



# E-course: “Pathways to Zero-Emission Zones for freight”

Kick-off event

15 September 2021

# Agenda

- 15:00-15:10 Welcome and introduction
  - *Giacomo Lozzi, POLIS*
  - *Felicia Douglas, Environmental Defense Fund Europe*
- 15:10-15:25 The SURF Project – state of the Instant Projects
  - *Sandra Rothbard, SURF Project manager*
- 15:25-15:45 SURF E-course: “Pathways to Zero-Emission Zones for freight”
  - *Giacomo Lozzi, POLIS*
- 15:45-16:00 Mobility Academy Platform
  - *Ana-Maria Baston, Rupprecht Consult*
- 16:00-16:30 Q&A, open discussion



# A couple of questions for you

Join at  
**slido.com**  
**#227 733**





Climate



Energy



Ecosystems



Health



Oceans

+50 years

of finding the ways that work.

# Sustainable URban Freight (SURF)

## **Zero-Emission Zones for Freight**

*15 September 2021*



# 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

- 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

---

- Karditsa, Greece
- Aarhus, Denmark
- Ravenna, Italy





# KARDITSA, Greece

---

- Population of 40,000
- 3.5 km in diameter
- Flat terrain
- New 30 km/hr zone plan
- Sustainable Urban Mobility Plan (SUMP)



# KARDITSA Instant Project

---

- E-cargo bike purchase and platform for sharing amongst businesses
- Test and register km traveled and speed
- Collect data through GPS and interviews

**Replicability: Utilizing shared cargo bike system vs. Individual ownership**



# KARDITSA Team

---

- Karditsa Directorate of Development Planning, Information & Transparency
- Laura Tavernier – Rebel Group
- Heleen Buldeo Rai - Université Gustave Eiffel



# AARHUS, Denmark

---

- Population of 280,000
- Target of 100% CO2 neutrality by 2030
- New climate action plan with binding targets for all mobility sectors
- Sustainable Urban Mobility Plan (SUMP)
- Mobility Plan Central Aarhus – outlines initial steps toward SUMP



# AARHUS Instant Project

---

- Focus on Aarhus H (Central Train Station)
- Site specific plan for integrating zero emission logistics

**Replicability:** Incorporating zero emission logistics into larger development plans



# AARHUS Team

---

- Aarhus Department of Mobility
- Susanne Krawack – CONCITO Think Tank
- Javier Garrido – Port of Barcelona



AARHUS KOMMUNE



**CONCITO**

DANMARKS GRØNNE TÆNKETANK



Port de Barcelona



# RAVENNA, Italy

---

- Capital city of Province of Ravenna
- Population of 160,000
- Only commercial port in region
- Sustainable Urban Mobility Plan (SUMP)



# RAVENNA Instant Project

---

- Stakeholder engagement
- Freight Quality Partnership (FQP) as a permanent participatory process tool
- Survey of delivery actions

**Replicability: Creating a stakeholder strategy specifically targeted towards freight generators**



# RAVENNA Team

---

- Municipality of Ravenna, Urban and Mobility Planning Department
- Marten Bolt – RHDHV
- Gabriele Grea – Bocconi University



**Bocconi**



# Capacity Building

- See next presentation !



# 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



# Project Timeline

---

**September and October** – Instant Projects in progress

**November** – Evaluation, Report and Presentation Prep

**December** – POLIS Annual Conference (1-2 Dec, Gothenburg, Sweden)





# E-course: “Pathways to Zero-Emission Zones for freight”

Kick-off event

Giacomo Lozzi, POLIS

15 September 2021

# E-course: “Pathways to Zero-Emission Zones for freight”

- **Learning goal:** raising skills and knowledge related to the development, implementation, and operation of Zero-Emission Zones for freight (ZEZ-Fs), thus supporting the transition to zero emission deliveries.
- **Target audience:** primarily city and regional authorities but also national policy makers, practitioners, entrepreneurs, and operators.
- The course will be openly available to all the public.



