistics is
there since
ever



NOWADAYS

- Air pollution
- Congestion
- Carbon footprint
- Externalities (social and economical costs)
- Larger awareness about the impacts of transport in urban areas



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European Commission: policy context

- **White paper 2011- Roadmap to a Single European Transport Area** - Towards a competitive and resource efficient transport system
- EC adoption of the **Communication on the Future of Transport** "A sustainable future for transport: Towards an integrated, technology-led and user friendly system" on 17 June 2009 [COM(2009) 279]
- The **Greening transport package** (2008)
- Communication from the Commission - The **EU's freight transport agenda**: Boosting the efficiency, integration and sustainability of freight transport in Europe [COM(2007)606]
- Communication from the Commission to the Council and the European Parliament - **Keep Europe moving - Sustainable mobility for our continent** - Mid-term review of the European Commission's 2001 Transport White paper [COM(2006)314]



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Main European programmes 2007-2013

European
practice

- FP7
- ICT/PSP program
- Civitas program
- Intelligent Energy Europe (IEE)
- Interreg IVC



FP7 programme:
best practise
assessment

BestFact:
Freight Transport
Best Practices

Straightsol

Smartfusion




[Welcome](#)
[Partnership](#)
[Knowledge Corner](#)

BESTFACT partner area

Welcome to BESTFACT

The first portal of freight transport best practices, contacts and policies

The objective of BESTFACT is to develop, disseminate and enhance the utilisation of best practices and







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[Demonstrations](#)
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[Newsletters](#)
[Publications](#)
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STRAIGHTSOL

Strategies and measures for smarter urban freight solutions

STRAIGHTSOL is a 3-year EU-funded project, comprising seven innovative cutting edge urban freight [demonstrations](#)

CALENDAR of Events

Forthcoming events

24/09/2013
Demonstration Results

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Smartfusion: Smart Urban Freight Solutions

Smartfusion is a public-private partnership (PPP) which will build upon the existing urban freight development strategies of three demonstration city-regions: Newcastle, Berlin and the Lombardy region. It will demonstrate smart urban freight solutions in urban-interurban supply chains.

Leading ideas:

- To introduce the concept of the European Green Car Initiative in last mile operations;
- To introduce innovative technology developments in the fields of urban freight planning, vehicles and urban-interurban transshipment;
- To develop comprehensive and transferable impact assessment models for smart urban freight solutions.

To find out more read the project information tab on the right of this page.





Smartfusion is co-ordinated and managed by NewRail.

For enquiries:



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Project Information

[Leading ideas](#)

[Main Objectives](#)

[Methodology](#)

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Main European programmes 2007-2013

FP7
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ICT/PSP programme

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DIGITAL AGENDA FOR EUROPE

A Europe 2020 Initiative

European Commission > Digital Agenda for Europe > DAE & U > Funding Opportunities

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Funding Opportunities

- About
- ICT Policy Support Programme**
- Participate
- Events
- Running Projects
- Contacts
- ICT in Horizon 2020

ICT Policy Support Programme

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The ICT Policy Support Programme aims at stimulating innovation and competitiveness.

The ICT Policy Support Programme (ICT PSP) is one of the three specific programmes of The Competitiveness and Innovation framework Programme (CIP) and runs for the years 2007-2013. The ICT PSP aims at stimulating smart sustainable and inclusive growth by accelerating the wider uptake and best use of innovative digital technologies and content by citizens, governments and businesses. It



Search the site

FREILOT project





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Welcome to the FREILOT project website!

The FREILOT consortium, supported by the European Commission, aims at increasing energy efficiency of urban freight through deployment of ITS (Intelligent Transport Systems) services. This will be done by achieving three challenging objectives:

- Showing quantifiable benefits to all relevant stakeholders
- Ensuring that FREILOT implementations continue after the pilot
- Extending the implementations to more cities and/or truck fleets

Welcome to learn about (and influence) our work!

