



CiViTAS FORUM 2016

CIVITAS ANNUAL CONFERENCE | 28-30 SEPTEMBER | GDYNIA

Improvement of the citizen, stakeholder, user participation in city logistics processes: living lab approach

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A transition in City Logistics is needed

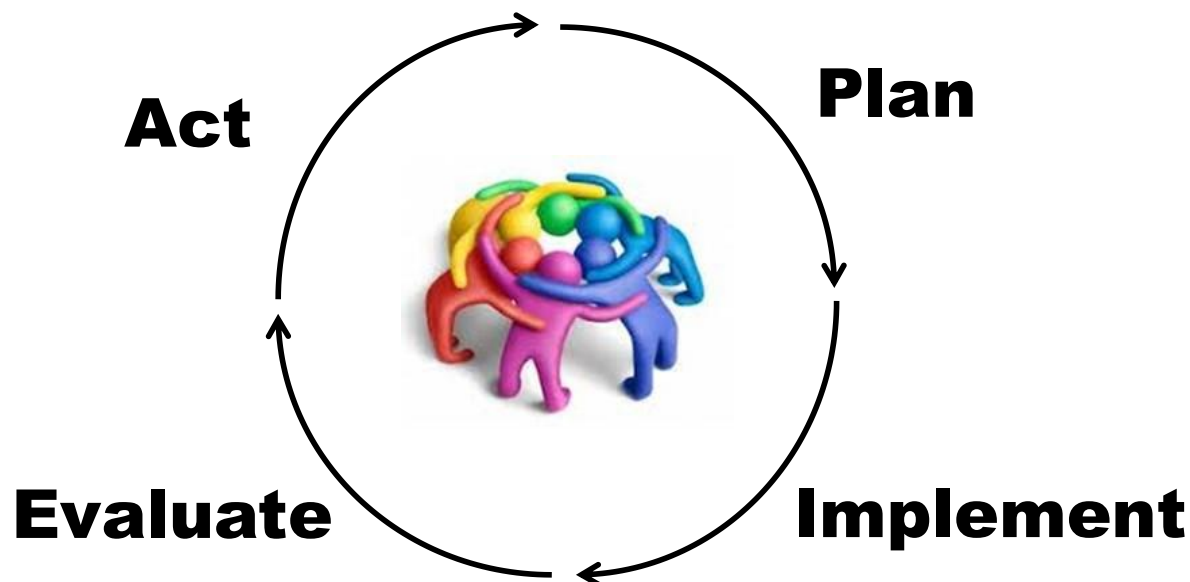


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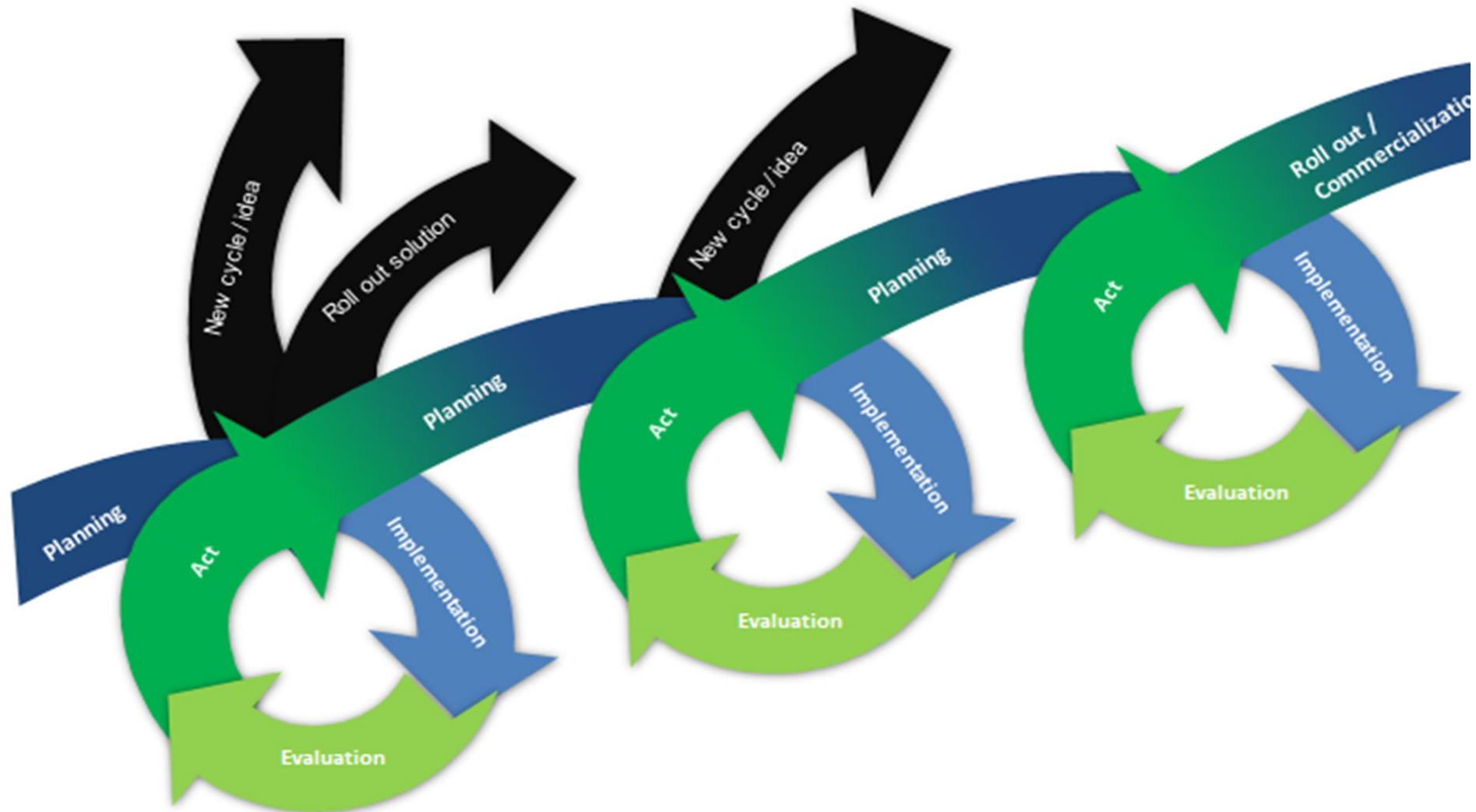
- Challenges: air quality, CO₂ emission free 2030, livability, accessibility, noise
- Many demonstrations, but limited lasting implementations
- A new approach required, from individual, to freight partnerships, to city logistics living labs
- Collaboration industry, local authorities and research
-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



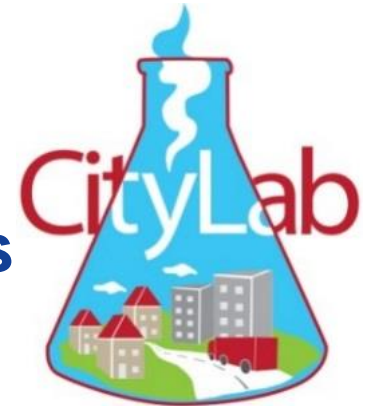
A **test environment** for cyclical development and evaluation of complex, innovative concepts and technology, as part of a **real-world, operational system**, in which **multiple stakeholders** with different background and interest work together towards a common goal, as part of **medium to long-term study**.



Living lab: iterative process



- Methodology for city logistics living labs
- Seven cities as living labs
- Implementation and evaluation of measures
- Facilitation of transfer

