



novelog

NEW COOPERATIVE BUSINESS MODELS AND
GUIDANCE FOR SUSTAINABLE CITY LOGISTICS



CENTRO DI RICERCA
PER IL
TRASPORTO E LA LOGISTICA



SAPIENZA
UNIVERSITÀ DI ROMA

NOVELOG's Innovative approaches for engaging and supporting industry and city authorities in urban freight strategy development

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This project has received funding from the European
Union's Horizon 2020 research and innovation
programme under grant agreement No 636626"

23/10/2017

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The 12 NOVELOG cities: 6 pilots and 6 case studies

- Different Cities
- Different Priorities
- Different Needs
- Different Maturity
- Different Mixture of Measures

- The same objective:
A more sustainable & liveable city



Current issues to the scope of cities

- The SUMP methodology for UFT is difficult to implement
- Assessment of readiness of the cities very low
- Number of persons dealing with UFT in cities: 0-3
- Conservative legal framework
- The strategic “VISION” for the future is not easy to consolidate
- Lack of information for problem definition (lack of data collection!)
- Different understandings about the future expectations
- Contradictory stakeholders’ objectives

Innovative approaches to....

SUMP

- Substantiating a SUDP methodology

Stakeholders

- Multi-stakeholders engagement and pilot action

UFT knowledge

- Organising data and information, and integrating the planning process

Practical and usable guidance

- Developing TOOLS for public and private actors

SULP methodology made concrete

Phase II: Rational and transparent goal setting

Phase I: Prepare well

NOVELOG Toolkit and Business Models

SULP's objectives

Strategic planning for long term sustainability



Develop effective package of measures

Set priorities and measurable targets

Develop a common vision

Determine your potential for a successful SULP

Define the development process and scope of plan

Analyze the mobility situation and develop scenarios

SULP planning

City's UFT self assessment

Look beyond boundaries

Develop future UFT scenarios

Stakeholder's Platform Mixture for UFT decision making

Stakeholder's Category

Proportion

Supply Chain Stakeholders

(Transport Operators, Freight Forwarders, Retail chains, Shop owners e.tc.)

25%

Public Authorities

(Local % National government e.tc.)

25%

Other Stakeholders

(Industry % Commerce Associations, Research % Academia, Consumer Associations e.tc.)