Latest news:
"First platform for cooperative intelligent transport systems in Europe" [read more...](#)
"Interview with Gert Blom, Strategic Advisor Mobility - City of Helmond" [read more...](#)



Click left for the FREILOT

Click ITS World Congress Website, starting as for 28 October 2013

Smarter on the way

LANGUAGES



NEWS

Intech: breakthrough in Denmark, high-tech traffic technology to help Copenhagen

News from Intech, a

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VIDEOS



Gemeente Helmond

[VIEW MORE VIDEOS »](#)

Civitas Plus 8 Priorities

- Mobility management
- Demand management strategies
- Clean fuels and vehicles
- Safety and security
- Transport telematics
- Collective passenger transport
- Car independent lifestyles
- **Urban freight logistics**



LOGIN

Enter terms then hit Search...



THE CIVITAS INITIATIVE
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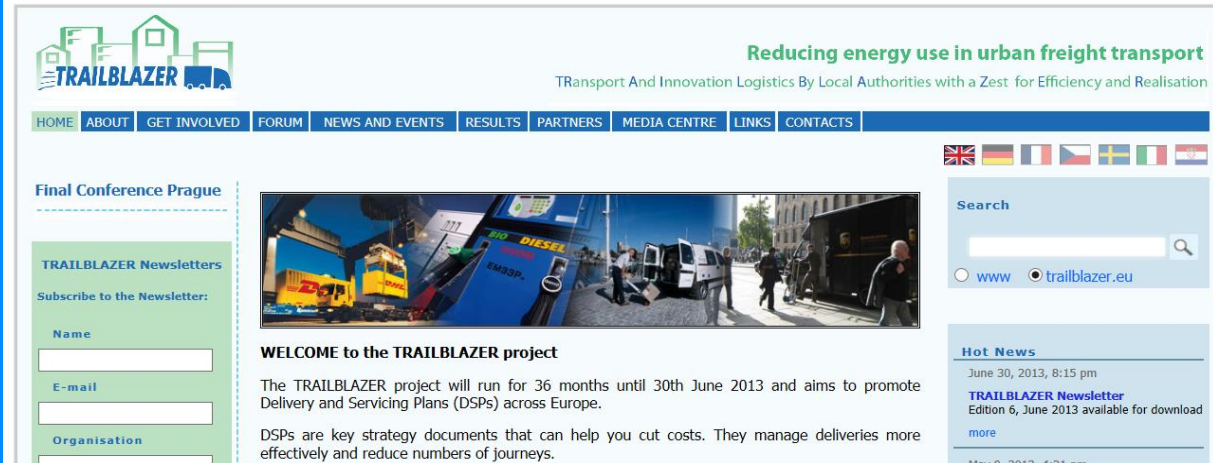
MOBILITY SOLUTIONS ▾ CITIES ▾ CIVITAS NETWORK ▾ THEMATIC GROUPS ▾ EVENTS ▾ NEWS AND MEDIA ▾ ABOUT CIVITAS ▾

Urban freight logistics

» Mobility solutions » Demonstration Measures » Urban freight logistics

Intelligent Energy Europe (IEE) STEER programme

TRAILBLAZER and C-LIEGE projects



TRAILBLAZER

Reducing energy use in urban freight transport
Transport And Innovation Logistics By Local Authorities with a Zest for Efficiency and Realisation

HOME ABOUT GET INVOLVED FORUM NEWS AND EVENTS RESULTS PARTNERS MEDIA CENTRE LINKS CONTACTS

Final Conference Prague

TRAILBLAZER Newsletters
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Organisation