# Format

- The e-course is structured in 3 units:
  1. Why ZEZ for freight? The context
  2. Toward a Successful ZEZ-F: Steps for Action
  3. Keys to success



# Format

- Each unit consists of a series of modules, which address a specific topic. **Modules will include:**
  - Introduction
  - Lectures
  - Interviews and exchange sessions
  - Moderated forum discussions
  - Tasks/ assignments
  - Additional materials



# Timing

- Running from 15 September 2021 to 19 November 2021

Unit	Start date	Close date
Kick-off Webinar	15 September, 2021	
<b>1. Why ZEZ for freight? The context</b>	15 September	26 September
<b>2. Toward a Successful ZEZ-F: Steps for Action</b>	4 October	22 October
Exchange session: Q/A with participants	1 day in week 25-29 October	
<b>3. Keys to success</b>	1 November	19 November
Exchange session: Q/A with participants	1 day in week 22-26 November	

# Effort

- The e-course will be moderated for 10 weeks (**2-3 weeks per unit**).
- Participants to go through the lectures and material and complete the assigned tasks.
- **1-2 hours/week** effort to the course.
- Around **25-min of total video-lectures** for each module, divided in **5-to-10 min per video**.
- Afterwards, the e-course will stay available as a stand-alone content for practitioners.



# Tasks

- Surveys and quizzes
- Reflecting on a specific topic and sharing your thoughts, in relation to your local context and expertise
- Knowledge exchange: Review contributions from other participants and provide feedback
- Write a short argument on key aspects of e-freight planning and implementation
- Fulfilment of tasks and assignments will be a prerequisite for receiving a **certificate**



# Unit 1: Why ZEZ for freight? The context

15-26 Sep (2 weeks)

## Modules

1. Current challenges and trends
2. Getting e-freight right
3. The policy context
4. Sustainable Urban Logistics Plans



# Unit 2: Toward a Successful ZEZ-F: Steps for Action

4-22 Oct (3 weeks)

## Modules

1. Building trust with stakeholders
2. Setting objectives and targets
3. Developing an implementation strategy
4. Test, implement, enforce



# Unit 3: Keys to Success

1-19 Nov (3 weeks)

## Modules

1. Aligning policies across different levels of government
2. Incentives and other supporting measures
3. Charging infrastructure for electric freight vehicles
4. Data for freight planning: collect, share and manage data



# Register now!

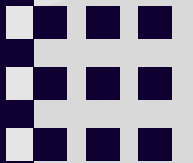
- You can register for the e-course [here](#).
- Please use the following enrolment key: ***SURFfreight-course***



