



Dear Reader,

It is my pleasure to introduce to you this 1st NOVELOG Newsletter!

NOVELOG is a three year research project, supported by the EU HORIZON 2020 Programme, focusing on gaining insight into urban freight transport (UFT) and providing guidance for implementing effective and sustainable policies and measures.

Twenty eight partners from all over Europe have joined forces to push research and innovation in urban freight and city logistics, employing a triple-helix approach: (1) evaluation framework development, data collection, and empirical analyses; (2) demonstrators and case studies; and (3) guidelines for Europe-wide take-up of the most effective policies and solutions.

The first 9-month period of the project has been a very busy and rewarding period, with NOVELOG introducing a 'Framework for Data, Information and Knowledge Collection for Urban Freight and Service Demand Understanding', to guide and support city logistics stakeholders to capture both hard and soft facets of their UFT environment.

Furthermore, since we consider collaboration as fundamental to our work, we have also been quite active in presenting our ideas in UFT fora and exchanging views with other projects and initiatives, including TRB, the CIVITAS initiative and the CITYLAB, SUCCESS and U-TURN projects.

You can find all this and more in this newsletter and also catch any last-minute updates by following our social media accounts.

Enjoy your reading!

Georgia Ayfantopoulou

NOVELOG Coordinator

Twenty eight partners from all over Europe have joined forces to push research and innovation in urban freight and city logistics



Introducing NOVELOG

The NOVELOG project aims to enable the knowledge and understanding of freight distribution and service trips, by providing guidance for implementing effective and sustainable policies and measures, and formulating detailed business plans for Urban Freight Transport measures.

New cooperative business models and guidance for sustainable city logistics

NOVELOG will run for 3 years, from June 2015 to May 2018. Funded by the EU HORIZON 2020 Programme, it is coordinated by the Hellenic Institute of Transport and involves 28 partners, made up of cities and local authorities, business companies and consultancies, research centres and universities, network and partnership organisations.

The project will develop four tools, addressing essential issues related to urban logistics:

- **Understanding cities (“where” and “for whom”)**
- **Toolkit (“what”)**
- **Evaluation (“why”)**
- **Guidance (“how”).**

The goal is to establish the NOVELOG tools as the reference for addressing urban freight in Sustainable Urban Mobility Plans (SUMPs). Moreover, the project will formulate detailed business plans for UFT measures in a multi-stakeholder partnership, modifiable by any city and adapted for the participating cities. External cities will be involved in a City Platform, actively contributing to the preparation of the tools and guidance and progressively becoming the targets for their take up.



The project provides an active role for the participating cities during the planning phase, to raise their awareness of UFT. They will develop tests and real cases to foster the implementation of specific city logistics measures, taking into account local business and logistics needs.

There are 12 cities and regions involved in the project: Athens, Barcelona, Copenhagen, Emilia-Romagna Region, Gothenburg, Graz, London, Mechelen, Pisa, Rome, Turin, and Venice. Each of them is developing a pilot or case study in order to achieve the following results and impacts:

- **Cost effective and green (non-vehicle technology based) strategies, measures and business models**
- **Increased load factors and reduced vehicle movements**
- **Optimised governance and stakeholder cooperation in urban distribution, through a more powerful, consensus-oriented Decision Support System (DSS)**
- **Strengthened capacity of local authorities & stakeholders for sustainable policy making (SUMPs).**

NOVELOG will develop a Guidance Strategy on Business Models, as a common framework to support cities incorporating UFT solutions in their SUMPs, enabling collaborative schemes among private and public sector decision-makers and the operators of UFT policies and measures in the city.

Business models will be developed for each intervention, identifying stakeholders and roles, resources, activities, relationships and channels of cooperation, externalities and sustainability.

Understanding Cities Tool: 1st Open Training Workshop in Bologna

NOVELOG is developing the “**Understanding Cities**” Tool, an online platform aiming to help city stakeholders understand and reach consensus on their Urban Freight Transport (UFT) environment.

A twofold purpose

The tool supports city stakeholders in two ways. First (UCT Line 1), it guides stakeholders to define the most important factors influencing their UFT environment today and in the future and agree on their relative importance. It also helps them to reach consensus on the future state of their local UFT considering two time horizons (2020 & 2030). Thus, the main questions addressed are: which are the factors influencing UFT? And how will my UFT look in the future? Secondly (UCT Line 2), it provides them with the opportunity to define the direct relationship between each influencing factor (IF) and each city characteristic (CC), thus addressing the question: if I want to influence a specific city characteristic today and in the future, on which influencing factor should I focus? The answers to these questions will be different for each city and they can be used for understanding both its current and future needs.

