



CIVITAS FORUM 2016
CIVITAS ANNUAL CONFERENCE | 28-30 SEPTEMBER | GDYNIA



NOVELOG: Guiding cities towards a sustainable urban freight environment

30 September 2016

CIVITAS Forum 2016 Session: *Urban freight logistics: latest development from CIVITAS projects*

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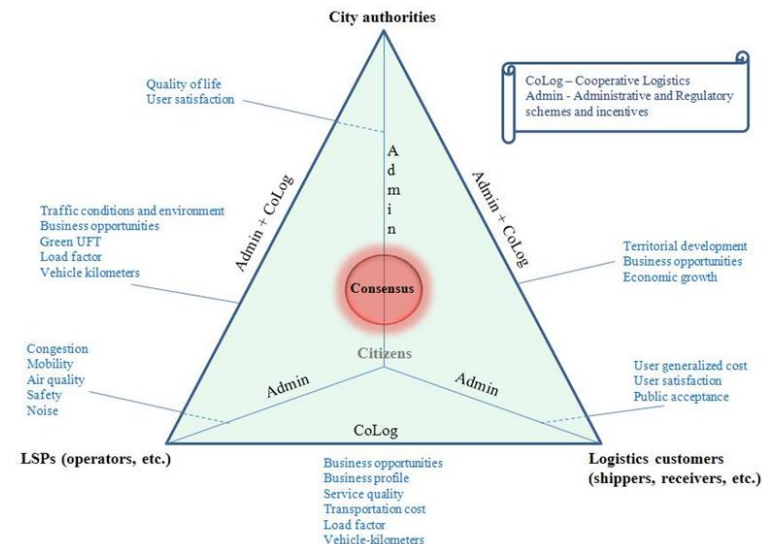
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Subtitle

- The NOVELOG Project
- Expected Results and Impacts
- Results thus far
 - Data Collection Framework
 - Understanding Cities Tool
 - Evaluation Tool
- Upcoming Results
- Upcoming Events

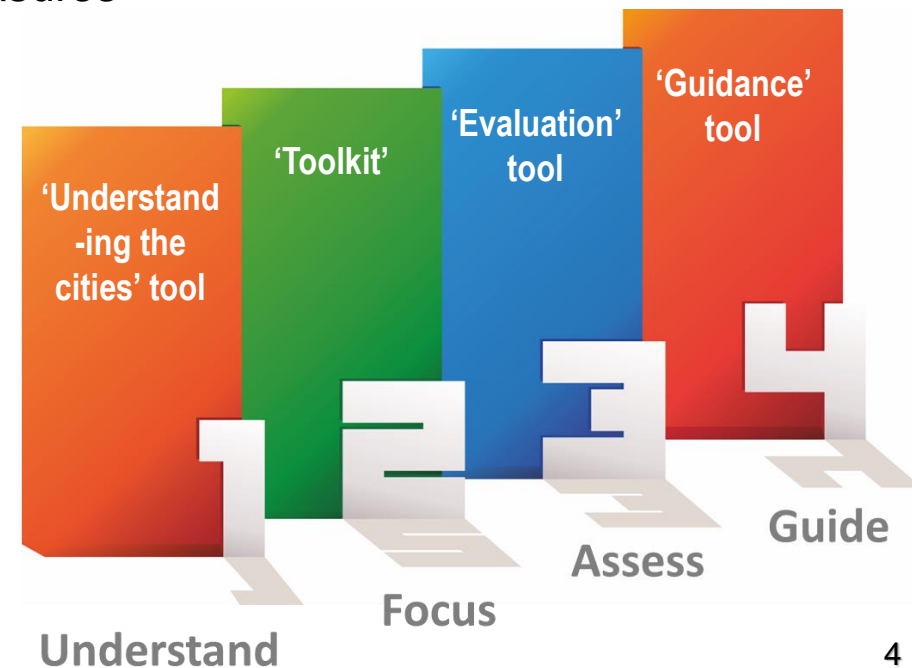
NOVELOG – New Cooperative Business Models and Guidance for Sustainable City Logistics

- *enabling of knowledge and understanding of urban freight distribution and service trips by providing guidance for implementing effective and sustainable policies and measures for sustainable city logistics.*
- NOVELOG goes beyond the State-of-Art by employing a quadruple helix incorporating:
 1. evaluation framework development and data collection
 2. software tools supporting cities
 3. demonstrators and case studies
 4. guidelines for take-up