WELCOME to the TRAILBLAZER project

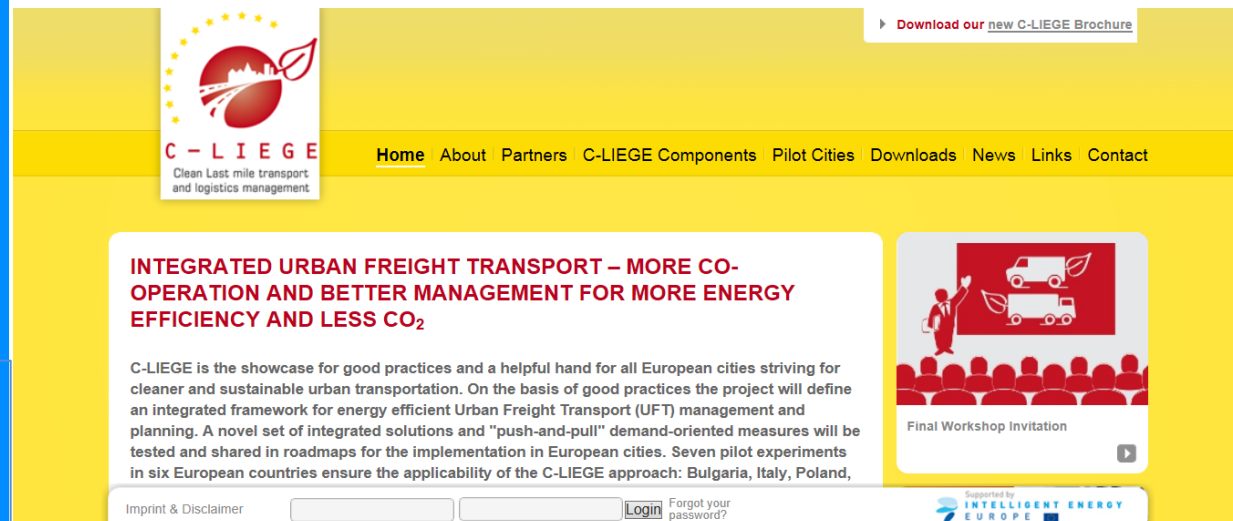
The TRAILBLAZER project will run for 36 months until 30th June 2013 and aims to promote Delivery and Servicing Plans (DSPs) across Europe.

DSPs are key strategy documents that can help you cut costs. They manage deliveries more effectively and reduce numbers of journeys.

Search

☐ www ☒ trailblazer.eu

Hot News
June 30, 2013, 8:15 pm
TRAILBLAZER Newsletter
Edition 6, June 2013 available for download
[more](#)
May 9, 2013, 4:21 pm



C-LIEGE
Clean Last mile transport and logistics management

Download our new C-LIEGE Brochure

Home About Partners C-LIEGE Components Pilot Cities Downloads News Links Contact

INTEGRATED URBAN FREIGHT TRANSPORT – MORE CO-OPERATION AND BETTER MANAGEMENT FOR MORE ENERGY EFFICIENCY AND LESS CO₂

C-LIEGE is the showcase for good practices and a helpful hand for all European cities striving for cleaner and sustainable urban transportation. On the basis of good practices the project will define an integrated framework for energy efficient Urban Freight Transport (UFT) management and planning. A novel set of integrated solutions and "push-and-pull" demand-oriented measures will be tested and shared in roadmaps for the implementation in European cities. Seven pilot experiments in six European countries ensure the applicability of the C-LIEGE approach: Bulgaria, Italy, Poland,

Final Workshop Invitation

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Supported by INTELLIGENT ENERGY EUROPE

Main European programmes 2007-2013

FP7

Civitas Program

ICT/PSP

IEE

Interreg IVC

The SUGAR Project

Interreg IVC programme



SUGAR
Sustainable Urban Goods Logistics
Achieved by Regional and Local Policies
Best Practices - Analysis - Training - Transfer





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Summary

SUGAR focuses on addressing the problem of inefficient and ineffective management of urban freight distribution, a critical component of the overall urban transport system and a primary source of vehicle pollutant emissions.

To accomplish this goal, the projects promotes the exchange, discussion and transfer of policy experience, knowledge and good practices through policy and planning levers in the field of urban freight management, between and among Good Practice and Transfer sites.

News and Events

FINAL PUBLICATION 'City Logistics Best Practices a handbook for Authorities' IS AVAILABLE!

