



CITYLAB project:
successfully transfer innovative urban freight
transport solutions to follower cities

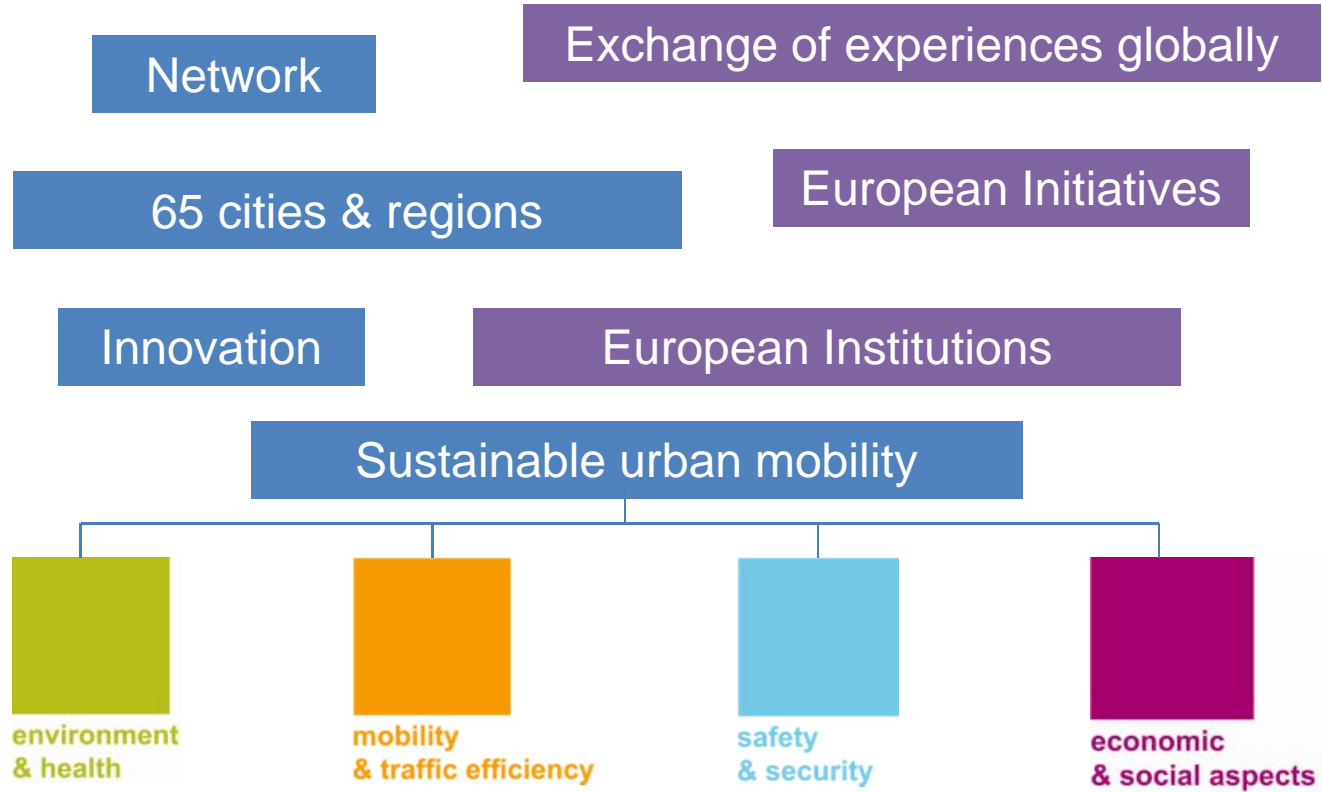
Presenter: Giacomo Lozzi, POLIS

Co-authors: Nina Nesterova, Tariq van Rooijen,
TNO; Jens Klauenberg, DLR; Sara Verlinde, VUB;
Jardar Andersen, TOI





