Sustainable Urban Freight

Core group:

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Integration of Solutions

Novelog, City lab, SUCCESS and the city's own solutions

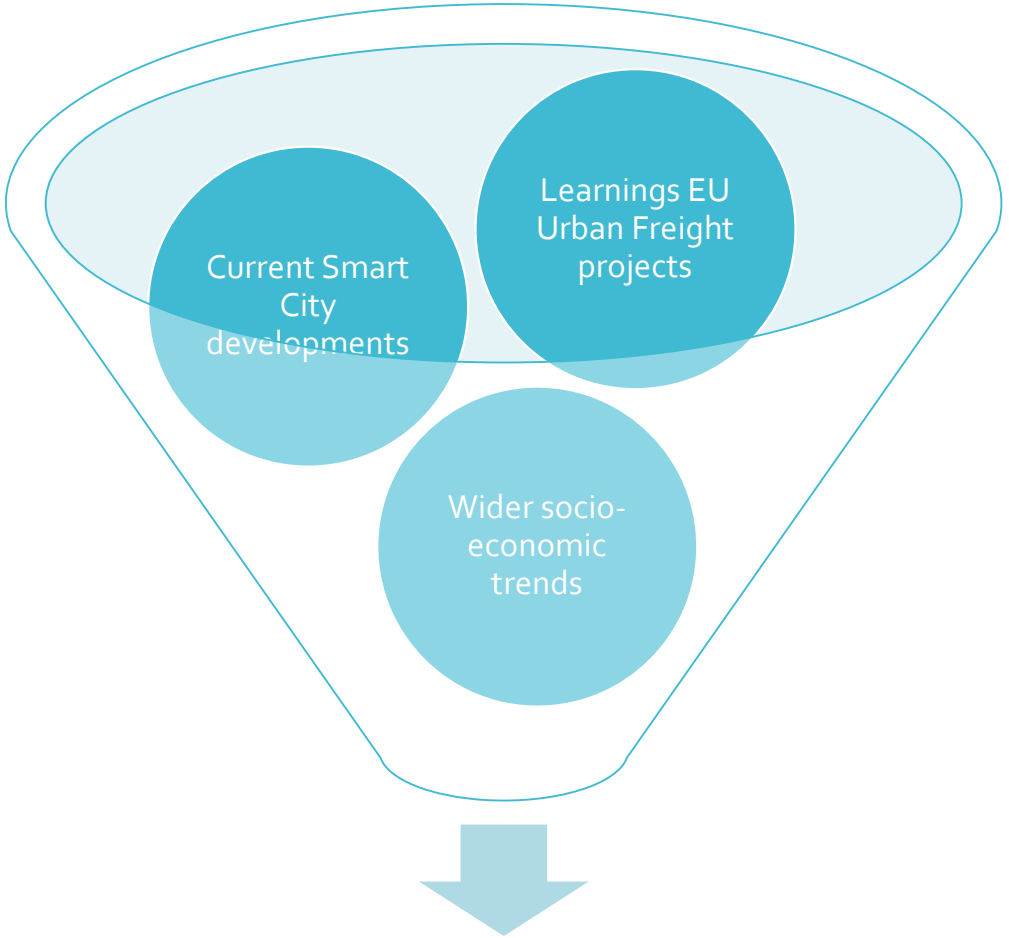
- **Novelog, SUMP Methodology:**
  Athens, Barcelona, Copenhagen, Emilia Romagna, Gothenburg, Graz, London, Mechelen, Pisa, Rome, Turin, Venice

- **SUCCESS, Consolidation Centers for Construction:**
  Borgo Trento/Borgo Rome (IT), Valencia (ES), Paris (FR) and Neudorf (LUX)

- **City lab (Living Labs):**
  Reducing emissions: Rotterdam, Paris, Southampton
  - Service improvement: Amsterdam, Rome, Oslo, London
  - Parcels, city cargo: (G-newt) London
  - MSP's: Southampton
  - Cargo-bikes (in co-design): Amsterdam
  - Iterative cycles of re-development: Rome, Amsterdam