38%

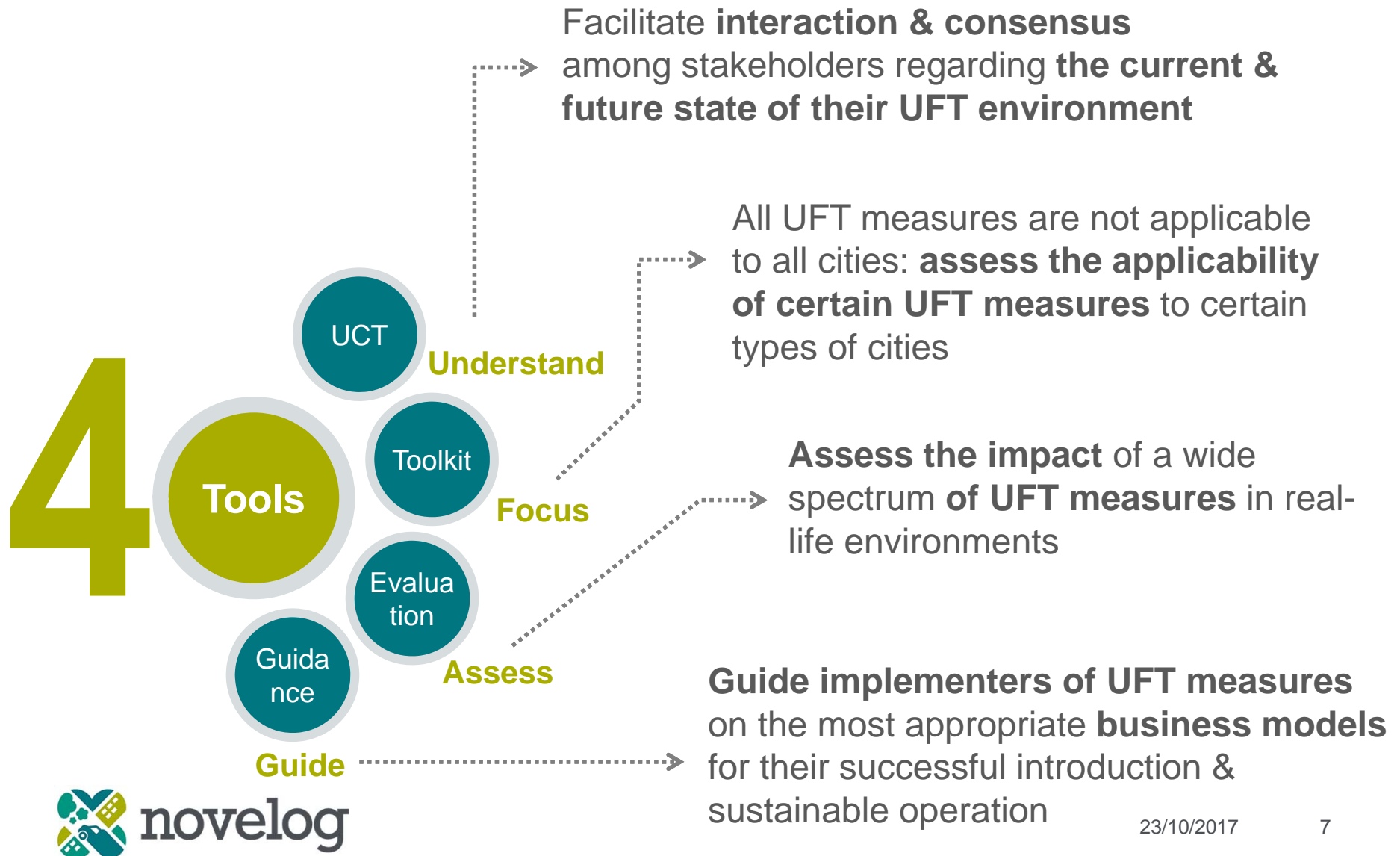
Experts

12%

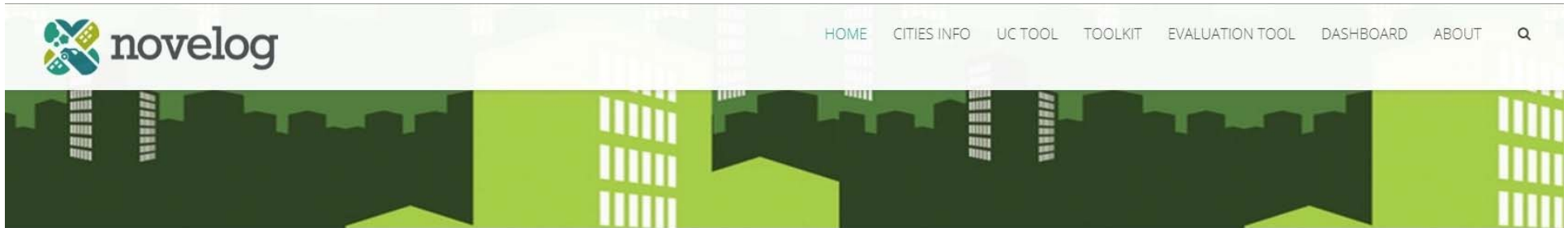
- The platforms should be **institutionalized**»
- Responsibility of **coordination** to the city
- **Neutral partner** for arguments creation
- Small to medium Size --→ **high efficiency**