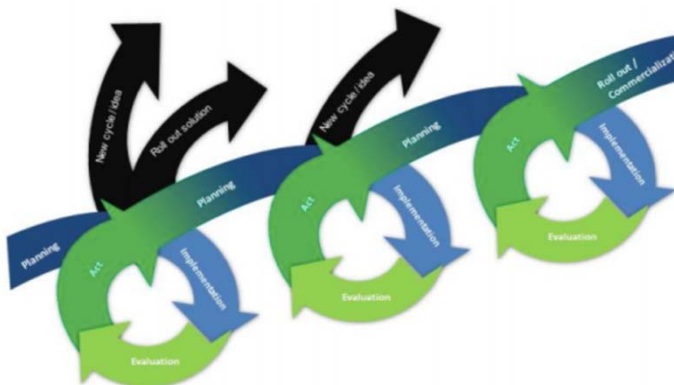
What is Polis ?





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





CITYLAB partners



toi  **STEEN & STROM**
WE ENRICH MODERN SHOPPING

ROMA TRE  Meware 
UNIVERSITÀ DEGLI STUDI

Posteitaliane

gnewt cargo  **TRANSPORT FOR LONDON**
love the last mile

TNT  **UNIVERSITY OF GOTHENBURG**
THE PEOPLE NETWORK

 Vrije Universiteit Brussel  **BRUSSELS MOBILITY** 
BRUSSELS REGIONAL PUBLIC SERVI