# The Mobility Academy


15.09.2021 Kick-off webinar SURF e-course

Ana-Maria Baston

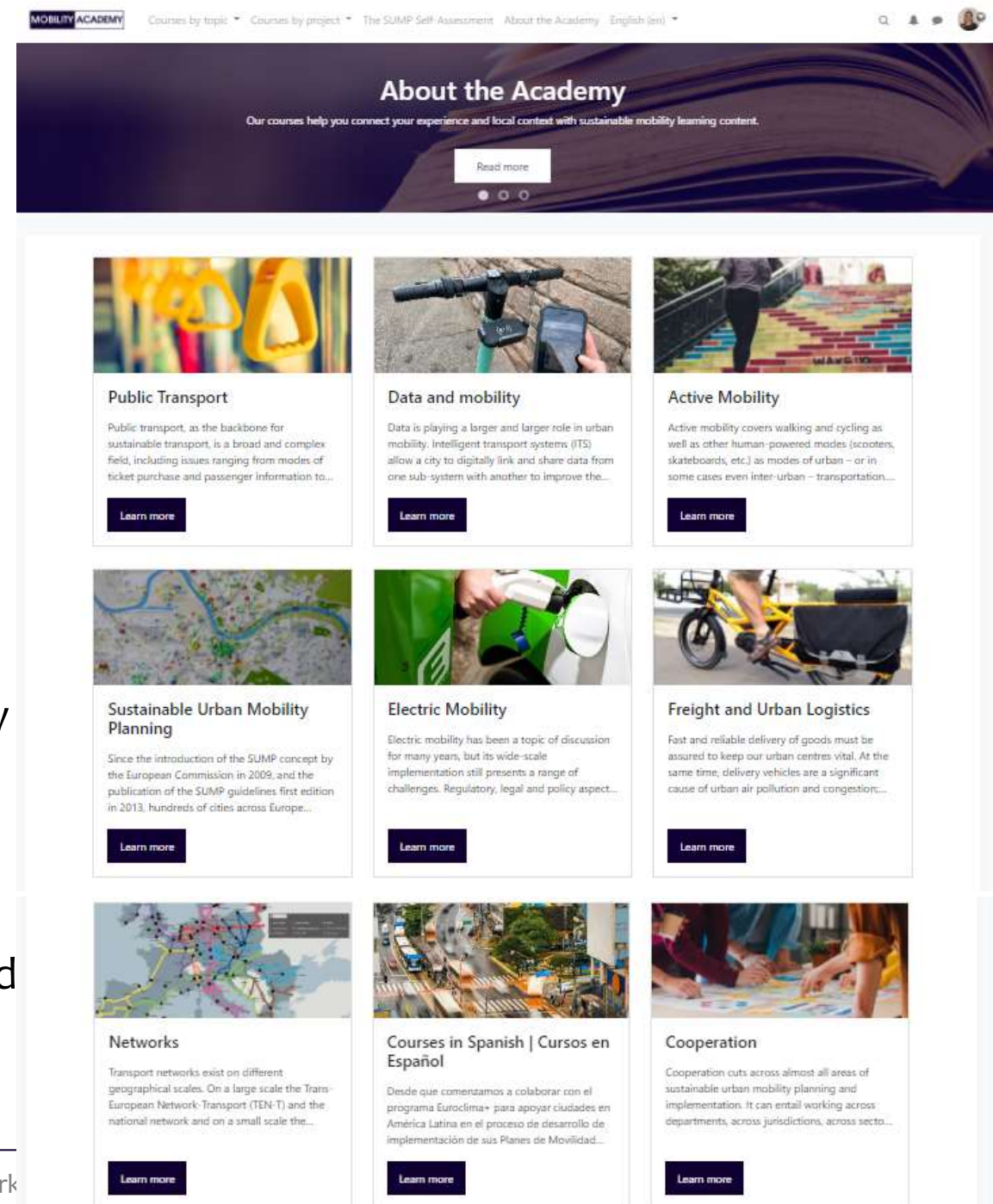


# About Mobility Academy

## What is it?

- Learning Management System based on 
- To date > **40 online courses** from 13 different projects
- Available in over **100 languages**
- Wide range of topics in the area of sustainable and innovative mobility
- Focus on **interaction and transfer** of content from theory and practice
- **User-friendly** interface available for desktop and mobile
- **Diverse formats** for content, i.e. videos, forums, tests and peer-reviewed assignments

[www.mobility-academy.eu](http://www.mobility-academy.eu)



The screenshot shows the 'About the Academy' page of the Mobility Academy website. The header includes navigation links: 'Courses by topic', 'Courses by project', 'The SUMP Self-Assessment', 'About the Academy', and 'English (en)'. The main heading is 'About the Academy' with a subtext: 'Our courses help you connect your experience and local context with sustainable mobility learning content.' Below this is a 'Read more' button. The page features a grid of nine course categories, each with a representative image, a title, a brief description, and a 'Learn more' button.

Category	Description
Public Transport	Public transport, as the backbone for sustainable transport, is a broad and complex field, including issues ranging from modes of ticket purchase and passenger information to...
Data and mobility	Data is playing a larger and larger role in urban mobility. Intelligent transport systems (ITS) allow a city to digitally link and share data from one sub-system with another to improve the...
Active Mobility	Active mobility covers walking and cycling as well as other human-powered modes (scooters, skateboards, etc.) as modes of urban – or in some cases even inter-urban – transportation...
Sustainable Urban Mobility Planning	Since the introduction of the SUMP concept by the European Commission in 2009, and the publication of the SUMP guidelines first edition in 2013, hundreds of cities across Europe...
Electric Mobility	Electric mobility has been a topic of discussion for many years, but its wide-scale implementation still presents a range of challenges. Regulatory, legal and policy aspect...
Freight and Urban Logistics	Fast and reliable delivery of goods must be assured to keep our urban centres vital. At the same time, delivery vehicles are a significant cause of urban air pollution and congestion...
Networks	Transport networks exist on different geographical scales. On a large scale the Trans-European Network-Transport (TEN-T) and the national network and on a small scale the...
Courses in Spanish   Cursos en Español	Desde que comenzamos a colaborar con el programa Euroclima+ para apoyar ciudades en América Latina en el proceso de desarrollo de implementación de sus Planes de Movilidad...
Cooperation	Cooperation cuts across almost all areas of sustainable urban mobility planning and implementation. It can entail working across departments, across jurisdictions, across sectors...

