



alice

Alliance for  
Logistics Innovation  
through Collaboration  
in Europe



## Urban Logistics Innovation Day: Draft Programme

In-person event in Brussels

26<sup>th</sup> of Sept 2022, 09:00 – 17:00 at [COMET LOUISE](#)

[Registration here](#)

Urban freight transport has been increasing due to enhanced demand in e-commerce and business activities in cities. To decarbonise urban freight transport is a challenge for many cities while business and logistics operators also face challenges to increase efficiency and meet customers' demand. Innovation plays an important role in decarbonising urban freight transport and enable sustainable urban logistics. This event aims to bring innovation practitioners in urban logistics sector to promote use of innovative solutions to help cities and business to meet their sustainable goals.

### Objectives of the event:

- To showcase innovative solutions developed by the [LEAD](#) project and seek opportunities of exploitation,
- To connect ongoing innovative projects ([MOVE21](#), [ULaaDs](#), [SENATOR](#), [GREEN-LOG](#), [URBANE](#), [DECARBOMILE](#), [DISCO](#), etc) on their innovative development and seek cooperation and opportunities of exploitation,
- To facilitate dialogue between public and private sectors to improve sustainability of urban freight.

The in-person event will consist of plenary sessions, break-out sessions and live demonstration of digital solutions. LEAD Capacity Building activities and results will feed into the further development of the [Living-in.EU](#) community, as they will also be included in their tool inventory.

### Agenda:

**The registration desk will be open as of 08:15 am.**

08:45: Welcome coffee, location: groundfloor or 1<sup>st</sup> floor, tbc

**Room: Plenary Room: 4.4, 4<sup>th</sup> floor**

9:00 – 9:10 Welcome, Irene Blázquez Jiménez, EMT Madrid and Coordinator of LEAD

9:10 – 9:20 Keynote speeches:

- Paola Chiarini, Policy Officer at DG MOVE - European Commission
- Pedro Fernández, Head of Department: Planning and Infrastructure, City of Madrid

9:20 – 9:35: Picking the brain of an innovator: Unveiling IKEA's Strategies and Insights

Chaired by POLIS: Cláudia Ribeiro, Project Manager

- What are IKEA's vision for sustainable mobility? What are IKEA's zero emission delivery solutions? Raphael Guillard, Global Responsible Sourcing Manager at IKEA Group, Customer Fulfilment & John Neven, Fulfilment Project Implementation Management, IKEA Belgium

9:35 – 10:15 Plenary Session: Digital Twins for low-emission last-mile logistics: the LEAD story



Chaired by: Carolina Ciprés, Director of Research at Zaragoza Logistics Centre

- The LEAD Digital Twinning Platform, Ioanna Fergadiotou, INLECOM
- Living Labs as innovation accelerators for logistics: Carolina Ciprés, Director of Research at Zaragoza Logistics Centre
- Sustainable City Logistics Evaluation Platform – Driving the Sustainable, Digital, and Socially Responsible Transitions, Angel Batalla, LastMile Team

10:15 – 10:50 Coffee Break, at the Rooftop, tbc

**10:50 - 12:15 Break-out Session Part I:**

<p>Break-out Session I A: Digital Twins &amp; what if scenarios Room: <u>Plenary: Room 4.4, 4<sup>th</sup> floor</u></p> <p><b>Moderator:</b> Cláudia Ribeiro, Project Manager, POLIS</p> <p><b>Presentations:</b></p> <ul style="list-style-type: none"> <li>• Use of digital twin in urban logistics &amp; how city can benefit from the LEAD project, incl. Live Demonstration of the LEAD platform, Ioanna Fergadiotou and Andreas, INLECOM</li> <li>• The LIAISON platform: LEAD Lyon and DISCO Copenhagen use cases, Dimitra Politaki, IRT SYSTEMX</li> <li>• URBANE: Dimitris Rizopoulos, INLECOM,</li> <li>• DT4Regions (Living-in.EU), Giacomo Lozzi, European Network of Living Labs</li> </ul>	<p>Break-out Session I B: Consumer engagement &amp; Sustainability of Urban Freight Room: <u>Room 4.1 – breakout, 4<sup>th</sup> floor</u></p> <p><b>Moderator: Yanying Li</b></p> <p><b>Presentation:</b> Sustainability score of urban freight (STAR Logistics Model), Jose Manuel Vassallo, Professor at Universidad Politecnica de Madrid (result from the LEAD project);</p> <p><b>Panel discussion - Panellists:</b></p> <ul style="list-style-type: none"> <li>• Hans Schurmans, Director of Logistics, Proximus/ Co-Chair Urban Logistics at ALICE</li> <li>• Artur Drenk, Director of Sustainability Europe, UPS</li> <li>• Carolina Cipres, Director of Research, Zaragoza Logistics Centre (ZLC)</li> <li>• Josephine Darlington, Head of ASTER - Alliance for Sustainable E-commerce</li> </ul>
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12:15 – 13:15 Lunch Break: 1<sup>st</sup> floor