 **IFSTAR**  **DLR**

MAIRIE DE PARIS 



TNO 

ROTTERDAM



UNIVERSITY OF Southampton  **SOUTHAMPTON CITY COUNCIL** 





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





Reducing the risk when starting something new

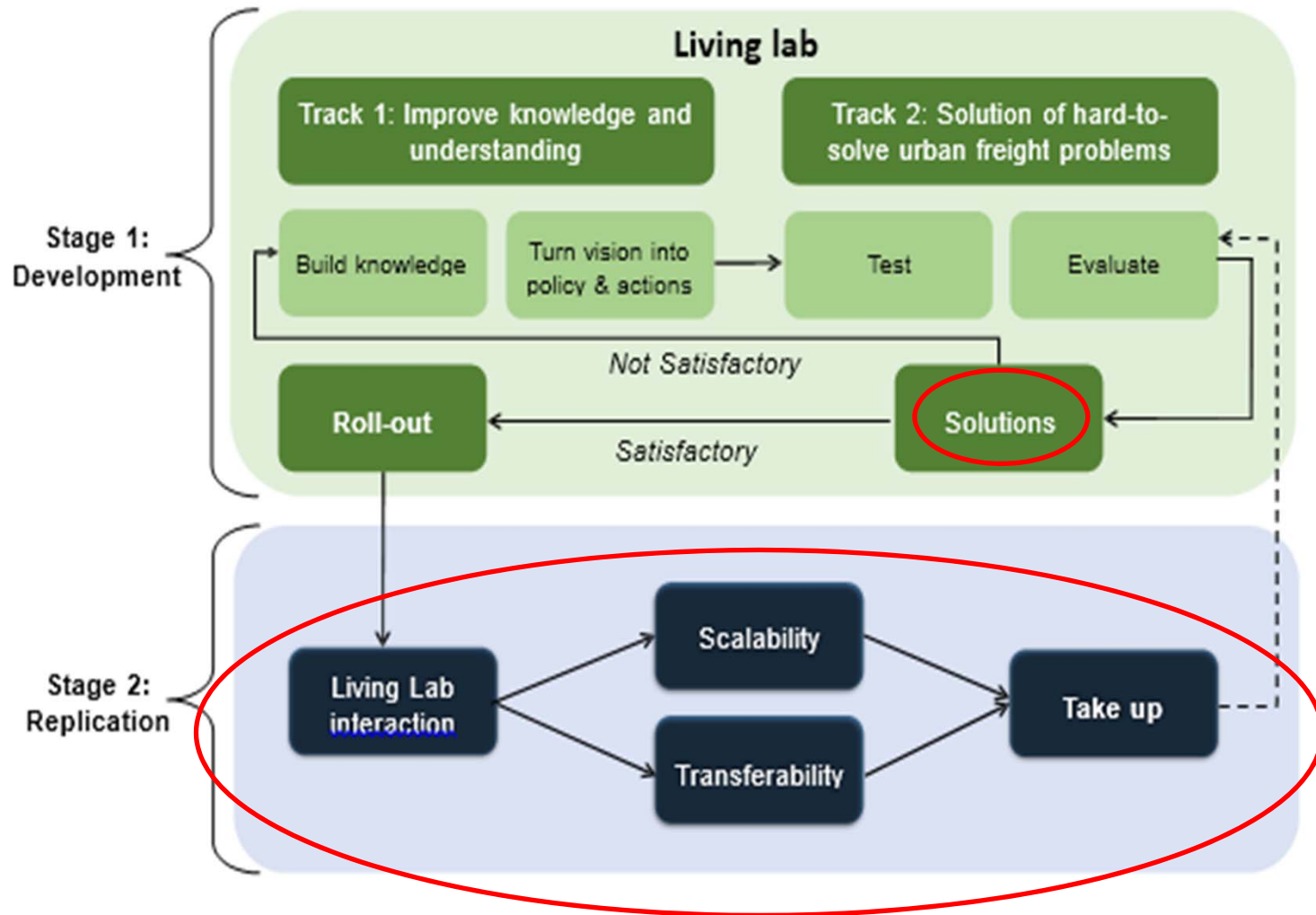


- Financial
- Political
- Effectiveness
- Implementation



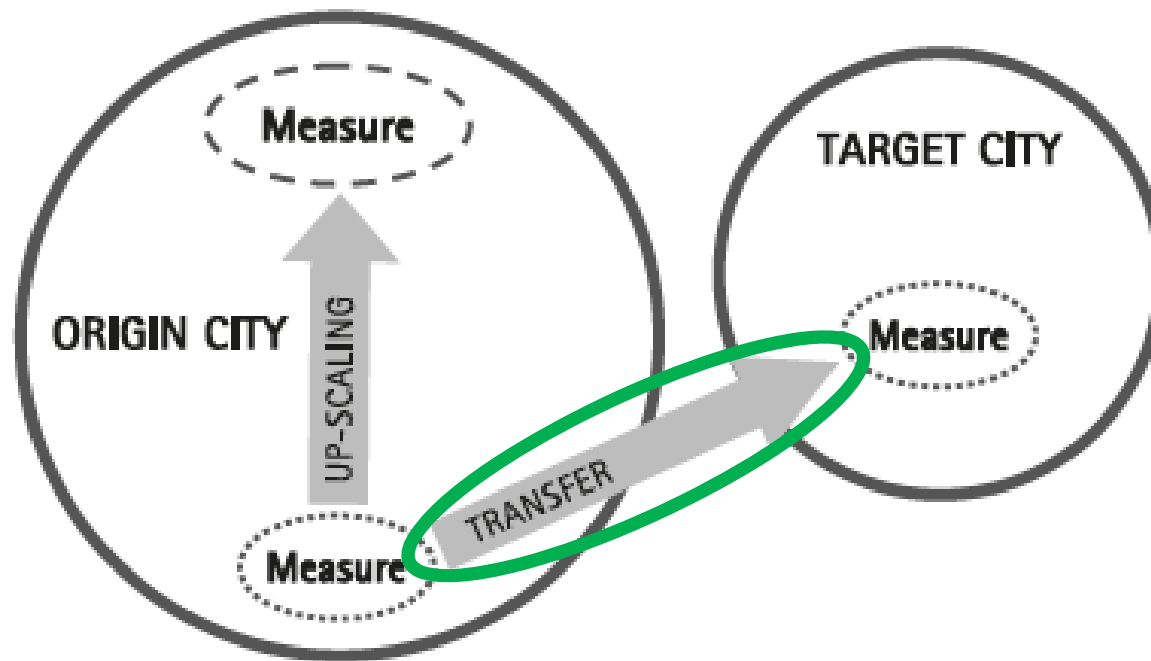