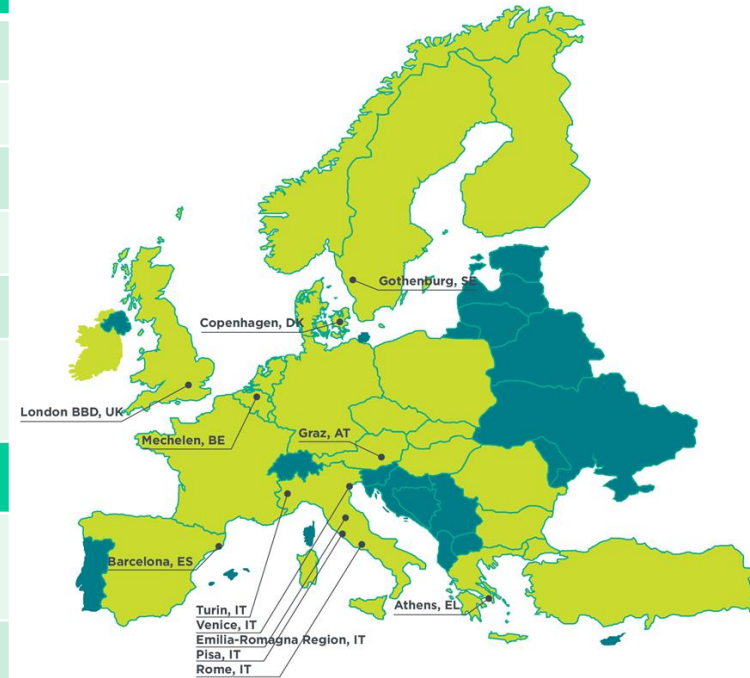
NOVELOG – New Cooperative Business Models and Guidance for Sustainable City Logistics

- NOVELOG focuses on a holistic guidance approach
- NOVELOG aims to improve the UFT operation and maximize the impact generation in specific areas.
- Not a “winning combination” of measures
- Developing tools for managing the “implementation chain”
 - 4 Tools – 4 Steps
- Validation of results
 - 6 pilots
 - 6 case studies



The NOVELOG Project (3)

Pilot cities	Main Focus
Athens	Business cooperation between stakeholders
Turin	Flexible use of public infrastructure by ITS
Graz	Home deliveries system for small shops
Rome	DSS for city logistics measures
Barcelona	Super-blocks planning in a city logistics perspective
Mechelen	Bike couriers and Locker walls for urban freight deliveries
Case Studies	Main Focus
Emilia Romagna Region	Harmonization of city logistics rules among cities
Gothenburg	Care off addresses and use of the existing logistics platforms for consolidation
Venice	Using public transport for freight last mile deliveries
Copenhagen	Formalized freight network for defining incentives to improve demand management
Pisa	UDC business and operational model
London	Freight travel plan and behavioral change policies



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

- **Improved understanding of cost effective** (non-vehicle technology based) **strategies, measures & business models** to reduce the carbon footprint of logistical operations in cities;
- **Increased load factors and reduced vehicle movements** resulting in cost and emission benefits;
- **Optimized governance and stakeholders' cooperation** in urban distribution through a holistic, life-cycle approach to UFT;
- **Strengthened capacity of local authorities & stakeholders for sustainable policy making (SUMP)**, by providing tools for managing “implementation chain” (problem capture - decision – planning – testing – assessment – adjustment - implementation).
- Contribute to **EU Policy implementation**.
- Impact **innovation and integration of new knowledge** to strengthen competitiveness and growth.

- **NOVELOG results in the 1st year of the project**
 - **Data Collection Framework for Urban Logistics**
 - Mapping of Data Collection Requirements
 - **“Understanding Cities” Tool**
 - Evaluation Framework
 - **“Evaluation” Tool**
 - Establishment and definition of Multi-Stakeholder Platforms for NOVELOG cities
 - Dissemination Strategy

Data Collection Framework

Aims to:

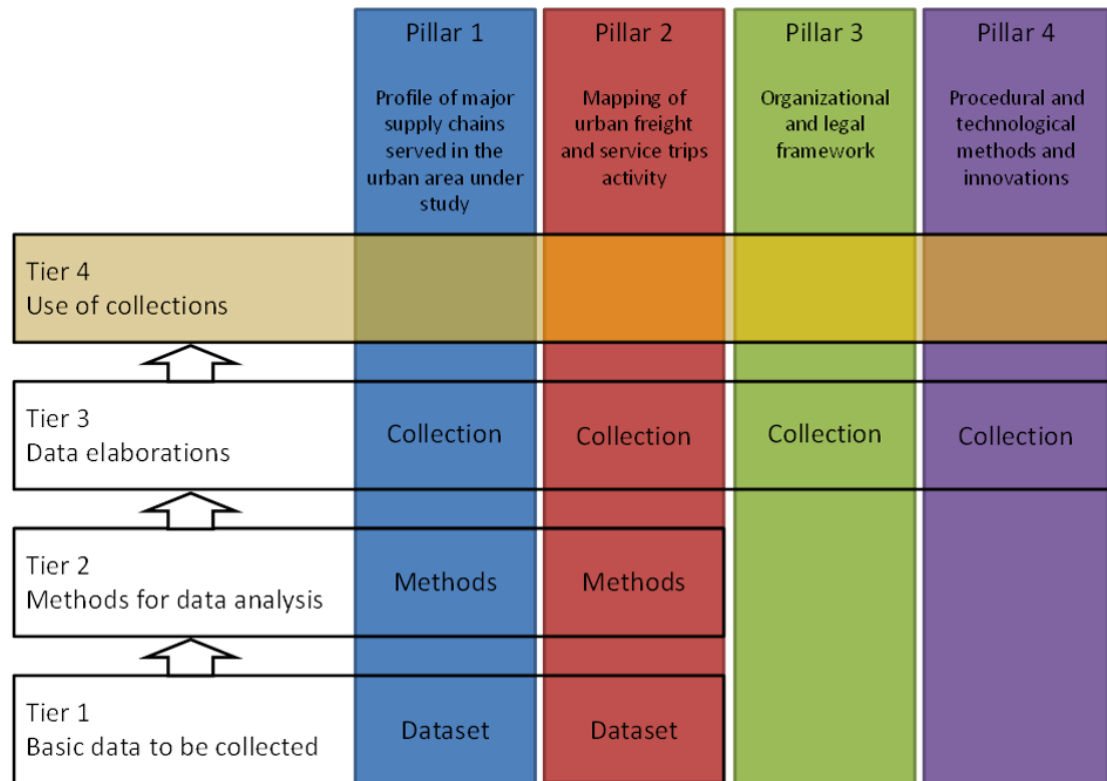
- **Organize data and information** to describe urban freight transport using a multi-tiered pillar approach
- **Provide motivation and guidance** to the use to support the other project activities (e.g. tools, pilots)

4 Pillars

1. Profile of major supply chains.
2. Mapping of urban freight and service trips.
3. Organizational and legal framework.
4. Procedural and technological innovations

