

Press release

## Delivering new solutions for Urban Logistics in the on-demand economy

***New EU project ULaaDS is set to build a vision for future on-demand urban logistics.***

10th September 2020 - A major milestone for on-demand urban logistics was reached this week with the launch of the EU project ULaaDS (Urban Logistics as an on-Demand Service).

Coordinated by the City of Bremen, ULaaDS was launched across a two-day digital kick-off meeting (8th-9th September 2020) with contributions from leading players in the urban logistics world – including [Måns Lindberg](#) of the European Commission, [Richard Armitage](#) of the European Cycle Logistics Federation and [Fernando Liesa](#) of ALICE.

ULaaDS brings together 24 partners including city authorities, research institutions, industry and logistics stakeholders, associations, and networks to support the deployment of novel, feasible, shared and zero-emission solutions across a three-year period.

*"Regardless of whether we are concerned with a car-free city centre or the solution to congestion problems in our neighbourhoods, we have to develop new concepts for the movement of goods everywhere. Therefore, I am very excited about the results which ULaaDS will deliver to us in the three years of the project."*

**Senator Dr. Maike Schaefer**

**Senator for Climate Protection, Environment, Mobility, Urban Development and Housing  
Development of the Free Hanseatic City of Bremen**

ULaaDS offers a new approach to system innovation in urban logistics. Through the re-localisation of logistics activities and the re-configuration of freight flows at different scales, the project aims to develop sustainable and liveable cities, allowing people and local businesses to easily use alternative modes of shopping and delivery.

To materialise this vision, ULaaDS will create 5 new urban logistics business models and schemes (Containerised Last-Mile, Marketplace for City Logistics, City-Wide UFT Platform, and Location, Infrastructure and Vehicle Capacity Sharing) within 3 “lighthouse” pilot cities: Bremen, Mechelen, Groningen – plus 4 “satellite” cities: Alba Iulia, Bergen, Edinburgh, Rome - and assess their social, environmental and economic impact.

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ULaaDS will translate findings into open decision support tools and guidelines that other urban areas can adopt to identify, explore and assess different sets of intervention measures to deal with the requirements of urban logistics.

The City of Bremen is proud to lead the next steps towards sustainable urban logistics and work together with the ULaaDS consortium to build a vision for future on-demand urban logistics.

### The ULaaDS consortium:

- Lighthouse pilot cities: Bremen, Groningen and Mechelen.
- Satellite cities: Rome, Bergen, Edinburgh and Alba Iulia.
- Industry and logistics partners: UPS, Belgian Post, Rytle, Dropper, ViaVan, ECOkories Mechelen, OV Bureau Groningen & Drenthe, the Bremen State Association of the General German Bicycle Club (ADFC), and consulting service providers Bax & Company and Miebach Consulting.
- Research institutions: Fraunhofer IML Dortmund, the Research Association for Mobility in Austria (FGM), the Norwegian Institute for Transport Economics (TØI), the University of Groningen, and tbnlr (to-be-now-logistics-research-gmbh).
- Associations/networks as multipliers: the European city network Eurocities and the Flemish logistics association VIL.

Interested in learning more about ULaaDS? Join the Urban Mobility Days session

[‘Innovative zero-emission freight solutions for cities’](#) (30/09 – 14:00-15:00)

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