



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

15 April 2021



Agenda

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





SURF – Sustainable URban 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





Instant projects

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



Instant projects

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

Segments	Subsegments	Most common type vehicles and propulsion 2019			Most common type vehicles and propulsion 2025		
Fresh	Retail (fresh)						
	Hospitality and specialists						
	Fresh home deliveries (groceries and prepared meals)						
General freight	Retail chains (non-fresh)						
	Specialists (including fashion, hanging garments)						
	Two-person home deliveries (furniture, white goods)						
Waste	Waste collection: households						
	Waste collection: businesses						
Express and parcels	Express and parcels						
Facilities/ service	Maintenance and service						
	Office supplies, hospitals and municipal services						
Construction	Public space/ infrastructure/making land construction-ready						
	Building shell						
	Completion/interiors						
	Personnel						

Project Example:

Roadmap ZECL

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

Driveline type

- Fuel
- Electric
- Hydrogen electric
- Hybrid (electric within the zone – regular fuel outside the zone)
- Biofuel

Source: [Roadmap ZECL](#), City of Rotterdam, June 2019



Instant projects

Project Applications Due

14 May 23.59 CET

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



Instant projects

External experts provide:

- Tailored technical meetings with stakeholders
- Training
- On-demand technical assistance

Additional support provided by the SURF team



Instant projects

Expert Applications

Ongoing May – October

<https://www.polisnetwork.eu/surf-community>

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



Timeline

APRIL

MAY

JUNE

JULY

AUGUST

SEPT

OCT

NOV

DEC

Project Launch

15 April

Project Applications Due

14 May

Expert Applications

Ongoing

Instant Projects

June - October

E-Course

Ongoing

POLIS Conference

1-2 December





Thanks for your attention

For questions:

Sandra Rothbard, sandra@freightmatters.org

Instant Project application due 14 May 23.59 CET. Expert applications ongoing.

Submit to Giacomo Lozzi, glozzi@polisnetwork.eu