SURF Launch Event

- . 10' Welcome statements
 - . Jill Duggan, Executive Director, Environmental Defense Fund Europe
 - . Ivo Cré, Director Policy & Projects, POLIS
- . 20' Introduction to the SURF project, Sandra Rothbard, SURF project manager
 - . Presentation of the e-course and other Capacity Building activities
 - . Instant projects: launch of call for proposals
- . 20' The city perspective: local authorities presenting their plans and actions
 - . Lola Ortiz Sánchez, City of Madrid
 - . Alexandra Bakosch, City of Gothenburg
 - . Sjouke van der Vlugt, City of Groningen
- 10' Q&A





Sustainable URban Freight (SURF)

Zero-Emission Zones for Freight

Dit voertuig rijdt op WATERSTOF

15 April 2021



Finding the ways that work

Cure



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CITIES AND REGIONS FOR TRANSPORT INNOVATION



- 1. Background
- 2. SURF Project
 - Overview
 - Instant Projects
 - Capacity Building
 - Network and Communications
- 3. Q&A





Zero-Emission Zones (ZEZ)

35 cities to implement a major ZEZ by 2030 (C40 Green and Healthy Streets Declaration 2020)

Goals:

- Reduce air and noise pollution
- Reduce congestion
- Create more liveable neighbourhoods

Solutions (examples):

- Green vehicles
- Consolidation hubs
- Regulations



Amsterdam



"How-to Guide" on ZEZ for freight

Why Freight planning is critical

Toward a Successful ZEZ-F Steps for Action

Keys to Success

Case Studies

Zero-Emission Zones in the City: Don't Wait to Start with Freight!











Builds upon the How-to Guide

- April December 2021
- Collaboration between POLIS and Environmental Defense Fund Europe

To develop a vision and pathway for the design and implementation of Zero-Emission Zones for freight (ZEZ-Fs) as part of a local regulatory framework for urban freight





Project Overview

- Instant Projects
- Capacity Building
- Network and Communications







Call for projects

- 3 Local authorities (or organisations working on their behalf)
- Short time frame (June October)
- Relevant to ZEZ-F success
- Provides a benefit to community of practice
- €10,000 per project + expert support





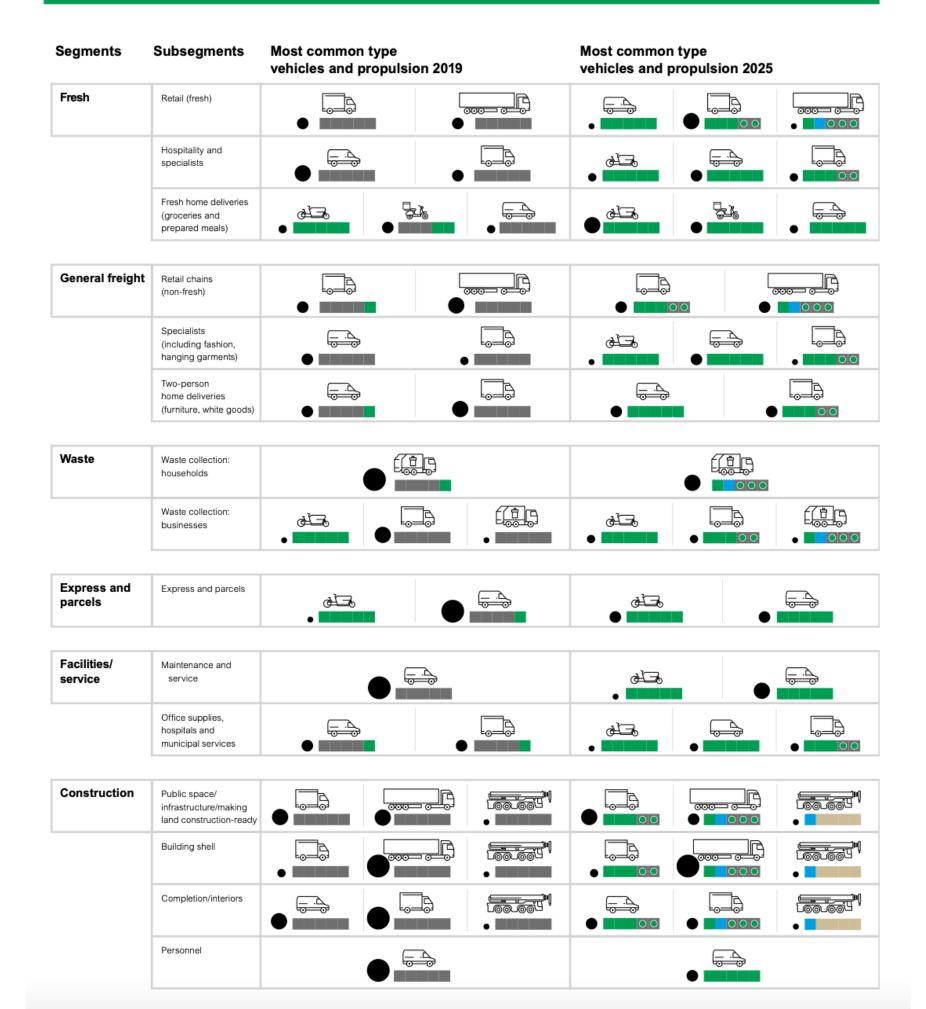
Examples include:

- Stakeholder mapping and segmentation
- Charging and refueling infrastructure mapping
- Surveys and demand quantification and localisation





Expected transition to zero emission city logistics by 2025 **Rotterdam city centre**



Roadmap ZECL

Driveline type Fuel Electric Hydrogen electric

Biofuel

Source: Roadmap ZECL, City of Rotterdam, June 2019

Project Example:

Moving towards Zero Emission City Logistics (ZECL) in Rotterdam in 2025

Hybrid (electric within the zone - regular fuel outside the zone)

Project Applications Due

14 May 23.59 CET

https://www.polisnetwork.eu/surf -projects



Finding the ways that work



External experts provide:

- Tailored technical meetings with stakeholders
- Training

On-demand technical assistance

Additional support provided by the SURF team





Expert Applications

Ongoing May – October

https://www.polisnetwork.eu/surfcommunity



Finding the ways that work



Capacity Building

E-course

Zero-Emission Zones for Freight in 3 Units:

- 1. Context, awareness and importance of ZEZ-Fs
- 2. Steps for design and implementation
- 3. Keys to success







Network & Communications

Written and visual guides highlighting lessons learned, data, tools, etc.

Join a community of practice

- Scaling insights
- POLIS Working Groups
- POLIS Member Associates
- Environmental Defense Fund

Project promotion

Presentation at POLIS Annual Conference 2021

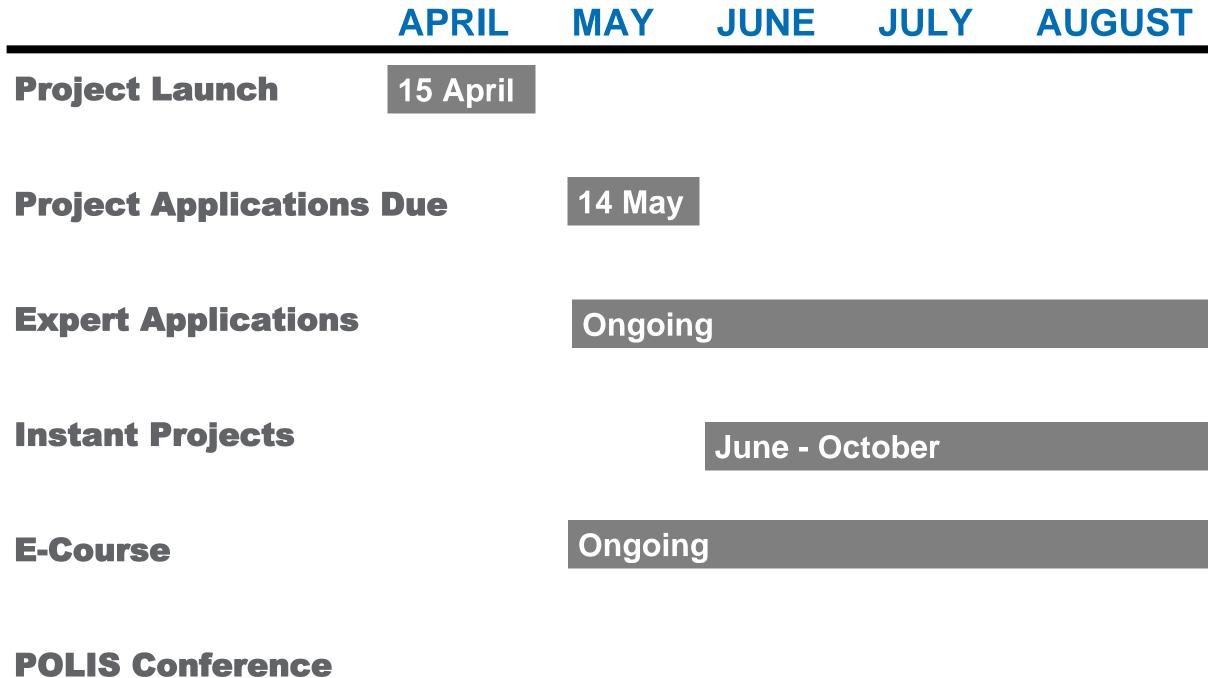
• Gothenburg, 1-2 December 2021













Finding the ways that work

JST SEPT OCT NOV DEC





Thanks for your attention

For questions: Sandra Rothbard, <u>sandra@freightmatters.org</u>

Instant Project application due 14 May 23.59 CET. Expert applications ongoing. Submit to Giacomo Lozzi, glozzi@polisnetwork.eu