- **Plus: local solutions**

URBAN FREIGHT WORKGROUP



Sustainable Urban Freight input

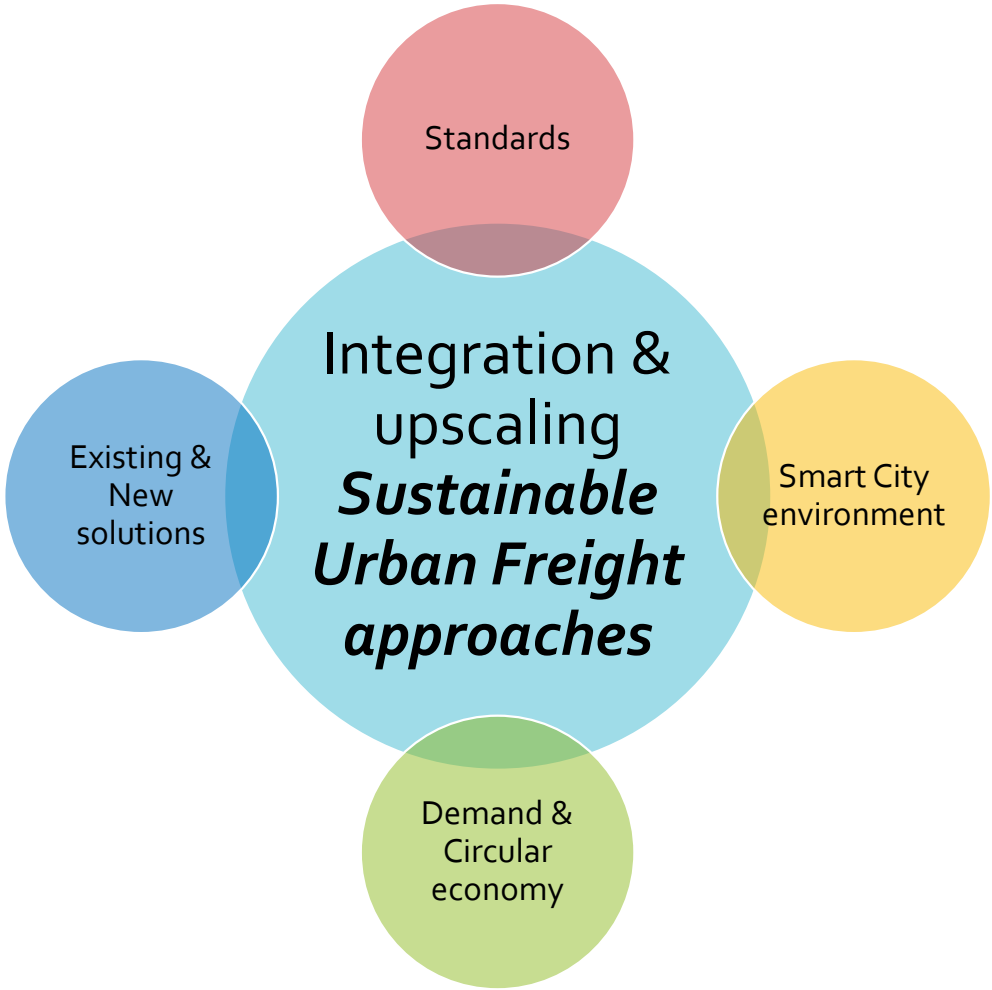
LEARNINGS FORMER PROJECTS

- Focus on **scaling up existing innovations**
- **Business model** is important for sustainability
- Re-using and re-inventing space
- **Incentives** are key (city's role)
- Using **Multi-stakeholder Platforms** (MSP's)
- Solutions to parcel-redistribution
- Expanding type of goods
- Experimenting weight vs volume
- Dynamic pricing methods

