Sustainable Urban Goods logistics
Achieved by Regional and local policies

Bruxelles 3rd May 2011

INTERMEDIATE WORKSHOP

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The Workshop

- 14:00 Registration
- 14:30 **Introduction on the SUGAR project,** ***M. Campanai, Emilia-Romagna Region***
- 14:45 **The SUGAR achievements so far,** ***Giuseppe Luppino, Institute for Transport and Logistics***
- 15:00 **The EU perspective on city logistics,** ***Antonio Scala, European Commission***
- 15:20 **Round table on leverages and experiments in city logistics in Europe,** ***Moderator Alberto Preti, Institute for Transport and Logistics***
  - Antonio Scala, European Commission
  - Cleto Carlini, Bologna Municipality
  - Julio Garcia Ramon, Barcelona Municipality
  - Jacques Leonardi, Westminster University
  - Véronique Corduant, Deutsche Post DHL
  - Christophe De Voghel, City of Brussels
- 16:45 **Conclusions,** ***Paolo Ferrecchi, Emilia-Romagna Region***

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Integrating Regional and Urban Freight Distribution
The Sugar Project:
Aims, objectives and expected results

Maurizio Campanai
Regione Emilia-Romagna,

Bruxelles
3rd May 2011

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Outline

- Why Urban Freight Distribution?
- The European Context and European Urban Transport Policy
- The SUGAR Project

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The context

- Urban Freight transport and Distribution (UFD) has a **growing importance** in the political agendas of EU cities and regions as it rises manifold challenges related to congestion, environmental protection, energy consumption, logistics management and business models.

- Public authorities will play a key role in developing measures and actions aimed at optimising UFD and making their territories more attractive also following the EC Action Plan on Urban Mobility.

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The context

- Developing efficient UFD systems in urban and metropolitan areas has nevertheless become an increasingly complex task which deals with:
  - urban and transport planning,
  - infrastructural development,
  - technological and technical innovation,
  - new private logistics initiatives (green distribution),
  - business models of distributors and of the final customer
  - governance consolidation.

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SUGAR

- focus 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.
- SUGAR 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.

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SUGAR has been looking into the following policy leverages:

- **transport:** access control, circulation, regulation pricing, signage, intelligent communication technologies applied to transport, etc.;
- **environment:** incentives for using clean vehicles and modes, regulations on vehicle typologies and usage in critical environmental zones, etc.,
- **space and territory:** planning and development of distribution areas, loading areas, industrial zones, economic development zones, etc.
- These policy leverages, together with partnership building with logistics and transport operators, are the necessary ingredients to creating a tailored solution for more efficient urban freight transport management.

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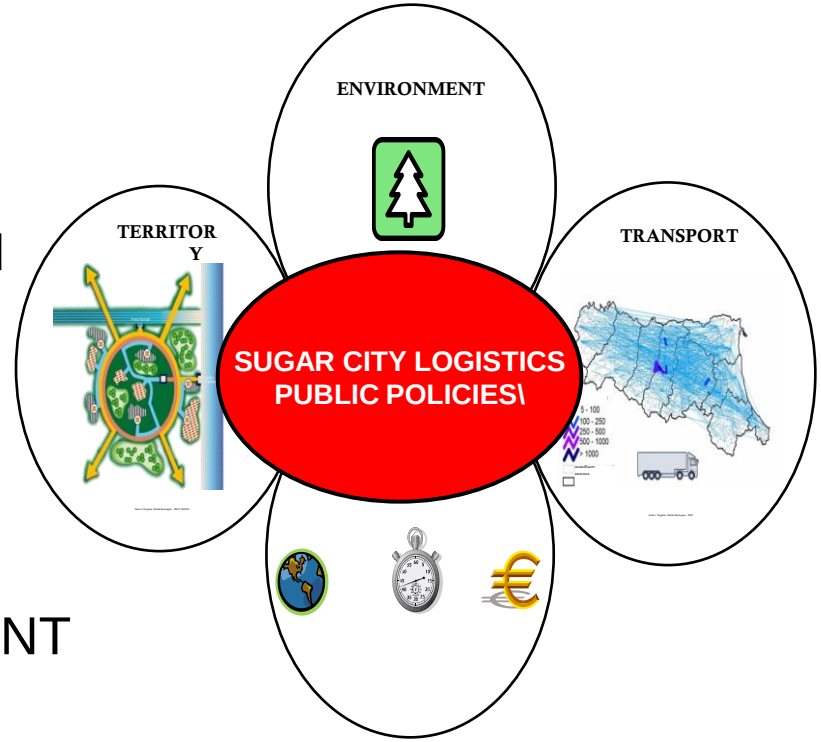
Development of policies in City Logistics which:

- REDUCE CONGESTION AND TRAFFIC
- REDUCE EMISSIONS AND POLLUTION
- REDUCE ENERGY INEFFICIENCIES
- IMPROVE INFRASTRUCTURES USE
- IMPROVE SUPPLY CHAIN MANAGEMENT



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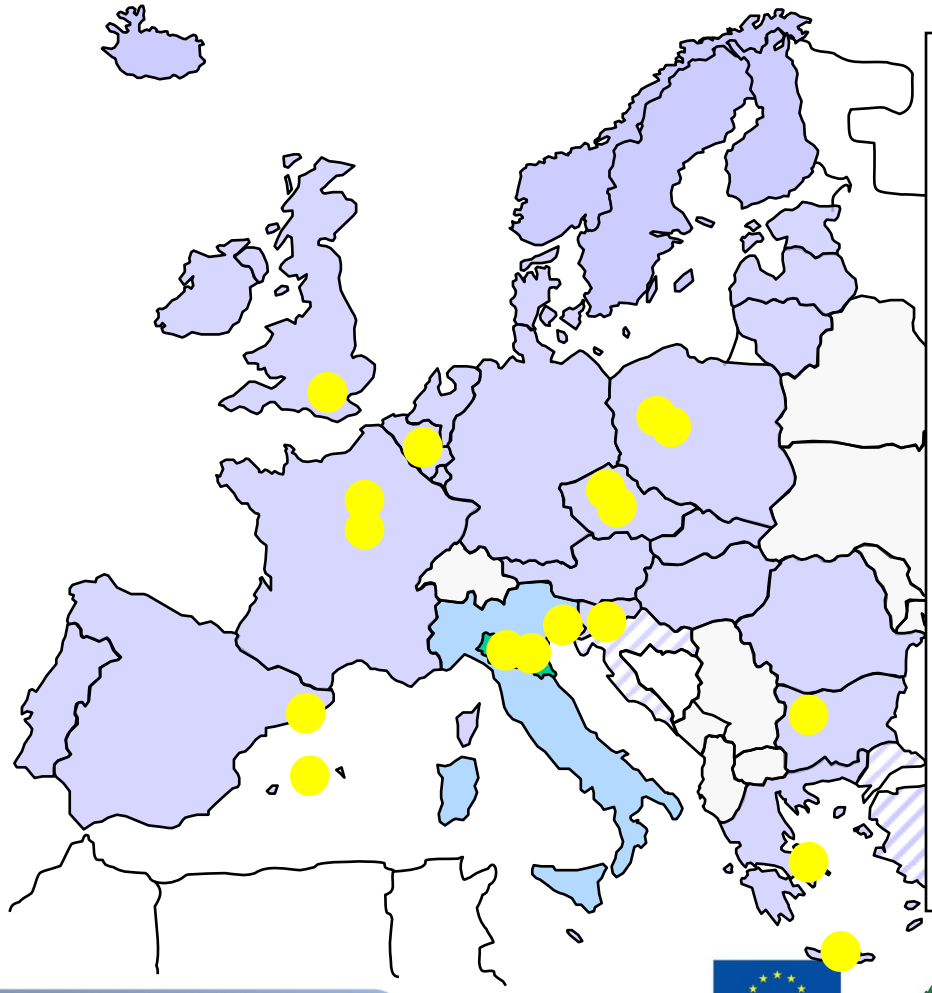
Partners



LP	Emilia-Romagna Region (IT)
P2	ITL (IT)
P3	Transport for London (UK)
P4	INRETS (FR)
P5	City of Paris (FR)
P6	Barcelona City Council (ES)
P7	POLIS (BE)
P8	Central European Initiative (IT)
P9	Palma de Mallorca (ES)
P10	Region of Crete (GR)
P11	Municipality of Athens (GR)
P12	Municipality of Poznań (PL)
P13	ILIM (PL)
P14	Municipality of Vratsa (BG)
P15	Municipality of Celje (SI)
P16	City of Usti nad Labem (CZ)
P17	Czech Railways (CZ)

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WITH A PROJECT FOCUS ON

- Real policies (best practices)
- Different territorial and policy makers levels
- Policy life cycle (set up, analysis, phases, governance issues, problems, critical success factors)
- Target to policy makers

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The identification of Best Practices at European Level and beyond

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BEST PRACTIVES: SELECTION CRITERIA:

- BPs **initiated or supported** (partially or totally) by a **public administration**
- BPs **currently operating** or have been operating for a long enough time to draw relevant conclusions
- BPs with a **sustainable business model** (whether public or public/ private), they do not depend upon financial sources that are time-limited
- BPs with an impact that has been evaluated through some kind of **assessment**

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For non SUGAR sites

- Innovative BPs are favoured, especially BPs using **intelligent transport systems**
- For BPs with some years of operation, BPs already recorded into BESTUFS II best practice reports are favoured
- Some outstanding best practices (some of them non-European) have been included based on the literature and/or personal expertise

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Best Practices Selection

- Deliverable D3.3 has **44** best practices
  - We are gathering information about other BPs

- Total number of best practices identified and selected has been limited to a reasonable amount so that the BP report does not look like a catalogue of measures

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FIVE CATEGORIES OF BEST PRACTICES

- Traffic and parking regulations, access regulations
- Planning, land use, building code
- Intelligent Transport Systems (ITS)
- Consultation processes and labelling schemes
- Consolidation schemes and measures targeted towards urban supply chains

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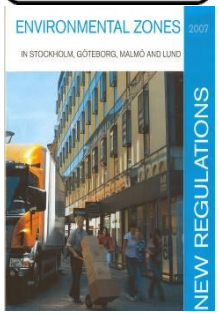
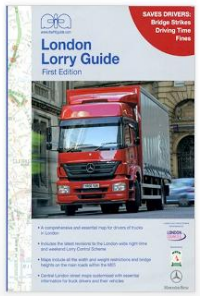
Traffic and parking regulations, access regulations

- The simplest and cheapest measures any local government can take, with the exception of enforcement
- Yet they can provide important impacts on the city's environment (if enforced)
- New standards used: Euro standards (truck pollution level), loading capacity
- New concepts such as congestion charging, low emission zones, night delivery time windows, time sharing of the roadway (multi-use)
- New enforcement measures: dedicated brigades, clock stickers, cameras, ITS





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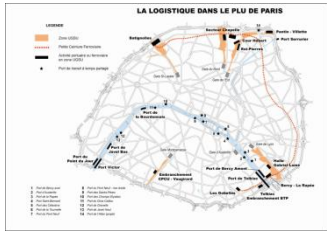
Planning, land use, building code

- Integrating freight into planning policies (urban and/or transport planning) and building codes is an interesting strategy for a local government
- Some experiences have shown that these strategies have both short and long term consequences
- Common concepts: off-street delivery space provision
- New concepts: compulsory storage space in businesses' premises, multi-story logistic terminals in urban areas, reservation of logistics land use in urban master plans



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Intelligent Transport Systems (ITS)

- Not yet widely used for the management of freight transport in cities but the identified practices have proved very efficient
- Strategies to use ITS to better manage goods transport will develop in the future as ITS become more precise and less costly
- ITS are especially efficient to enforce access measures but they may also become crucial in data collection and real time information for truck drivers on traffic and parking conditions

Monitoring CCTV

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Consultation processes and labelling schemes

- These policies have proved crucial in raising awareness among freight transport companies
- Providing forums for discussion can ensure that a policy targeted towards freight transport is successful
- Giving specific labels to virtuous truck companies (companies using clean vehicles for example) has proved useful in some cities
- Signing “charters” or giving labels is well appreciated but promises must be met
- If not well enforced, the participating truck companies feel frustrated

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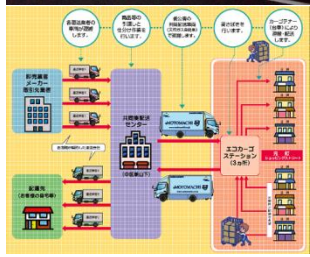
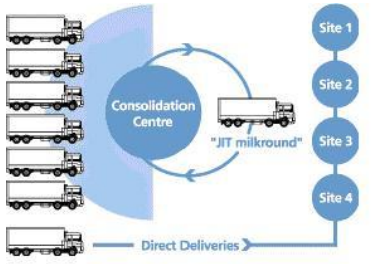
Consolidation schemes and measures targeted towards urban supply chains

- Setting up urban consolidation centres and urban logistic spaces can be experimented by cities
- Many experiments failed because of costs
- Some experiments met with success:
  - When consolidation centres are specialized (construction sites)
  - When municipalities provide low cost urban logistic space to innovative companies
  - When retailers actively associated





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SUGAR AWARD

City of Rotterdam
Municipality of Parma

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