NOVELOG Tools for assisting UFT planning



NOVELOG Tools: look and feel



HOME

Ho

12 NOVELOG cities

New Cooperative Business Models and Guidance for Sustainable City Logistics

WHERE ARE THE CITY CASES

Pilots

Case studies

- Athens
- Turin
- Graz
- Rome
- Barcelona
- Mechelen
- Gothenburg
- Venice
- Copenhagen
- Pisa
- London (LBBD)
- Bologna
- Reggio Emilia

Register your City

enter city name

REGISTER >

Novelog **Services**

4 NOVELOG tools



UC Tool
Understanding your City



Toolkit
City Impact



Evaluation Tool
City Evaluation

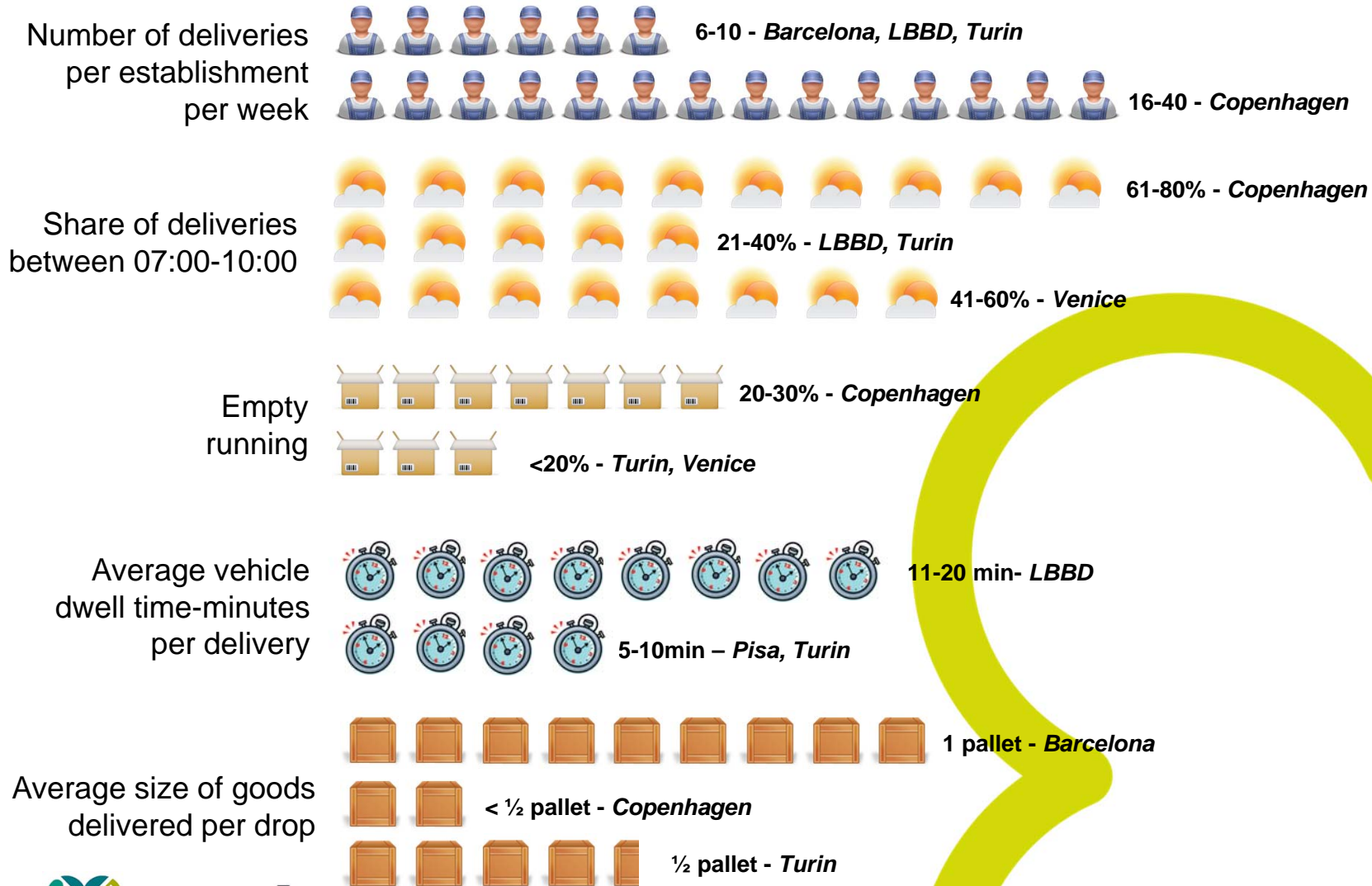


Guidance Tool
Guide

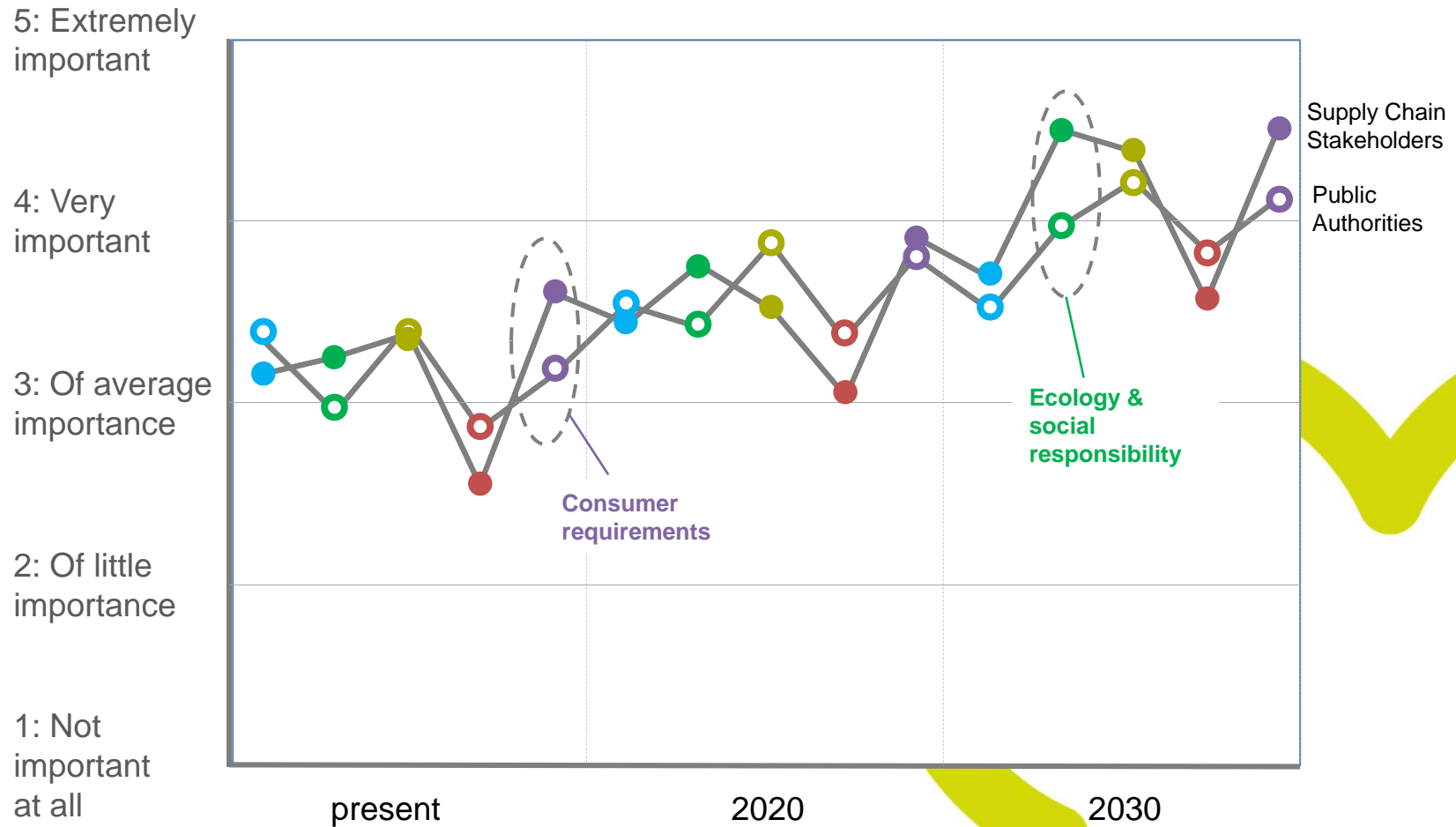
Dashboard



Example: the current state of the NOVELOG cities



Highlights: Supply chain stakeholders vs Public Authorities – Which are the most influencing factors today & in the future?



- ○ Economy & demographics
- ○ Ecology & social responsibility
- ○ Logistics solutions
- ○ New technologies
- ○ Consumer requirements



NOVELOG Toolkit :relates city typology & measures

Toolkit
City Impact

HOME CITIES INFO LIC TOOL TOOLKIT EVALUATION TOOL DASHBOARD ABOUT

Toolkit

to identify city logistics measures and their impacts (as recorded in various initiatives) based on a set of parameters. To use this Tool please select any suitable parameters (you don't have to select all parameters!) and press "search" to see the list of measures and impacts implemented in cities with the same parameters.

Typology Search Filters

Why
None selected. Search

Where
City Morphology: None selected. UFT Logistics Profiles: None selected.

Who
UFT Markets: None selected. Key Stakeholders: None selected.

How
Nature of Implementation: None selected.

Search

Measures
The Novellog Toolkit provides information on the impacts of specific measures. Once the measure has been selected, press the "search" button on the right. The Novellog Toolkit will then provide information on the measure and what the impacts were. To narrow the search further, city parameters can also be selected.

Impacts of specific measures. Once the measure has been selected, press the "search" button on the right. The Novellog Toolkit will then provide information on the measure and what the impacts were. To narrow the search further, city parameters can also be selected.

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Why?
(Problem & Objectives)

Where?
(City Morphology, UFT Logistics Profile)

Who?
(UFT Markets, Key Stakeholders)

How?
(Nature of Implementation)

Toolkit's Database

TOOLKIT / Toolkit Dashboard

40 Countries More info	150 Cities More info	66 Projects More info	262 Cases Total Toolkit cases
7 Measures Categories More info	21 Measures More info	4 + 1 Implementation Levels More info	