The final SUGAR project publication which was presented at the final conference in Bologna December 2011 is now available for download.

SUGAR team would like to thank to all participants and partners for their participation in the SUGAR Final Conference



Main European programmes 2007-2013

FP7

Civitas Program

ICT/PSP

IEE

Interreg IVC



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Italian practice

Different implementation levels

- Feasibility study
- Operational schemes definition
- Technological infrastructures definition end realization
- First experimental application
- Fully operational



- Bologna
- Firenze
 - Pisa
- Genova
- **Vicenza**
- **Padova**
- **Parma**
- Roma
- Siena
- **Aosta**
- Terni
- Merope Cities
- Cityports Cities
 - Agata Cities
- Life Cities: **Lucca**, Frosinone

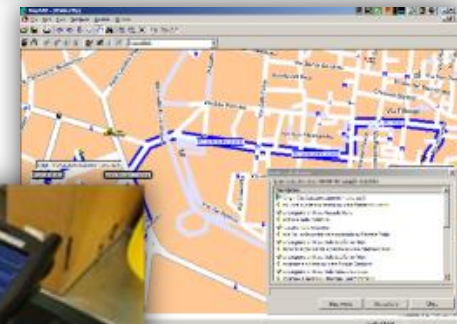
* Commercial services in operation

A complex taxonomy

- Regulations
- Cooperative systems
- ITS
- Public freight terminal
- Infrastructures
- Drop off points
- Enviromental zone
- Construction logistics
- ULC
- ...



- Stakeholders
- Stage/evolution
- Management-financing
- Transferability
- Description
- Business model
- Functionality
- Scope
- Technology
- Funding
- ...





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Empirical evidence

- Strategic Goals setting
- Policy and planning
- Regulations
- Environmental goals
(EURO I-VI, NG, BioG, FEV)
- Load consolidation
(access windows and costs/unit)
- ITS & Infrastructures
- Monitoring & enforcement
- Loading/unloading
- Road charging and electronic toll collection
- Public private partnership
- Communication

Pure market-driven business

- No incentive
- Few data
- Strong focus on local transport
- Consolidation
- Partnership model
- Very few cases:
in Italy: Siena, Cotas Logistica



CO.TA.S. LOGISTICA s.r.l.





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Logical Town
aims to
improve
awareness
among
historic
towns

- **Improve networking and awareness:** Logical town is about to send a survey to all small and mid-sized towns in Europe (1508 towns)
- **Dedicated yearly report:** city logistics state of the art in small and mid sized European towns 2014
- **Annual Logical Town Award** for four categories:
 - Small and mid sized towns
 - People
 - Companies
 - Associations

for the exceptional skills in supporting innovative approach to sustainable city logistics

International Association for Sustainable City Logistics
for Small and Mid-Sized Historic Towns



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2013
LOGICAL TOWN AWARD

Impacts

- Air Pollutants: CO, O₃, NO_x, SO_x, PM
- Carbon footprint
- Noise pollution
- Congestions
- Urban land use
- Historical build environment damage
- Social costs (YOLL, DOH, LOP)
- Reduced quality of life for citizens, city users, tourists and visitors





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Benefits

Case study Lucca

1680 commercial vehicles/day

- CO₂: 1.428 Ton/y
PM₁₀: 677 kg/y
- NO_x: 4.888 kg/y
- kWh: 6.067.990 – correspondent to
2.247 households
- External social costs: 250.000 €/y
(European Environment Agency,
Copenhagen)

25% of vehicles for freight distrib
if 10% of the market



11.000 vehicles/y



98.000 km/y





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European
small and
mid-sized
town:
Which actions?

The project Interreg SUGAR
(www.sugarlogistics.eu) has identified 44 best
practice of which only 8 regards SMHTS:

- Parma, Eco-Stars Service
- Reggio Emilia: renting electric vehicles
- Binnestadt service
- Padua, city port
- Poitiers, loading bays
- La Rochelle, Lucca UDC
- Toulouse, Partnership
- Rouen, el. three wheelers

Different approach with a significant
interest in UDC.