The target group of this tool is primarily represented by the city authorities and policy makers, but its operation requires the input of all the city’s logistics stakeholders (industry, industrial associations, academia, other public authorities and associations) in order to accurately map the requirements of all stakeholders, which may differ and even conflict. This is one of the major challenges for city authorities when developing a **Sustainable Urban Logistics Plan (SULP)**: often the stakeholders are not adequately involved in the policy decision making and are thus implementing measures and interventions without a picture of the needs and requirements of all the actors involved. Therefore, each city will start setting the tool and invite the key stakeholders to participate in the process.



Understanding the Cities Tool Overview

The “**Understanding Cities**” Tool is one of 4 Tools to be developed in the context of the NOVELOG project, aiming to guide the cities through the planning and implementation stages of a SULP development.

The “**Understanding Cities**” Tool will be presented to the public on 14 of April 2016, during the next **NOVELOG 1st Open Training Workshop: “Understanding urban freight transport”** in Bologna, Italy. A half day training workshop will be held, starting with presentations and followed by a hands-on session in which participants (public authority representatives and industrial stakeholders) will be able to view the functions, outputs and benefits of using the tool. This training session will be open to all interested parties, but there are only limited places available.

Check the NOVELOG website here to learn more about the event, to see the agenda and to register.

Synergies and cooperation: the CIVITAS Freight Cluster

The CIVITAS Freight Cluster (CFC) is a strategy set up during the 2015 CIVITAS Forum (7-9 October 2015 in Ljubljana), in agreement with the European Commission (EC). It explores the areas of cooperation among the new 4 CIVITAS Urban Freight projects (CITYLAB, NOVELOG, SUCCESS, U-TURN), identifying concrete topics of mutual interest, common products and outcomes, and actions to be jointly taken.

The main activities undertaken so far are:

EU/USA cooperation in urban logistics

The EU/USA twinning relationship is promoted by the European Commission (DG MOVE), to discuss common topics with selected USA Urban Freight projects. The CFC prepared for the Commission two strategic documents: a Scientific Action Plan, to identify potential areas for EU/USA cooperation, and a Demonstrator Tour Plan, to present European Urban Freight demos to a visiting US delegation (October 2016, tbc). These were discussed in January 2016 during the Transport Research Board – FHWA Urban Freight Roundtable, in Washington.

EU guidelines on Urban Logistics

DG MOVE is drafting new guidelines on Urban Logistics. The CFC took part in the 1st stakeholder workshop (Brussels, 30 November 2015, see p. 7) and will actively provide input based on the project's results.

Joint participation at external events

The four projects join forces when it comes to participate in important external events, in order to promote the activities and results achieved so far, in a more effective way. Having shared a stand at the CIVITAS Forum in Ljubljana, the same happened at the Polis Conference (Brussels, 19-20 November 2016). Next month at TRA2016 (Warsaw, 18-22 April 2016), the four projects will share a unique stand in the space reserved for the European Commission. This approach assists the perception of the four projects co-operating together as a coherent group and also promotes cross-fertilising and knowledge sharing between the projects themselves.





Interview

Alessandro Fuschiotto

Head of Mobility Engineering
Roma Servizi per la Mobilità

1. How does Urban Freight Distribution affect Rome's most pressing transport challenges?

The traditional freight distribution mode in Rome is suffering from some issues: there is a lack of logistic infrastructure for distribution within the historical centre and illegal parking in loading/unloading bays is a common habit. Moreover, the critical traffic conditions, due to a congested road network, making for delays to delivery schedules and also causing a high environmental impact from commercial vehicles.

2. Does Rome have a SUMP? Does it address Urban Logistics?

Yes, the PSMS (Strategic Urban Mobility Plan) was approved in 2010 and then integrated and updated by the New PGTU (Mobility Master Plan), in 2015. This new Plan defines the guidelines for the improvement of the urban freight distribution conditions through specific steps:

- **Extensions to the Freight LTZ (Limited Traffic Zone) to the second PGTU area (railway ring);**
- **A booking system for parking in loading / unloading bays;**
- **Schedules and fees policies review;**

- **Van-sharing promotion;**
- **Realisation of Urban Distribution Centres (UDC)**

The PSMS highlighted strategic lines of action that anticipated the measures approved in the New Mobility Master Plan, by recommending an increase in the number of loading / unloading bays and a reinforcement of their control, and also by considering the use of advanced technological systems (ITS) and more subsidies for low or zero emission vehicles. Moreover, it suggested a greater flexibility regarding the time limits of the LTZ, carefully taking into account a process of consultation with the shippers and logistics operators.

3. Are there already in place measures specifically dedicated to Urban Logistics in Rome (e.g. access regulation, congestion/pollution charging schemes)?