CITYLAB stage 2: replication





Up-scaling and transferability

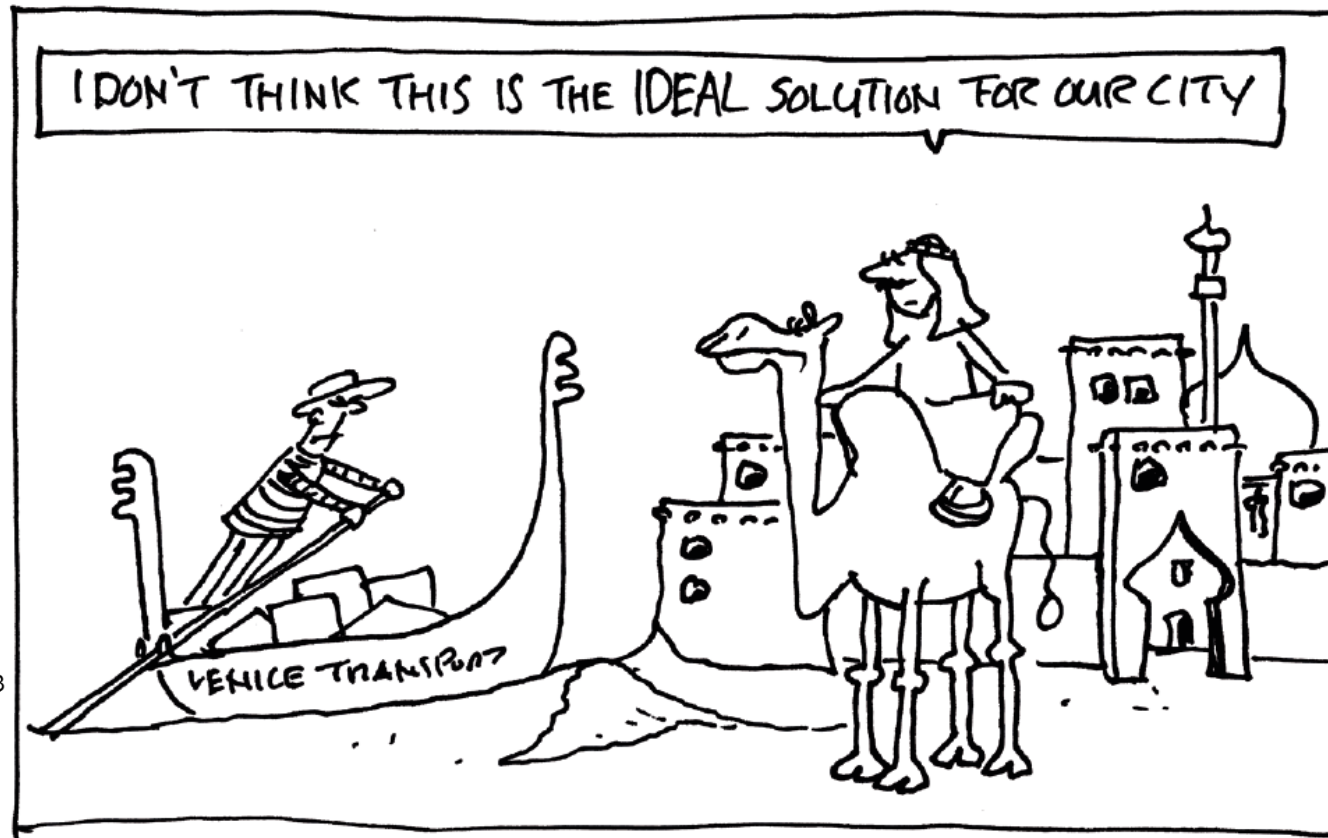


Source: Dziekan et al, 2013

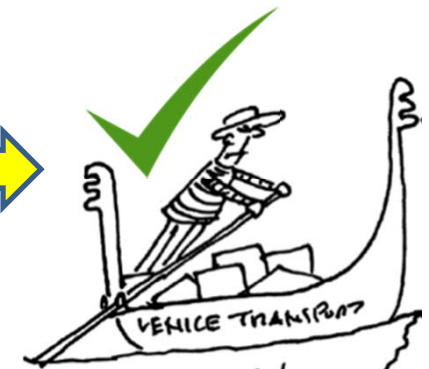
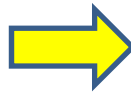




TRANSFERABILITY



Source: Dziekan et al, 2013





Need to understand the context conditions for innovation



But...how?





