



## PRESS RELEASE – JANUARY 2010

*SUGAR Awards for Rotterdam and Parma!*

*Sustainable urban goods logistics through regional and local policies*

Last 25 January Alfredo Peri, Regional Minister for Mobility and Transport of the Emilia Romagna Region, handed out the SUGAR AWARD 2010 in Bologna (Italy).

The SUGAR AWARD is sponsored and supported by the SUGAR project funded by the European Union within the European Territorial Cooperation Programme INTERREG IVC (European Regional Development Fund). It is a European prize for local authorities which have developed innovative and sustainable public policies and measures in city logistics. The award has two categories:

Metropolitan areas and large cities

Small and medium sized cities

The award commission was composed of technical experts from SUGAR partner organisations. The applications were assessed according to the technical and analytical background of the city logistic measures, their sustainability and ability to match business needs and environmental protection, and their capacity to encourage public-private cooperation.

The **Municipality of Rotterdam** was selected as winner under the first category, thanks to the development of its urban distribution centre (Binnenstadservice Rotterdam) and the PIEK concept, which allows transport companies using silent vehicles to make deliveries early in the morning or late at night.

The **Municipality of Parma** was awarded under the 'small and medium sized cities category' for the implementation of the ECOLOGISTICS project, aiming to rationalise the distribution of diverse goods including 'fresh products', which are often excluded from current city logistic projects.

The award ceremony also hosted technical presentations of experts and logistics operators and a high level round table debate in which all the main municipalities of Emilia-Romagna discussed the future of public policies for city logistics.

More information on the SUGAR AWARD 2010 can be found here

The SUGAR AWARD is one of the several initiatives of the project to establish a dialogue on urban freight with external cities and regions. Another important exchange channel is the SUGAR Enlarged Transfer Programme (ETP). This programme aims to encourage the uptake of SUGAR best practices and results, offering specific services to the participating European local and regional authorities. Selected at the end of 2009, the ETP SUGAR members are: **The Brussels Capital Region** (Belgium), **Hampshire County Council** (UK), **Glasgow City Council** (UK) and the cities of **Gent** and **Hasselt** (Belgium). An ETP dissemination event is foreseen in November this year.

Interested stakeholders are invited to visit [www.sugarlogistics.eu](http://www.sugarlogistics.eu) for more information on project outputs and events.

The second SUGAR Newsletter is also available here!

### Notes to editors

SUGAR is an INTERREG IVC funded project, aiming to transfer best practice and policy experience in the field of city logistics. Under the coordination of the Emilia Romagna Region, SUGAR brings together 17 partners from 10 different countries including Good Practice and Transfer Sites, together with five technical partners (The Institute for Transport and Logistics and CEI in Italy, POLIS in Belgium and the Institute of Logistics and Warehousing in Poland).

For more information on SUGAR you can contact:

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