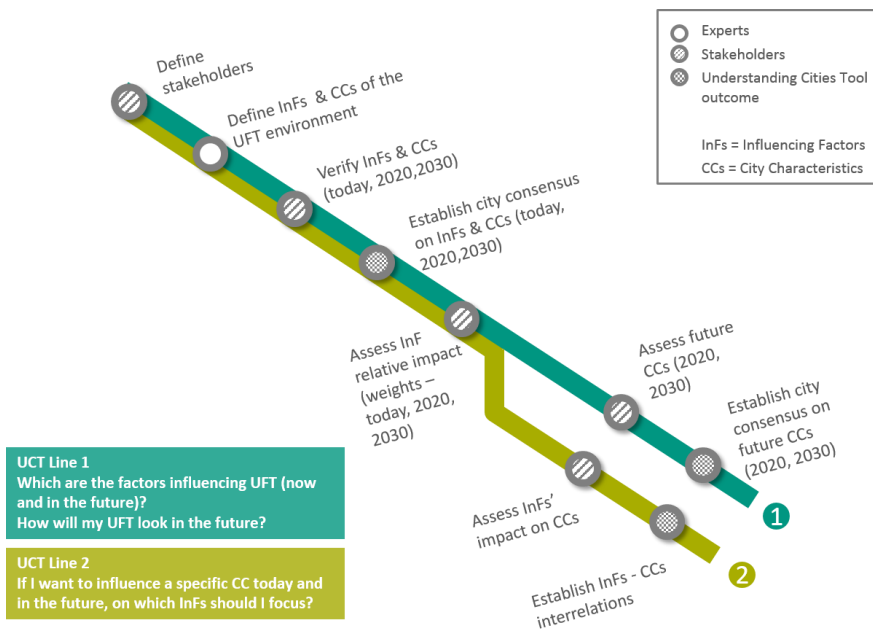
4 Tiers

1. Basic data to be collected
2. Methods for data analysis
3. Data Elaborations
4. Use of Collections

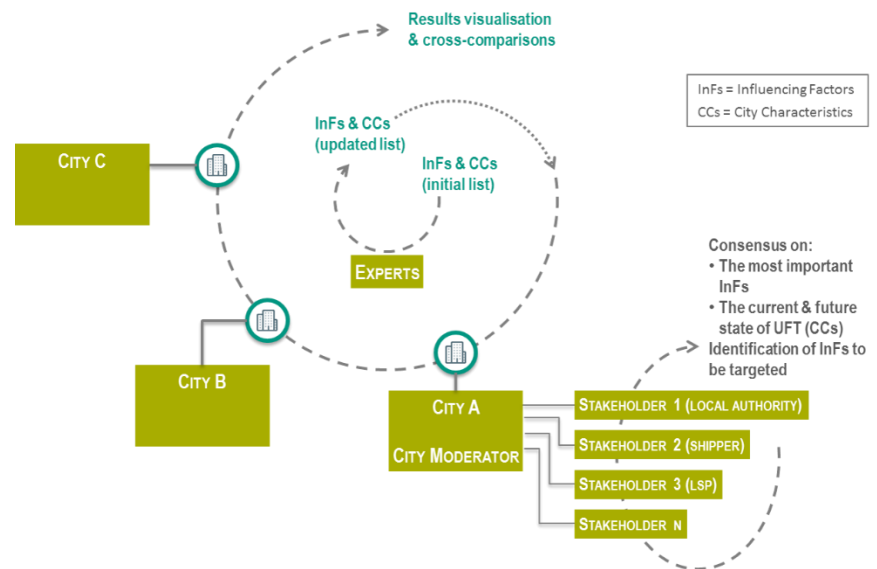


“Understanding Cities” Tool

Stakeholder involvement for assessing the key factors influencing UFT and the key City UFT Characteristics and their Interrelation



e-Delphi Approach with Stakeholders to define the **significant Influencing Factors and City UFT Characteristics** and their evolution



e-Promethee approach to **establish interrelation between the most significant Influencing Factors and the City UFT Characteristics** of each city

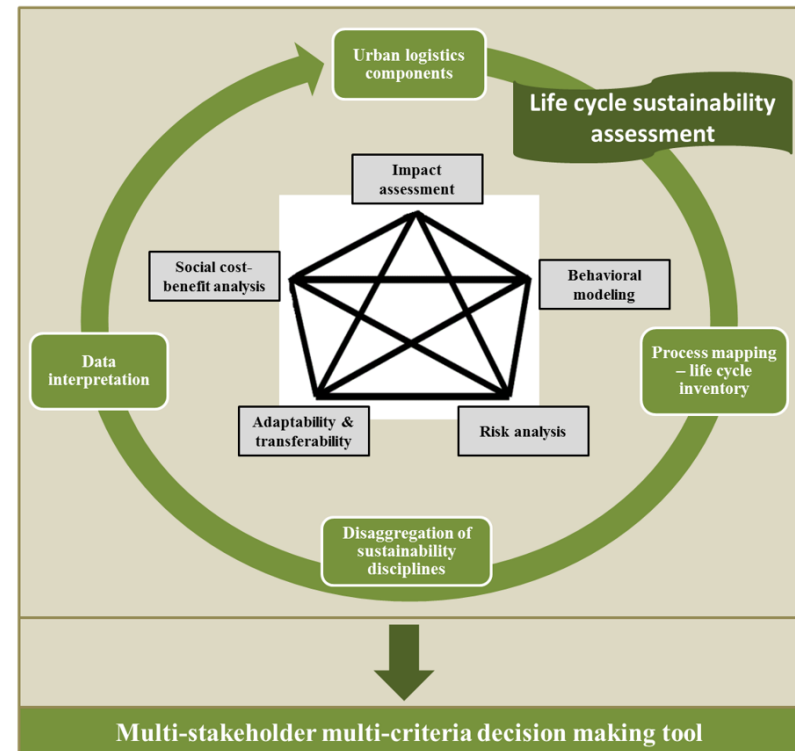
“Evaluation” Tool

The scope of the “Evaluation” Tool is the detailed understanding of the causal effect of UFT measures in achieving city logistics sustainability.

Objectives:

- To develop a modular integrated evaluation framework for city logistics which:
 - portrays the complexity of the life cycle of UFT systems
 - allows the assessment of the effectiveness of measures on different city contexts
- To enable the determination of optimum measures associated with the city typology and objectives.
- 7 evaluation Categories

The Evaluation Tool Approach



Upcoming Events

NOVELOG Workshops

- **19/10 Rome Workshop** – Focus on data collection and evaluation
- **November 2016 Athens Workshop** – Focus on stakeholder Collaboration
- **January 2017 Barcelona Workshop** – Focus on two Tiered city logistics schemes (Macroblocks)
- **March 2017 Turin Workshop** – Focus on use of public infrastructure for city logistics
- **May 2017 Mechelen & Case Studies Workshop** – Focus on paving the way for forthcoming strategic UFT plans





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Thank you!

Dr. Alexander Stathacopoulos

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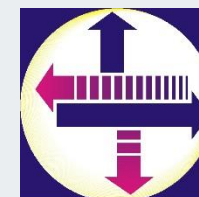
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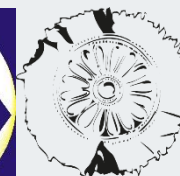
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