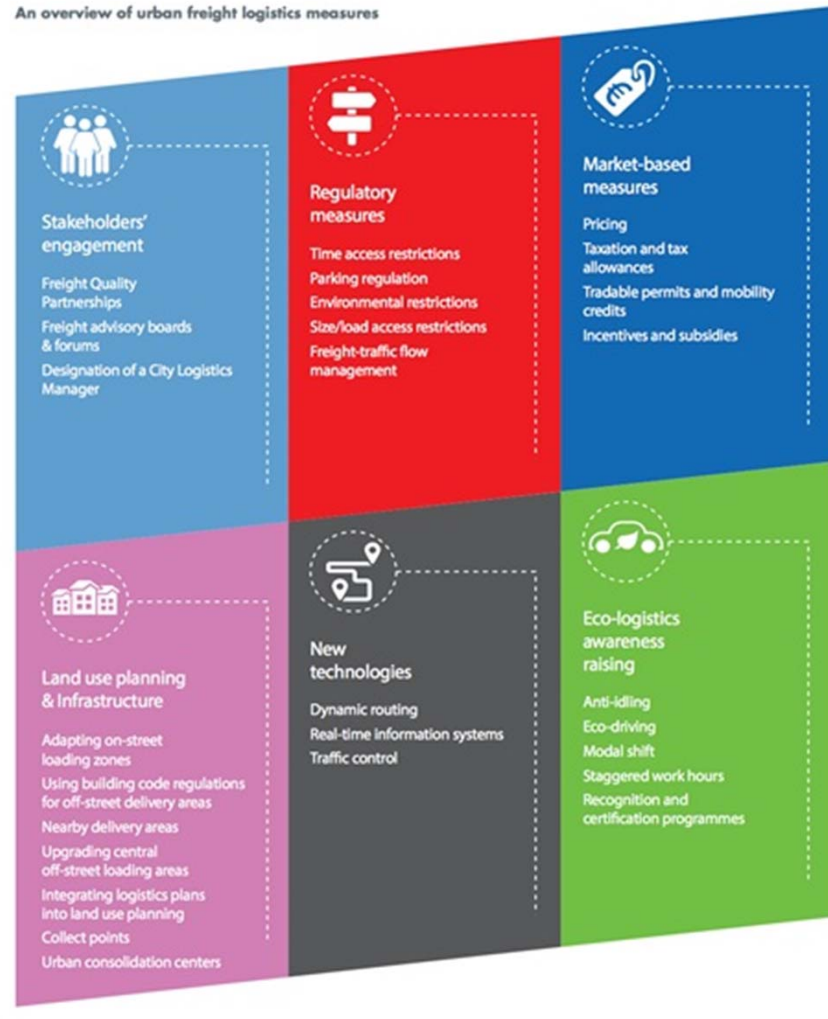
Cases Mapping 243

Map Satellite



NOVELOG Evaluation Tool: impact assessment

An overview of urban freight logistics measures



6 types of measures proposed by CIVITAS Initiative 2015

