



CiViTAS
Cleaner and better transport in cities

CATALIST

Freight In CIVITAS I, II and CIVITAS+

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THE CIVITAS INITIATIVE
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Introduction

Improvement of Urban Goods Distribution is a thematic area within CIVITAS I, II and CIVITAS +.

New concepts for the distribution of goods by means of introducing innovative freight logistics services using clean and energy efficient vehicle fleets, dedicated infrastructure and information services.



Themes

- Freight Partnership
- Clean vehicles / clean fleet
- Distribution scheme
- Fleet management & route planning
- Loading and unloading
- Loading zone
- Public private co-operation
- Urban distribution centre



Freight partnership

1. **Project:** CIVITAS II SUCCESS
2. **City:** Preston, UK
3. **Objectives:** implementation of a strategic city logistics
4. **Expected Results**
 - The FQP is forging links between freight users and policy implementers within local government
 - Publication of freight map.
 - Preston Clear Zone and access control.
 - Production of the freight strategy and Freight Zones for Preston



Clean vehicles / clean fleet

1. Project: CIVITAS II CARAVEL

2. City: Genoa

3. Objectives:

- To reduce traffic congestion
- To reduce pollution from the goods vehicles
- To optimise the collection and delivery process



4. Expected Results

- Estimated reduction of 15 - 20% of the traffic of commercial vehicles
- Improvement of the road congestion levels
- Reduction of the emissions
- Involvement of traders that now use their own cars to transport goods
- Possible economic returns deriving from the regulation of access to the zones controlled.



Distribution Scheme

1. Project: CIVITAS + MODERN

2. City: Craiova

3. Objectives:

- Aims to create a pollution free in the city centre
- Develop a plan for goods distribution
- Introduction of an incentive system for using non-polluting cars for freight distribution in the city centre
- The incentive system which allows free access in the area for electric cars and an entrance fee for internal combustion cars.

4. Expected Results

- Reduction of the pollution levels in the city centre
- Improved goods distribution more reliable



Fleet Management and Route Planning

1. **Project:** CIVITAS II SMILE

2. **City:** Malmö

3. **Objectives:**

- Worked with Malmö Lorry Centre
- Establish the concept of vehicle / driver support to enable efficient and optimal route planning with a minimum environmental impact

4. **Results**

- Reduction of 2% on fuel consumption
- Reduction of emissions of the greenhouse gas CO₂
- Improved Heavy Eco-Driving behavior
- More efficient route transport planning
- Long term effect of the Heavy Eco-Driving Education by giving drivers feedback on their driving performance with more fuel reductions



Loading and Uploading

1. **Project:** CIVITAS + ELAN
2. **City:** Ghent
3. **Objectives:**
 - The organisation of a discussion forum/ institutional platform with the transport operators to improve distribution of goods in the city
 - Discussion implementation of specific measures to reduce de side effects generated by the goods traffic
4. **Expected Results**
 - A platform on freight management with distributors, end users, retailers.
 - Dedicated loading and unloading bays in the city centre
 - A structural platform to bring forward initiatives to improve urban goods distribution
 - Reduction of 30% in HGV traffic
 - Increase of safety in the city centre



Loading Zone

1. Project: CIVITAS + ELAN

2. City: Zagreb

3. Objectives:

- Improve traffic situation in historic centre
Reduce congestion.
- Strengthen the vitality of city centre
- Improve the quality of public space
- Pedestrianisation and cycling lanes in the city centre
- Increase public awareness sustainable modes of transport
- Shift towards cleaner and more energy efficient modes
- decrease pollutant emissions from urban freight traffic.

4. Expected Results:

- Changed attitudes of delivery companies.
- More livable city center and enjoyable urban space for all citizens
- Less congestion in historic city centre



Public private co-operation

1. **Project:** CIVITAS + ARCHIMEDES
2. **City:** Aalborg
3. **Objectives:**
 - Clear Zone implemented in Aalborg
 - Improved the public private co-operation
4. **Expected Results:**
 - Meeting on 16th of September 2008 with freight operators regarding the environmental zone
 - 2nd of February 2009 at 8 am inauguration event of the Clear zone
 - the first environmental zone sign was revealed
 - drivers in the environmental zone were handed out breakfast rolls
 - information leaflets were handed out to interested people and drivers
 - unique co-operation between Aalborg municipality and freight operators
 - Evaluation report of the measure, the first ideas on relevant indicators and methods are:
 - user acceptance
 - numbers of violations
 - vehicle kilometers performed
 - operation statistics (e.g. service intervals for retrofitted vehicles)



Urban distribution centre

1. **Project:** CIVITAS I VIVALDI
2. **City:** Bristol
3. **Objectives:**
 - To minimise the impact of freight deliveries
 - Lessen the number of delivery vehicles
 - Contribute to traffic reduction
 - Reduce the conflict between vehicles in loading areas and delivery bays
 - Improve air quality in the city centre
 - Reduction in supply chain costs
 - Provide an enhanced delivery service for retailers and allow them to take advantage of other services
4. **Results:**
 - The City Council, and 3 neighbouring local authorities - form a Freight Quality Partnership (FQP).
 - The City Council has selected logistics experts Exel to operate and manage the scheme.
 - The scheme is being expanded to cover a neighbouring city
 - Reduction in CO2 and removing freight delivery vehicles from Broadmead area



Urban distribution centre

Innovative freight logistics services

Storage and van sharing for small businesses, Genoa

Freight consolidation scheme, Bristol

Clean and energy efficient vehicle fleets

Charging hydrocarbon fuelled vehicles, Craiova

Clean vehicles, Krakow

Low emission zone, Aalborg

Dedicated infrastructure

Freight specific loading spaces, Ghent

Information services

Freight mapping , Preston

Improved signage for delivery restrictions, Zagreb



CIVINET

Membership network for public authorities and other organisations with an interest in sustainable mobility.

CIVINET is grant-aided by the European Commission.

Members can:

★ **Share best practice**

Learn from others' experience. More than 650 research and demonstration measures have already happened around

★ **Make it happen**

Understand the key drivers of behaviour change

★ **Speak to the right people**

Be part of a social network of technical experts, policy makers and politicians

★ **Share a common voice**

Be part of a collective towards lobbying central government on transport policy issues, regulations and legislation

★ **Join a Centre for Excellence**

Professional development from exposure to a wide range of sustainable mobility policies, measures and tools

★ **Adopt the CIVITAS approach** for cleaner and better transport in cities

★ **Access funding**

EC and national research and funding available for innovative project proposals

★ **Meet, discuss and inspire**

Network hosted meetings, events, training seminars, workshops, newsletters and website resources available to all members



Thank you

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