



**CiViTAS**  
Cleaner and better transport in cities

**CATALIST**



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION

Freight In CIVITAS I, II and CIVITAS+

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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 CO<sub>2</sub>
- Improved Heavy Eco-Driving behavior
- More efficient route transport planning
- Long term effect of the Heavy Eco-Driving Education by giving drivers feed back 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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[www.civitas-initiative.org](http://www.civitas-initiative.org)



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