UFT Impact Assessment of each measure:

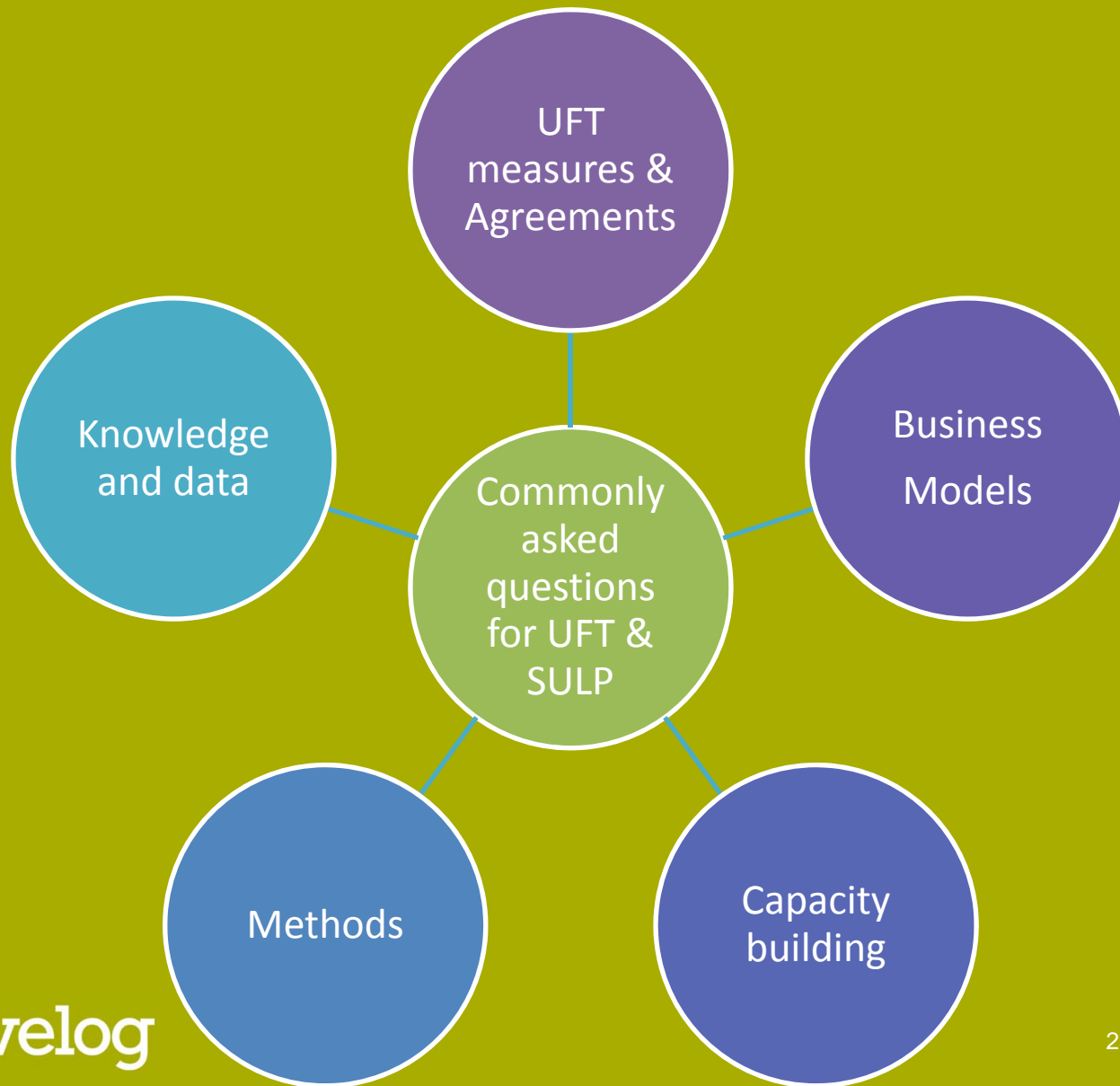
Logistics Sustainability Index (not to be confused with Logistics Performance Index (LPI) developed by the World Bank)