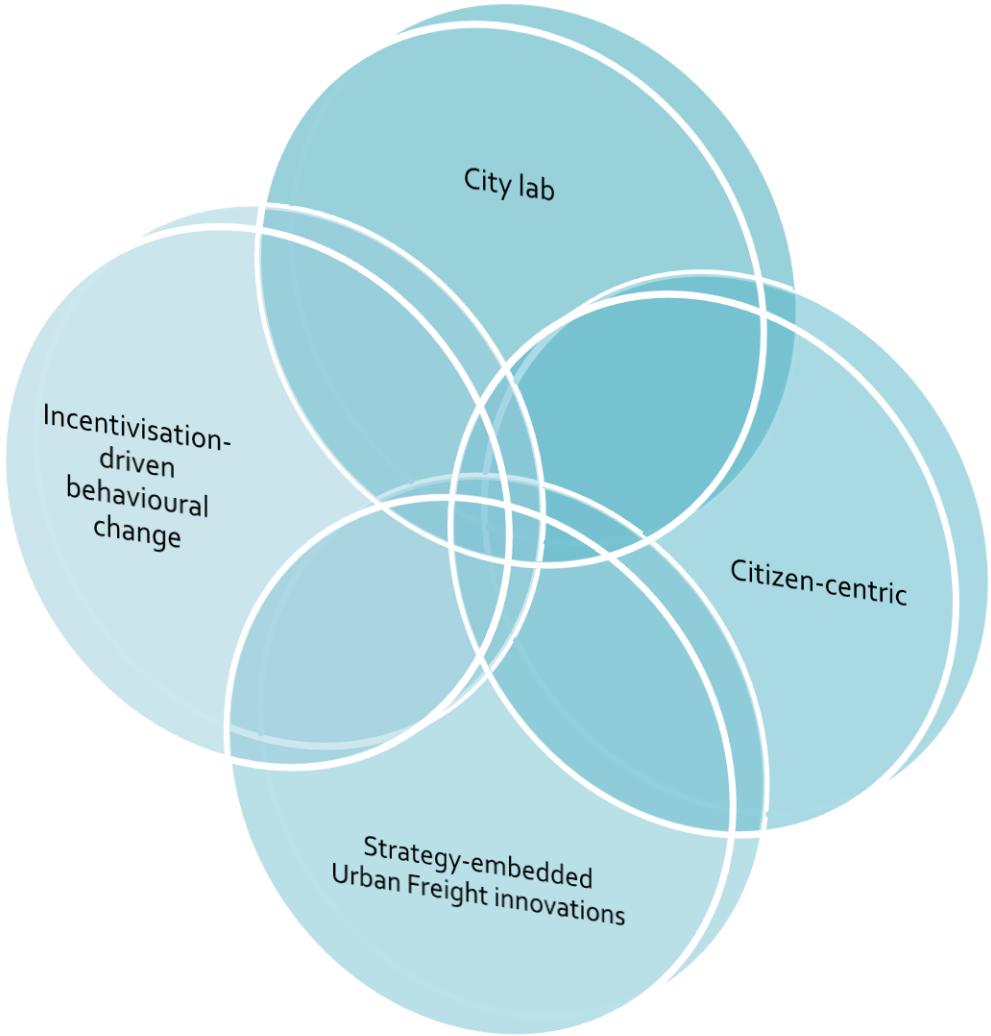
DESIRED SCENARIO

1. White paper on Urban Freight in Smart City Context

2. Concrete project development



APPROACH


City lab
Incentivisation-driven behavioural change
Citizen-centric
Strategy-embedded Urban Freight innovations

Consortium building

Planned Work sessions
December: South East Berlin
December: Oslo
December: Sofia
December: Istanbul
January: Brussels

EUROCITIES with:
Stockholm
Milan
Turin
Valencia
Rotterdam

Other Parties:
December: Greenpact Holland
December: Living Lab Rotterdam – The Hague (vertical farming)
January: EnoLL (European Network of Living Labs)
December: UI! Urban Data Platform (Berlin)