# About Mobility Academy

## Why e-learning?

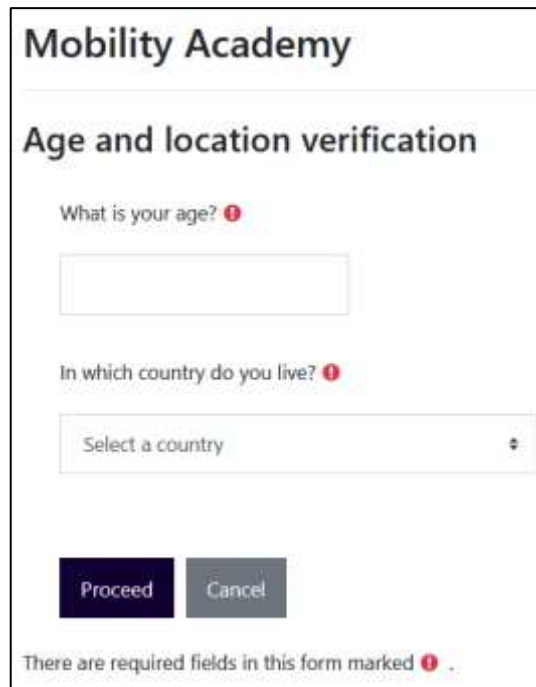
- **Flexibility** – the online content is done in sections, to fit around your already busy schedule. You don't have a structured schedule to dictate when you access your e-learning content. Online learning gives you full flexibility to accomplish your goals, on your own time.
- **Mobility** – Instead of the confinement of a traditional classroom, you now have the flexibility to learn from your own location. Online learning allows you to take full advantage of your time and get things done when you wouldn't normally be able to.
- **Tailoring** – In terms of access, functionalities and content, the e-learning will be tailored to your needs. Everyone is able to learn at their own pace – a massive factor that only e-learning can provide for.

# Mobility Academy: SURF e-course

## Insights into your participation

### STEP 1: Create new account on **MOBILITY ACADEMY**

🔗 <https://www.mobility-academy.eu/login/index.php>



The screenshot shows the 'Mobility Academy' registration page. Under the heading 'Age and location verification', there are two required fields: 'What is your age?' and 'In which country do you live?'. Both fields are marked with a red exclamation mark icon. The first field is a text input, and the second is a dropdown menu with 'Select a country' as the placeholder. Below these fields are two buttons: 'Proceed' (dark blue) and 'Cancel' (grey). At the bottom, a message states: 'There are required fields in this form marked !'.

**Agree** Notice on data protection and agreement to the use of personal information (GDPR-compliant)

# Mobility Academy: SURF e-course

## Insights into your participation

### STEP 1: Create new account on **MOBILITY ACADEMY**

🔗 <https://www.mobility-academy.eu/login/index.php>

Fill in the necessary information to complete your user profile: name, email address, city, country and organisation...

You will receive an email with simple instructions to complete your registration, you need to confirm your new account using the link provided in the email.

#### New account

**Username** ⓘ

- Missing username

The password must have at least 8 characters

**Password** ⓘ

- Missing password

**Email address** ⓘ

### STEP 2: Enrol yourself in the SURF e-course

Log in on Mobility Academy using your credentials, then follow the direct course link: <https://www.mobility-academy.eu/course/view.php?id=128>

**self-enrolment key (only needed once!): SURFfreighte-course**

### STEP 3: Access the SURF e-course at your convenience

Log in on Mobility Academy using your credentials, then:

1. follow the direct course link:

<https://www.mobility-academy.eu/course/view.php?id=128>

or

2. hit SURF e-course under Current courses view:

#### Current courses

Enrol in one of our active courses



SURF e-course: Pathways to Zero-Emission Zones for freight

Start 15.09.2021  
End 26.11.2021



Curso 1: Planificando de la movilidad urbana para hacerla más resiliente

Start 25.08.2021  
End 17.09.2021

#### Upcoming courses

Save the date for an upcoming course that opens for enrolment soon.



Build the engagement strategy of a SUMP

Start 30.09.2021  
End 26.11.2021


# Mobility Academy: SURF e-course


## Insights into your participation

E-course content:

- ✓ **video-lectures**
- ✓ **slide-sets**
- ✓ **exchange sessions**
- ✓ **optional reading material**
- ✓ **assignments**

Required time: approx. **1-2 hours per week** (including lectures and assignments).

Visit  [Discussion Forum](#)

Check  [Announcements](#)

**! daily email digest !**

# Mobility Academy: SURF e-course

Insights into your participation

## Main features

<https://www.mobility-academy.eu/course/view.php?id=128>

## Questions

# Thank you!



Ana-Maria Baston

Urban mobility consultant

Rupprecht Consult, Cologne, Germany

E-Mail: [a.baston@rupprecht-consult.eu](mailto:a.baston@rupprecht-consult.eu)

Tel: +49 (0)221 60 60 55 27

[www.rupprecht-consult.eu](http://www.rupprecht-consult.eu)

