



# ***CITYLAB: City Logistics in Living Laboratories*** ***-engaging and supporting industry and city authorities***

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# CITYLAB

- Horizon 2020, Mobility for Growth
- Topic MG-5.2-2014 *Reducing impacts and costs of freight and service trips in urban areas*
- Budget 4 Mill Euro
- 1 May 2015 – 30 Apr 2018
- 25 partners, 7 countries





# What we do

*Emission free city logistics in urban centres by 2030*

- improve **basic knowledge and understanding** about the impacts of freight distribution and service trips in urban areas;
- test and implement **7 innovative solutions**
  - **reduce negative impacts** of freight vehicles
  - **enhance business profitability**
- provide a platform for **replicating and rolling out** the solutions

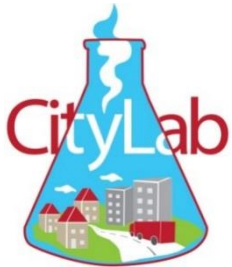




# How we do it: Living labs

- Challenges: air quality, CO2 emission free 2030, livability, accessibility, noise
- Many demonstrations, but limited lasting implementations
- A new approach required, from individual, to freight partnerships, to city logistics living labs
- Collaboration industry, local authorities and research





# CITYLAB partners

toi  STEEN & STROM  
WE ENRICH MODERN SHOPPING

 ROMA TRE  
UNIVERSITÀ DEGLI STUDI  Meware  ROME & YOU

**Posteitaliane**

 gnewt cargo  
*love the last mile*  TRANSPORT FOR LONDON

 TNT  
THE PEOPLE NETWORK  UNIVERSITY OF GOTHENBURG

 Vrije Universiteit Brussel  BRUSSELS MOBILITY  
BRUSSELS REGIONAL PUBLIC SERVI  P&G

 IFSTTAR  DLR

**MAIRIE DE PARIS** 



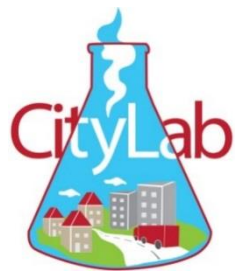
**TNO**  postnl

**ROTTERDAM**



UNIVERSITY OF Southampton  SOUTHAMPTON CITY COUNCIL  MEACHERS GLOBAL LOGISTICS





# The implementations

Axes for intervention	Implementation	City	Partner
Highly fragmented last-mile deliveries in city centres	Growth of consolidation and electric vehicle use	London	TNT and Gnewt Cargo
	City centre micro-hubs and clean vehicles	Amsterdam	PostNL
	Increasing load factors by utilising spare van capacity	Brussels	Procter & Gamble
Inefficient deliveries to large freight attractors and public administrations	Joint procurement and consolidation	Southampton	Meachers Global Logistics
	Common logistics functions for shopping centres	Oslo	Steen & Strøm
Urban waste, return trips and recycling	Integration of direct and reverse logistics	Rome	Poste Italiane, Meware
Logistics sprawl	Logistics hotels	Paris	SOGARIS





# CITYLAB outcomes

Increased load consolidation

Improved space and time use

Increased uptake of clean vehicles

Improved delivery efficiency and reliability

Reduced total distance driven

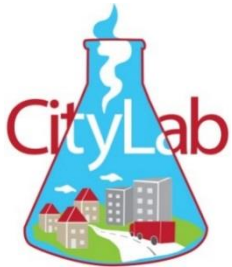
Reduced emissions and costs

Collaboration practices

Supporting policies

Scaling and replication

CO<sub>2</sub>-free city logistics



# Pilot projects



## Sustainable Urban Logistics Plans (SULP) Freight Quality Partnerships (FQP)

### SULP

an overall plan for sustainable urban logistics in an urban or metropolitan area

Specific measures				
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City  
Logistics  
Living  
Labs

### FQP

- Stakeholder dialogue
- Information and exchange
- Inform about specific problems and challenges

### PILOT PROJECTS

Test specific measures aimed at improving efficiency and sustainability







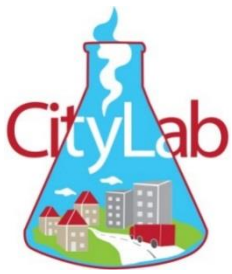
# Living lab fundamentals

Build knowledge, evaluate, improve, implement

Solutions that  
are not with one  
stakeholder  
alone

Supporting  
urban freight  
strategies

Shared  
situational  
awareness



## Stakeholder collaboration: CITYLAB experiences

- Joint goals are possible to set, and companies benefit from public support and interest
- Exchange between cities is useful (across private/public)
- Research projects give opportunities and occasions to act
- CITYLAB implementations chosen by industry in proposal phase
- Varying role of public sector – sometimes focus on private-private collaboration
- Different maturity of the cities involved



# Thank you!

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[www.citylab-project.eu](http://www.citylab-project.eu)