The CITYLAB Transfer Cities

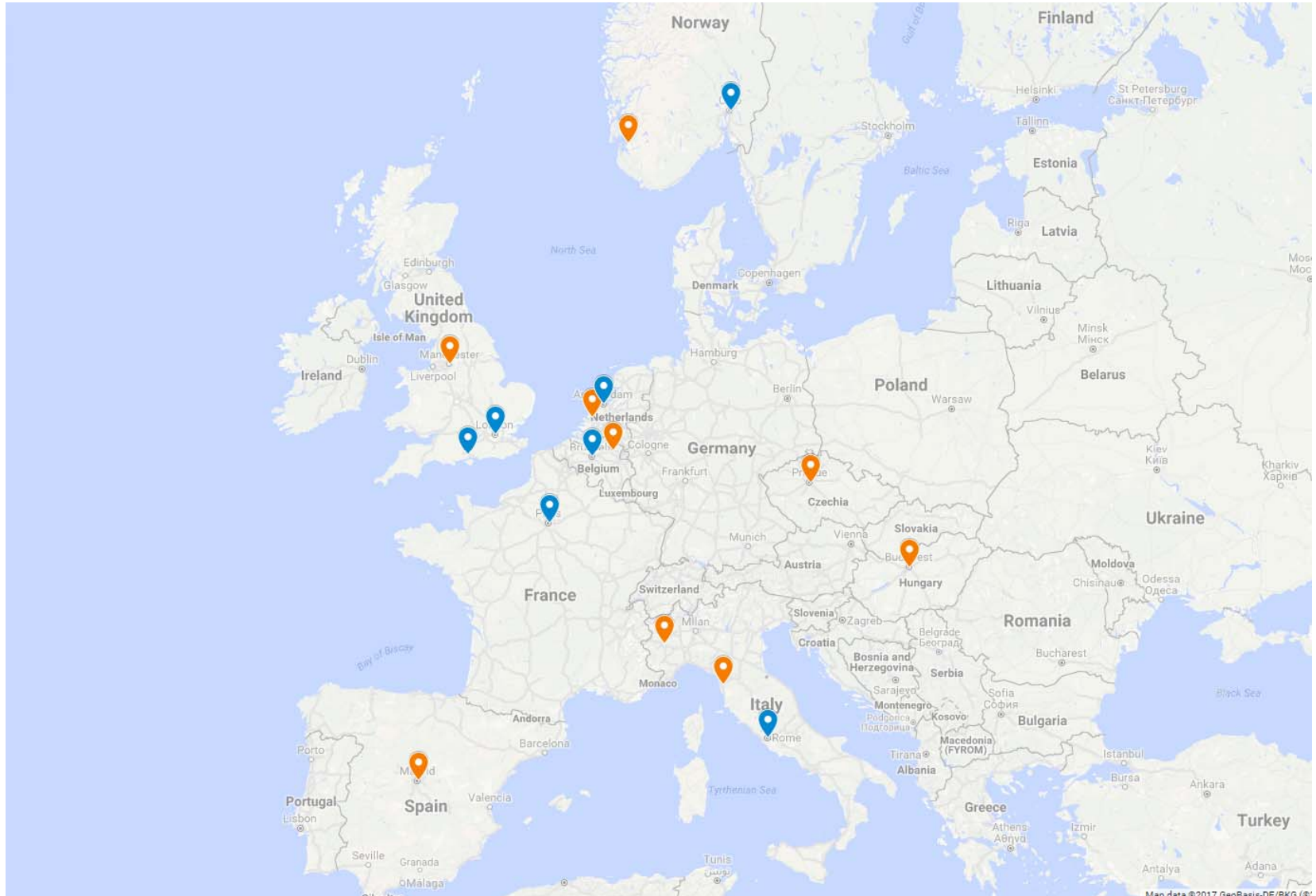


City / Region	Country	1 st choice	Industrial partner
Budapest	HU	<i>London</i>	Kantaa (cargo-bike based bicycle messenger cooperative)
Delft	NL	<i>Oslo</i>	Stadslogistiek Delft (PostNL)
Flanders Region	BE	<i>Paris</i>	VIL (Flemish Institute for Logistics)
Madrid	ES	<i>London</i>	SEUR
Manchester	UK	<i>London</i>	Esprit Warehousing & Docks Trafford Park
Prague	CH	<i>Paris</i>	Messenger
Rogaland Region	NO	<i>Rome</i>	International Research Institute of Stavanger, IRIS
Turin	IT	<i>Rome</i>	Ponyzero
Pisa	IT	<i>London</i>	Various local stakeholders – on-field visit





The 7 CITYLAB cities + The 9 Transfer Cities





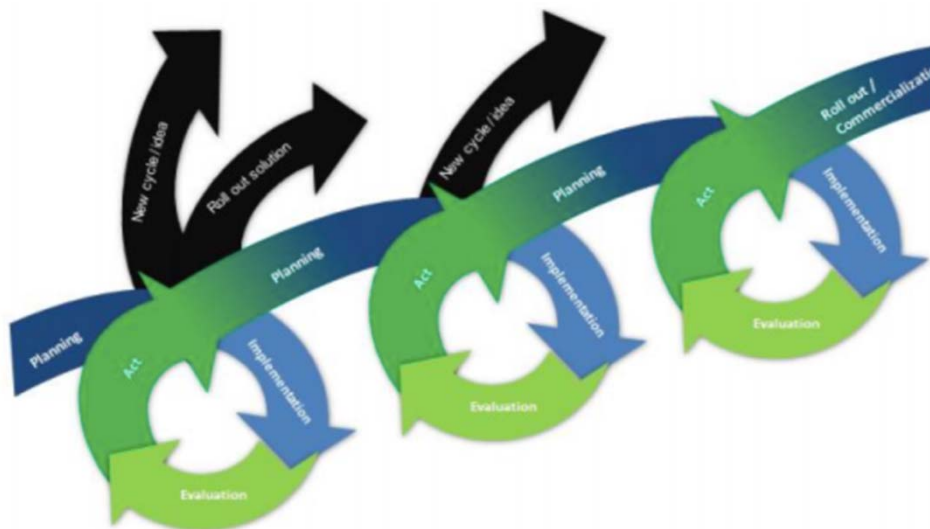
CITYLAB Transferability Plan



A. Adoption of the CITYLAB Living Lab approach

B. Replication of the CITYLAB implementations

1. Transferability analysis
2. MAMCA workshop
3. Site visit





CITYLAB Transferability Plan



A. Adoption of the CITYLAB Living Lab approach



Output:

“A City Logistics Living Lab for [**Transfer city**]”

1. Questionnaire

- mapping the UF status:
 - Strategy & measures
 - Stakeholder cooperation
 - Data collection & monitoring

2. Interviews

- illustrate CITYLAB LL approach & discuss adoption

Knowledge transfer





CITYLAB Transferability Plan



B. Replication of the CITYLAB implementations

1. Transferability analysis
2. MAMCA workshop
3. Site visit





CITYLAB Transferability Plan



- Aim: potential for a successful roll-out of chosen CITYLAB solution

1. Questionnaire

- self-evaluate success factors: constraint or support?

2. Interviews

- Discuss tailored **adaptation actions**



Output:

systematic assessment of potential for a successful roll-out of CITYLAB solutions



B. Replication of the CITYLAB implementations

1. Transferability analysis

2. MAMCA workshop

3. Site visit

Initiative: Partnership working in the supply chain operations

Please rate the following statements with regards to your city.