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European small and mid-sized town: Guiding principles

Develop transportation systems that maintain or improve the local economy and urban environment together - not one at the expense of the other.

Due to varying environmental, social and economic conditions between and within countries, there is no single best way to achieve sustainable urban logistics systems.

A set of 8 guiding principles can be described, however, upon which strategic strategies and planning should be built.



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European
small and
mid-sized
town:
Which
principles?

ACCESS:

Access to people, places and businesses is important to the social and economic well being of communities. Transportation is a key means for goods and services through which access can be achieved.

Principle #1: Access

Transport operators/distributors are entitled to reasonable access to other people, places, businesses in the urban area.



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European small and mid-sized town: Which principles?

PEOPLE AND COMMUNITIES:

Transportation systems are a critical element of a strong economy, but can also contribute directly to building community and enhancing quality of life.

Principle #2: Service provision

Local authorities and the transportation community must strive to ensure the highest level of services with quality, meeting the transportation-related needs of all people and business in the urban area.

Principle #3: Health and Safety

Transportation systems should be designed and operated in a way that protects the health and safety of all people, and enhances the quality of life in communities.

Principle #4: Individual Responsibility

All transport operators have a responsibility to act as stewards of the urban environment, undertaking to make sustainable choices with regard to goods distribution.

Principle #5: Integrated Planning

Transportation decision makers have a responsibility to pursue more integrated approaches to planning.



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European small and mid-sized town: Which principles?

ENVIRONMENTAL QUALITY:

Human activities can overload the environment's finite capacity to absorb pollutants and greenhouse gas, and use resources more rapidly than they can be regenerated or replaced. Efforts must be made to develop transportation systems that aims at sustainability

Principle #6: Pollution Prevention

Transportation needs must be met without generating emissions that threaten public health, global climate or the integrity of the urban environment.

Principle #7: Land and Resource Use

Transportation systems must make efficient use of land and other natural resources while ensuring the preservation of vital habitats and other requirements for maintaining lively cities.



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European
small and
mid-sized
town:
Which
principles?

ECONOMIC VIABILITY:

Sustainable transportation systems must be cost effective. If adjustment costs are incurred in the transition to more sustainable transportation systems they should be equitably shared.

Principle #8: Fuller Cost Accounting

Transportation decision makers must move as expeditiously as possible toward fuller cost accounting, reflecting the true social, economic and environmental costs, in order to ensure users of the common resources pay an equitable share of costs.



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The ENCLOSE activities: development of principle #5 – Integrated planning?

Implementation of

- **Pilot operations in 3 SMHTs:**
Italy (Lucca), Norway (Trondheim),
The Netherlands (s'Hertogenbosch);
- **Feasibility and transferability analysis
and Soft measures in 6 SMHTs:**
Spain (Burgos), Portugal (Almada), UK
(Dundee), Romania (Alba Julia), Greece
(Serres), Bulgaria (Balchik)

Development of

Sustainable Urban Logistic Plans (SULPs) in
the overall 9 ENCLOSE towns

Building

a **common methodology** for the
development of SULPs for European SMHTs
integrated with Sustainable Urban Mobility
Plans



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ENCLOSE: Feasibility study toward Sustainable Urban Logistics Plan (SULP)

- **Feasibility Study** is the key activity carried out in Enclose Follower Towns
- The Feasibility Study is a key component of **SULP**
- It is not possible to develop a SULP without define a related Feasibility Study of the suitable measures/services
- It is possible to have a Feasibility study of the logistics services without developing a SULP



all the ENCLOSE Towns should develop also the FS as base step of their SULP

All ENCLOSE towns work on the Road Map for adopting SULP at Municipality level



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ENCLOSE: SULP methodology

Covering different aspects:

- **institutional level:** normative scenario, rules;
- **political level:** consensus among the different city actors and stakeholders (Authority, Associations, Operators, Citizens groups);
- **operation level:** freight distribution schemes and services, integration in the mobility control plan and technological framework;
- **infrastructures/technological level:** realizing platform, systems, innovative vans/vehicles, web services, etc.