Sustainability indicators include:

- **CO₂**
- **Noise pollution**
- **Energy consumption**
- **Accident rate**
- **Traffic reduction**
- **Service level (link to LPI)**

Source: "Smart choices for cities. Making urban freight logistics more sustainable", CIVITAS Policy Note, CIVITAS Initiative 2015

NOVELOG guidance: “YELLOW PAGES” for UFT



NOVELOG'S partnership

The image displays a collection of logos for NOVELOG's partners, organized into a grid. The logos include:

- Panteia** (Research to Progress)
- RENAULT**
- CENIT** (CENTER FOR INNOVATION IN TRANSPORT)
- POLIS**
- newrail**
- IRU Projects**
- CERTH** (CENTRE FOR RESEARCH & TECHNOLOGY HELLAS)
- HELLENIC INSTITUTE OF TRANSPORT** (CERTH/HIT)
- TRAINOSE**
- AKADEMIA MORSKA SZCZECIN**
- UNIVERSITY of THESSALY**
- ERTICO** (ITS EUROPE)
- GRAZ**
- City of Gothenburg**
- MECHELEN**
- istituto sui trasporti e la logistica fondazione**
- London Borough of Barking & Dagenham**
- CITTA' DI TORINO**
- D'APPOLONIA**
- mobilità ROMA**
- ajuntament de Barcelona**
- ETL** (CENTRO DI RICERCA PER IL TRASPORTO E LA LOGISTICA)
- Venice International University**
- CITY OF COPENHAGEN**
- SAPIENZA UNIVERSITÀ DI ROMA**
- Regione Emilia-Romagna**
- novelog**
- B-I-M**
- CITY OF ATHENS**
- ATHENS DEVELOPMENT AND DESTINATION MANAGEMENT AGENCY**

- 8 Research and academic institutes
- 9 Regional/City authorities
- 4 Local development agencies
- 2 Transport operators & supply chain owners
- 1 Consulting companies
- 3 Association/Networks institutions

Thanks, and JOIN US...

- Using the NOVELOG Toolkit and report the results of your UFT measure
- Using the NOVELOG Tools
- Giving us your experiences for enriching the UFT Yellow Pages

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Thank you