	Strong constraint	Constraint	Neutral	Support	Strong support	No answer
Success factors						
We are able to involve a wide range of stakeholders.				X		
We have the support of public and private senior managers.				X		
We are able to identify appropriate funding to support administrative tasks and actions.				X		
There is agreement that softer' solutions based on collaboration rather than regulation and restriction are likely to be more acceptable and beneficial.				X		
We are able to find a common ground between disparate stakeholders and views.		X				
We can find a consensus of the partnership needs regarding focus and direction.				X		
We are able to manage people's expectations based on realistic outlooks.			X			
The partnership should work on a variety of issues.				X		
We can ensure specific actions and tasks with timescales in order to avoid becoming a talking shop.				X		



CITYLAB Transferability Plan



- Aim: verifying the identified roll-out potential of chosen CITYLAB solution ⇒ follows [1]
 - **MAMCA** is a decision-making model for simultaneous evaluation of alternative policy measures and scenarios
 - **Training** on how to organise a **MAMCA workshop** with relevant local actors

B. Replication of the CITYLAB implementations

1. Transferability analysis
2. **MAMCA workshop**
3. Site visit

Output:

consensus building and selection of the best-ranking scenario





CITYLAB Transferability Plan



- Aim: promote a real transfer of “expertise”

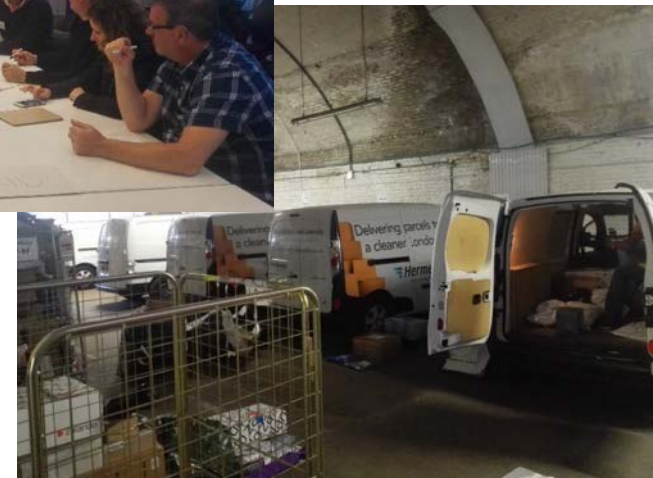
1. Participation in local CITYLAB workshop
2. List of questions, presentation on their UF context



Output: **dedicated bilateral meeting & workshop** addressing transferability issues with local implementation partners & experts

B. Replication of the CITYLAB implementations

1. Transferability analysis
2. MAMCA workshop
3. **Site visit**





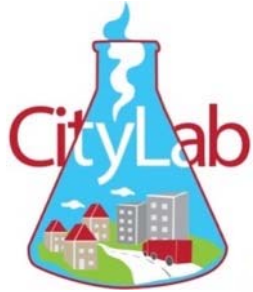
1st Transferability meeting (London) - follow-up



3 cities and their industrial partners

- **Madrid** (SEUR SPAIN, DPD Group)
 - Strategy: explore “Consolidation solutions” using EMT (public transport agency) Parking Facilities as micro-logistic hubs
- **Manchester** (Esprit Warehousing & Docks Trafford Park)
 - Starting cooperation among TfGM, Esprit and Gnewt Cargo
 - Considering opportunity of getting MMU and UoM on board
- **Budapest** (Kantaa)
 - comparative study: public cargobike infrastructure vs. community-oriented sharing systems.
 - A last-mile locally produced organic food distribution (B2B & B2C) with cargobikes and EVs





Preliminary conclusions



Positive results so far

- Cities very responsive and proactive, despite small budget
- Enhancing cooperation with local stakeholders (hopefully new PPP) & research partners
- Direct participation in all activities (not simply withstand) make city officers more motivated

Warnings

- Solutions based on vision
- Extent and effectiveness of activities depend on:
 - Political willingness
 - City Department involved
 - Type of stakeholders involved and their proactive contribution
- CITYLAB solutions in beta phase: transfer lesson learned rather than solution itself
- Need to identify a viable, systematic model to support cities on transferability after CITYLAB ends.





Thanks for your attention! Questions?



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Questions for you:

- Transferability
plan/programme in place?
- Would this model be useful
in your local context?
- Relationship between
research & local authorities
in UF planning process?