Follow the participation approach and the political level involvement but with a bottom up approach starting from the user needs and operators/associations requirements including also the provision of real and operation working indications

ENCLOSE Project aims to develop Sustainable Urban Logistics Plan (SULP) as part of the SUMP using the same methodological approach



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ENCLOSE: SULP key practical approach

- It could be a **gradual processes** depending on the needs and characteristics of the town ...
- Doesn't mean to realize from the beginning systems or infrastructure or making great investments
- Can be **based on what already is available** in terms of depots, operators , etc.
- First of all to **act on the city normative** and provide incentives to clean vehicles
- **Improve rules** on access windows and "human " control
- Acting on the **parking schemes** (load/unload areas)
- **Adapting existing technology** (parking system and/or access control)
- Create a forum among the different social and economic actors for a **cooperation** and understand the potential benefits

Logical Town Association

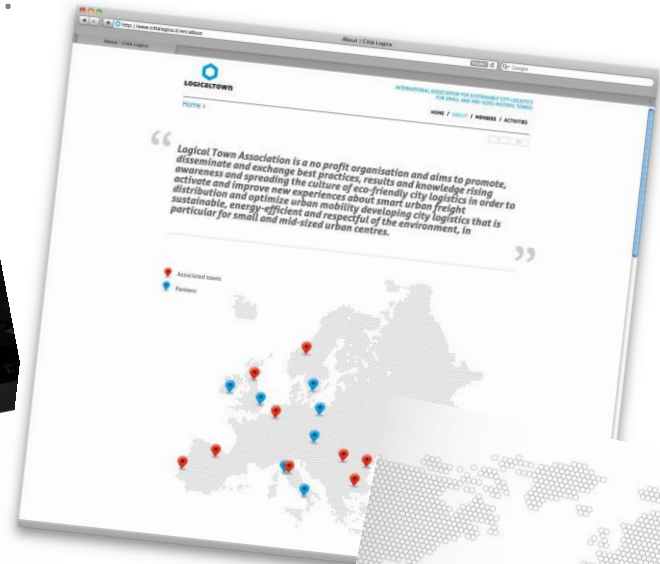
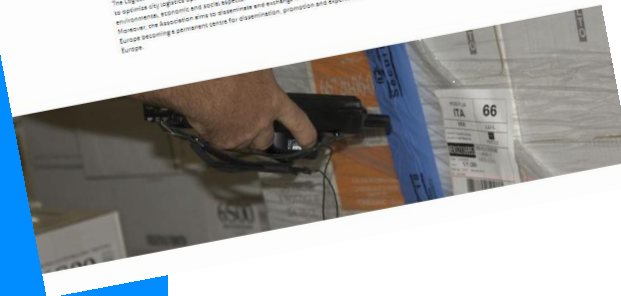
for the promotion of the culture of sustainable city logistics

- raise awareness, promote, disseminate and exchange better practices and knowledge of eco-friendly urban logistics at a local, national and European level.
- activate new improved practices of urban freight distribution in Europe, contributing to the development of urban mobility schemes that are sustainable, energy-efficient and respectful of the environment, in particular for small and mid-sized urban centres.



To promote sustainable city logistics

The Logical Town Association promotes sustainable city logistics models in order to reduce the environmental and social impact of freight distribution in the urban centres, to improve urban environment and citizens' quality of life. The Logical Town Association aims to collaborate with city authorities in order to develop smart urban mobility plans and to optimize city logistics operations in sustainable ways using sustainable approaches and coding it. Moreover, the Association aims to disseminate and exchange knowledge about experiences and operations models in Europe, becoming a permanent centre for experimentation, promotion and experimentation about sustainable city logistics in Europe.



Thank you
for your kind attention!

Stefan Guerra



LOGICALTOWN

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