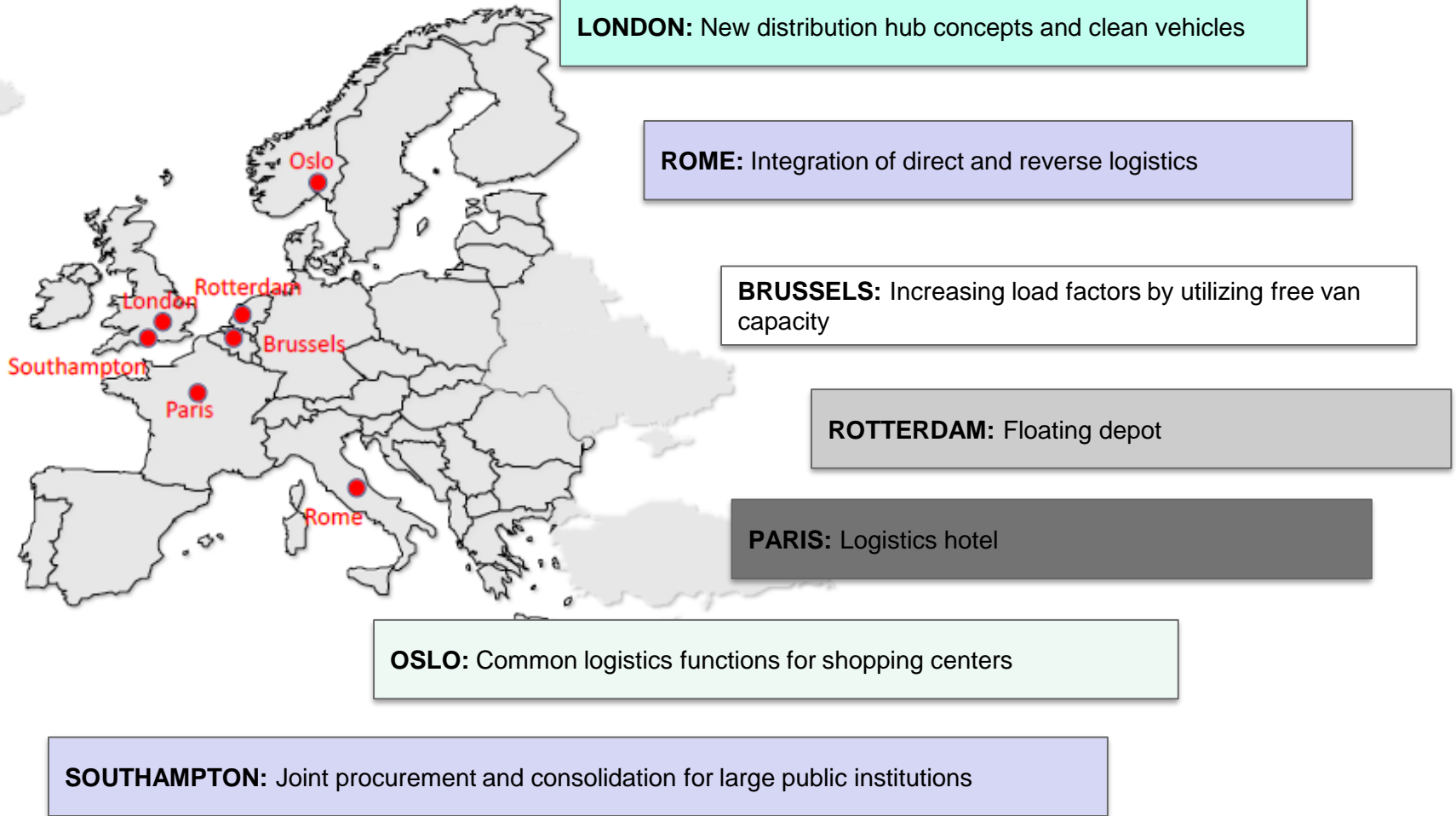


Cost-effective
sustainable
solutions

Upscaling
Replication
Transfer



The living labs



CITYLAB partners



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Meware



Posteitaliane



TRANSPORT FOR LONDON



Vrije
Universiteit
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BRUSSELS MOBILITY
BRUSSELS REGIONAL PUBLIC SERVICE