In Rome, freight control measures have been implemented since 2000, when the LTZ, controlled by electronic gates, was activated in the historical centre. Since then, strict limitations on the air quality emissions of vehicles, concerning both entry windows and permits fees, have been implemented. The result was a rational and optimal system providing a 47% decrease in permits issued (2011-2015).

4. In the framework of the NOVELOG project, which kind of innovative solutions are you testing in Rome and why?

The pilot in Rome highlights how the design and development of a Decision Support System (DSS) for planning and monitoring freight distribution can support the public decision makers, and private operators, in understanding the effects of city logistics measures and to evaluate their financial viability. The DSS proposes solutions that will be tested through the pilot project. Such a system will provide a comprehensive tool for cities to approach the design and implementation of city logistics measures, through collaborative win-win logic between public and private interests.

The background motivation of the pilot relies on the need for Rome to implement a decision support tool to help the Administration, the Mobility Agency and the Freight distribution sector to elaborate reliable and efficient city logistics solutions.

Partner in the spotlight: **Electric van sharing service for urban freight distribution in Rome.**

The project aims to start freight distribution in Rome that has a low environmental impact, providing logistics operators and shop owners some alternatives to the traditional distribution of goods.

Rome has conducted three testing pilots for urban logistics, related to:

- the consolidation of freight flows through an Urban Distribution Centre located in semi-suburban area, serving the city centre, using bimodal vehicles;
- a micro-logistics service, operating in the Limited Traffic Zone (LTZ), using bimodal vehicles;
- a Van-sharing service, using electric vehicles for the last mile distribution, conducted along with a market analysis aimed at shop owners and private citizens.

A Business Opportunity Plan for realisation of an Urban Distribution Centre dedicated to last-mile distribution in the Tridante Mediceo, a dense shopping area inside the LTZ, has been developed: potential areas for its location have been identified, and the criteria for the preparation of a tender for its management have been defined.

Project in the spotlight: **the CITYLAB project**

The CITYLAB project aims to improve the understanding of the impacts freight and service trips have in our urban areas.



Innovative urban freight management solutions are being tested and evaluated in Amsterdam, Brussels, London, Oslo, Paris, Rome and Southampton, with a view to positively influencing business profitability and contributing to increased efficiency and sustainability.

The core of CITYLAB is to use cities as 'living laboratories' – dynamic, real-world test environments where different public and private freight transport measures can be evaluated, adapted and improved in a cyclical way.

For more information on the project:
www.citylab-project.eu



European Commission's workshop meeting on Urban Logistics Guidelines

On 30 November 2015 (12:30-16:30, EC, DG MOVE, Brussels), the first stakeholder workshop for the preparation of **EU non-binding guidance documents on urban logistics** took place. The consortium responsible for this study is formed by Ecorys, University of Antwerp, University of Lisbon and Prof. Dabanc of IFSTTAR.

The draft non-binding guidance documents discuss two topics:

- **Topic 1: Information provision of route guidance for urban logistics vehicles, data sharing and the use of ICT**
- **Topic 2: Treatment of logistics activities in urban vehicle access regulation schemes.**

During the meeting, Ecorys presented the results of the stakeholders' online consultation, whereas University of Antwerp and University of Lisbon presented the two documents. After every

presentation a structured discussion, based on the active contribution by the invited stakeholders, served to validate the results achieved so far and to identify areas for improvement. CERTH, POLIS, and Gothenburg City Council participated in the meeting, actively promoting the NOVELOG project and offering support to the Commission and the consortium.

The next stakeholder workshop will take place in April 2016.

Upcoming events

→ **3rd European Conference on SUMP**
12-13 April 2016, Bremen, Germany

→ **NOVELOG 1st Open Training Workshop: "Understanding urban freight transport"**
14 April 2016, Bologna, Italy

→ **Transport Research Arena**
18-21 April 2016, Warsaw, Poland

→ **Innovative Urban Freight Management Systems in Paris**
Symposium organised by the CITYLAB project (in association with SUCCESS), 26 May 2016, Paris, France

→ **3rd Conference on Sustainable Urban Mobility**
"Anthropocentric approach in urban mobility planning", 26-27 May 2016, Volos, Greece

• **NOVELOG special session:** "City Logistics in an Era of Change"

→ **11th ITS European Congress**
"Delivering Future Cities Now", 6-9 June 2016, Glasgow, Scotland

→ **World Conference on Transport Research**
10-15 July 2016, Shanghai, China

NOVELOG consortium

The NOVELOG consortium comprises a variety of experts in the field of urban freight transport, ensuring the knowledge of the academic sector, the experience of cities, the expertise of consultants and the multiplier effect of European networks.



For further information

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