13:15 – 14:45 Break-out Session Part II

<p>Break Session II – A: Zero emission vehicles and support infrastructure for the last-mile: <b>Moderator:</b> Catherine Ittner, Senior Programme Manager Zero Emission Freight, C40, <u>Room 4.1 – breakout, 4<sup>th</sup> floor</u></p> <p><b>Presentations:</b></p> <ul style="list-style-type: none"> <li>• Turning Retail stores to electric vehicles charging stations, Marlos Silva, SONAE MC</li> <li>• UlaaDS, Arianna Americo, EURO CITIES</li> </ul>	<p>Break Session II – B: Discussion on Urban Space <b>Moderator:</b> Raffaele Vergnani, Project Manager and Coordinator Working Group Urban Freight, POLIS <u>Room: Plenary: Room 4.4, 4<sup>th</sup> floor</u></p> <p><b>Presentations:</b></p> <ul style="list-style-type: none"> <li>• Public Private Partnership (PPP) for Micro-hub in Madrid, Sergio Fernández Balaguer, Head of Department EMT Madrid (LEAD)</li> </ul>
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<ul style="list-style-type: none"> <li>• URBANIZED, Lorena Axinte, Senior mobility consultant, Bax &amp; Company</li> </ul> <p><b>Panel discussion - Panellists:</b></p> <ul style="list-style-type: none"> <li>• Logistics hub pilot in Milan, Ms Veronica Oppici from Agenzia Mobilità Ambiente e Territorio Milano</li> <li>• Pierre Fils, Programme manager Urban Logistics, BPOST/ Vice-chair Urban Logistics at ALICE</li> <li>• Magnus Blinge, SCANIA/ Vice chair Urban Logistics at ALICE</li> </ul>	<ul style="list-style-type: none"> <li>• Urban Logistics Centre in Oslo (MOVE21), Patrycjusz Bubilek, City of Oslo</li> <li>• Flexible use of urban space, Paola Cossu (DISCO) / Co-Chair Urban Logistics at ALICE</li> <li>• Urban space optimisation &amp; alignment with sustainable urban logistics, Edell Cashin, Project Manager, Dublin City Council</li> </ul>
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14:45 – 15:15

*Coffee Break at the Rooftop, tbc*

Room: Plenary: Room 4.4, 4<sup>th</sup> floor

15:15 – 16:45 Closing Session: Innovation Uptake and Policy Recommendation

Roundtable Discussion:

15:15 – 16:45 Closing Session: Innovation Uptake and Policy Recommendation

Roundtable Discussion on:

- How to translate projects outcomes into innovative and largely accepted measures for SULPs?
- How to integrate of digital tools with SULPs Toolkit and Roadmap towards zero emission city logistics?
- How to make living labs 'live' beyond funding period?
- How to ensure expected impacts of R&I projects delivered?

**Moderator:** Yanying Li, ALICE-ETP

- Paola Cossu, CEO, FIT Consulting, Co-Chair of ALICE Urban Logistics Thematic Group
- Zeljko Jetic, Director Autonomous Electric Transports at Einride / Vice Chair of ALICE Low Emission Vehicles Thematic Group
- Raffaele Vergnani, Project Manager and Coordinator Working Group Urban Freight, POLIS
- Johan Leveque, Head of R&D department, La Poste Group, Vice Chair of ALICE Urban Logistics Thematic Group
- Simon Dehouck, Green Deal Urban Logistics Coordinator, Brussels Capital Region
- Theo Thuis, Managing Director Innovation Q-Park, Chair of the European Parking Association (EPA) Scientific and Technical Committee

16:45 – 17:00 Closing remarks, Claudia Ribeiro, Project Manager, POLIS