gnewt cargo
love the last mile



IFSTAR



TNO



ROTTERDAM

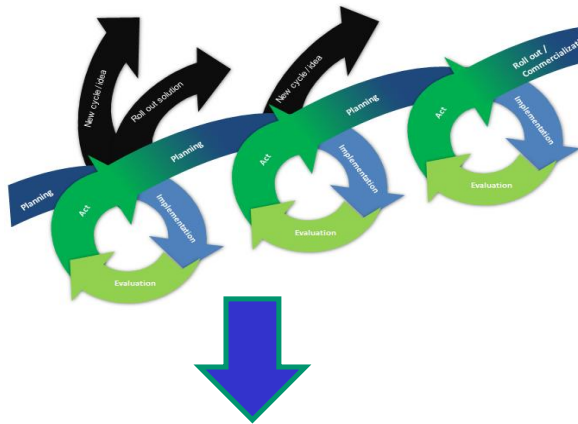
MAIRIE DE PARIS



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Southampton

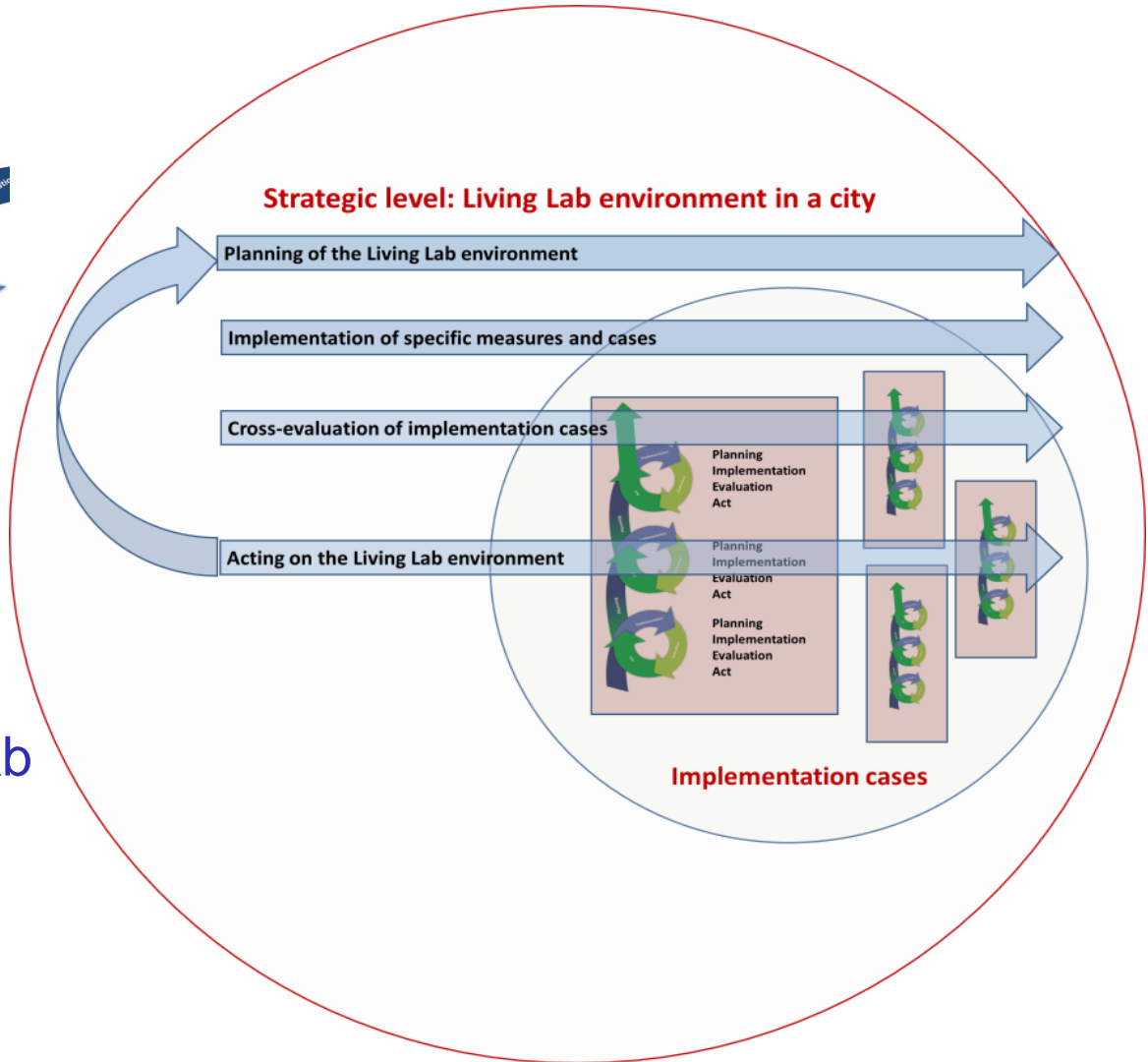


Living labs in CITYLAB: Two levels



Application of the LL methodology:

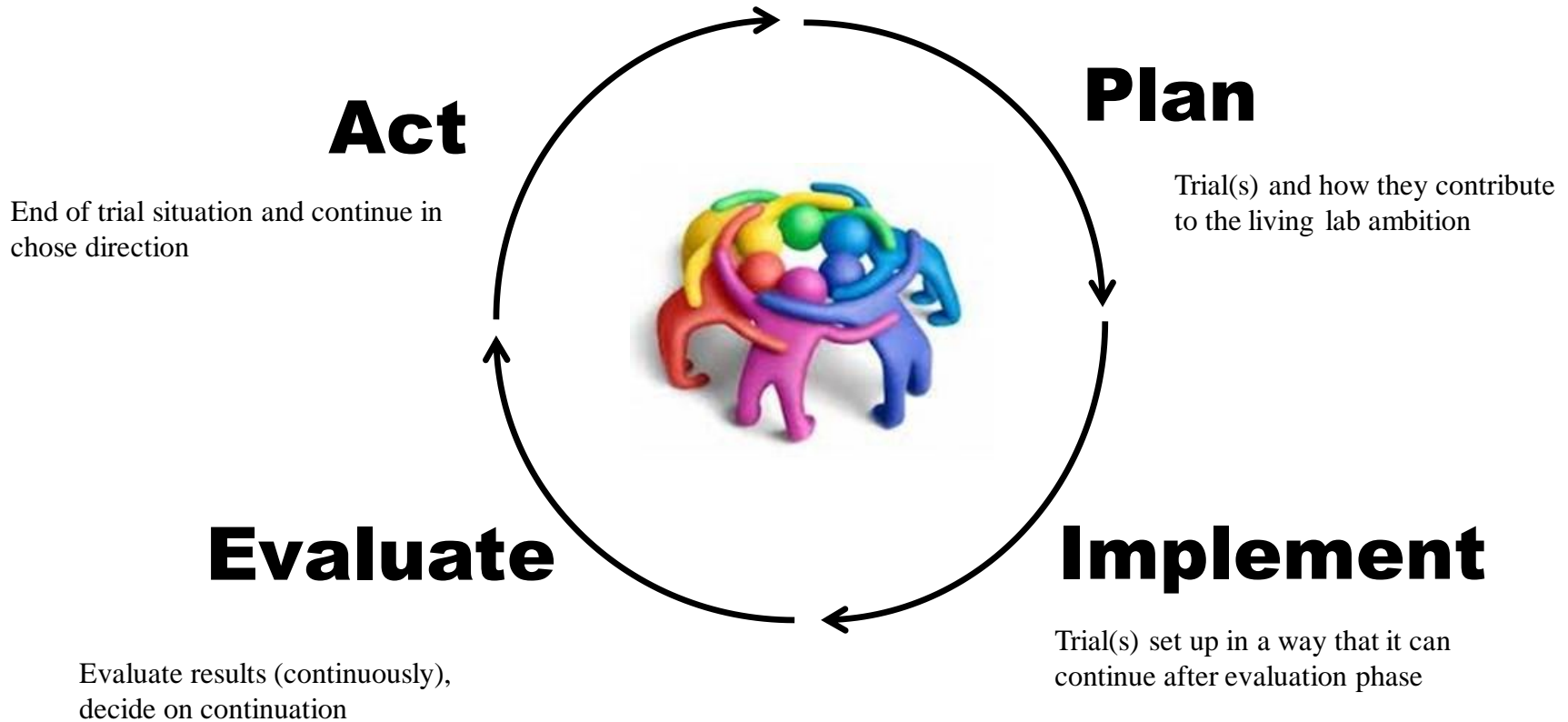
- To set up the Living Lab environment in a city
- To perform specific implementation cases and measures



- Urban freight strategy/plan
- Established urban freight transport stakeholder cooperation mechanisms
- Existence of measures/implementation cases
- Monitoring process

- Cities define their ambition for the city living lab environment development within CITYLAB project
- Goal to remain living labs beyond the project

- Industry partners in driver's seat



- Different starting points in the cities involved
- Need for common goals and *shared situational awareness*
- Added value from dialogue between cities
- Sometimes difficult, as different groups have to change their behavior - outside comfort zone
- Also need to coordinate within city administrations
- Distinguish between city level and implementation level

Thank you!

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<http://www.civitas.eu>



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