



SUGAR

THE SUGAR NEWS

Sustainable Urban Goods Logistics Achieved by Regional and Local Policies

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Introduction

Intermediate workshop

By Regione Emilia-Romagna and ITL

During the fifth SUGAR Consortium Meeting in Brussels an Intermediate workshop has been organised by POLIS in cooperation with ITL, in which representatives of the SUGAR sites were invited to discuss about "EU perspective and trends in urban freight distribution", together with representatives of the Academic world, the private sector and the **EU commission**.



Fig. 1 - The event with the European Commission in Brussels

The event was successful both in terms of audience (about 70 people attended, most of which external to the project) and of the fruitful discussion that took place during the round table. Mr. Antonio Scala (Unit MOVE C1 - Clean Transport and Sustainable Urban Mobility – European Commission) presented the EU Perspective on city logistics, highlighting what the EU has been doing and will do to support Urban Mobility. Mr. Scala presented the impressive figures of the financial support (some billions Euros that have been invested throughout the years in research, PPP and the

CIVITAS initiative, just to give some examples) and the role of the EU in influencing and supporting the local policies, showing some of the most significant amongst the actions taken in the urban freight transport field.

It has been briefly described the European vision for the future (which includes, for example better interface between long distance and last-mile transport, Freight consolidation centres and delivery points, loading/ unloading areas, ITS for better logistics, Low-noise and low-emission trucks for deliveries), the European main goals (among which new and sustainable fuels and propulsion systems, optimising the performance of multimodal logistic chains, increasing the efficiency of transport use with info systems and market-based incentives) and especially the four priority "I's" on which the Commission is focusing: Internal market, Innovation, Infrastructure and International.

Mr. Giuseppe Luppino (ITL) presented the first achievements of SUGAR and Mr. Alberto Preti (ITL) moderated the following roundtable, which had the participation of several experts from different countries from the private and public sectors: Mr. Antonio Scala (EC), Mr. Julio Garcia Ramon (Barcelona Municipality), Dr. Jacques Leonardi (Westminster University), Mrs. Veronique Corduant (DHL) and Mr. De Voghel (Brussels City). Mr. Paolo Ferrecchi (RER) closed the event with a picture of the main event results and with a clear statement on the important role of the EC in setting the White Paper targets.

News in brief

- SUGAR is preparing the last Enlarged Transfer Programme and the final conference in Bologna (12/12/2011 and 13/12/2011 respectively), and the final publication which will be distributed at the event.
- All the event presentations are available on the SUGAR website

<http://www.sugarlogistics.eu>

Project meeting in Brussels

By Raúl Medina Granados and Carles Petit, Cinesi Transport Consultancy

The fifth SUGAR consortium meeting took place in Brussels (Belgium) in May 2011 offering partners a new chance for increasing and transferring knowledge. Good Practice Round Table (GPRT) and Train the Trainer (TtT) sessions were held.

The Good Practice Round Table

The GPRT, organized by ITL, was focused on EU funded good practices in city logistics in order to present, review and develop synergies among successful projects in city logistics funded by the EU. Speakers explained recent methods applied in the freight sector, which are linked to the use of ITS developments (example of Smartfreight, FP7 project), tools for modelling freight distribution (case of Cityports of Emilia-Romagna Region) and the value of mapping and exchanging knowledge (experience of the BESTUFS initiative).

The session, coordinated by the Institute for Transport and Logistics (ITL), started with a presentation about the activities carried out in the SoNorA project (Central Europe ETCP), in which ITL, in cooperation with the Emilia-Romagna Region, has developed a business case with DHL concerning a freight operators recognition scheme in Emilia-Romagna and a what-if analysis concerning the impact of time window regulations on operators logistics' operations.



Fig. 2 - Good Practice Round Table session.

The Train the Trainer

After the GPRT, the meeting moved to the Train the Trainer Session, which was split into three different thematic topics:

- **Use of ITS technologies.**

In this first sub-session, the role of new advanced technological tools was analysed in depth, both for the

operations and planning perspectives. Speakers from the public and the private sector were invited to present their experience. Thus, Mr. Marcel Huschebeck (PTV) and Mr. Dominique Mamcarz (TNT) provided their vision on how the private sector can collaborate to improve logistics. On the other hand, Mr. Julius Menge (City of Berlin) and Mr. Fernando Zubillaga (City of San Sebastian) presented their experiences from the public sector viewpoint. Among other issues, they dealt with innovative last mile deliveries and telematic applications for booking on-street delivery spaces.

- **Impact assessment.**

The aim of this second topic session was to identify, understand and assess the social, economical and environmental impacts coming from goods distribution. Mr. Jacques Leonardi provided theoretical and practical evidence to quantify impacts. A presentation about the wine distribution within and beyond the EU, held by Mr. Alastair MacGregor (Oakdene Hollins consultancy), showed real impacts of freight on the global and local scales. The session ended with a practical workshop in which each SUGAR site could estimate the monetary impact of goods distribution in its territory.



Fig. 3 - Dr. Jacques Leonardi during his presentation *Urban consolidation centres*.

- **Urban Consolidation Centres**

The last topic analysed was the role of the urban consolidation platforms, their financial feasibility and the potential environmental benefits of their implementation. Experiences from Spain and Italy were exposed and discussed. The session also ended with a practical workshop consisting in selecting the best locations for an UCC in the SUGAR sites.

Spotlight on SUGAR cities

Good Practice Sites

Paris, France

Goods transport is essential to the economic and social life of Paris and its surrounding region, but it is also leading to problems such as noise, congestion and pollution to which the City is developing solutions. It should be first reminded that freight activity is fundamental: the supply of the city with food and consumer goods depends on it.

The City of Paris has gained experience with a diverse range of urban freight policies in the past 15 years. The City Logistics activities of the public authorities were developed at two different levels: one on the regulations and setting the framework for improved traffic and loading activities. The other was more on the practical level of trials and practices aiming at lowering the environmental and social impacts of urban freight transport in Paris.

On annual basis, about 32 million tonnes of freight are generated by the logistics activities in the City of Paris, of which 3.1 million tonnes have their origin and destination within Paris, about 29 million tonnes are traffic to and from Paris, of which about 14 million tonnes are to and from the region Ile de France. Depending on the weekday and the time of the day, the traffic running on the road in Paris is composed of 15 to 20% of freight vehicles, either trucks or vans. Commercial deliveries and collection amount for about 1.6 million shipments per week. Today the City of Paris offers 9,000 on-street delivery spaces that are publicly accessible for urban freight vehicles. This is corresponding to about 15% of the total number of space available for private car parking.

The new delivery rules are based on the principles of time restriction, vehicle surface access restriction and environmental protection. It is important to remark that for clean vehicles below 29 m² there is no access restriction.

After a public consultation in 2010, the car drivers are now allowed to park in some dedicated delivery space every day between 8 pm and 7 am on weekdays, and the whole day on week-ends. The general retail company Monoprix has developed a new rail based organisation of its deliveries to shops and supermarkets in the City of Paris and suburban areas. About 80 stores are now receiving their non-food goods through a rail-road transshipment depot located in Paris-Bercy. Freight is arriving at night by rail from the Monoprix Regional Distribution Centre in Evry, about 40 km away in the South-East region of Paris. The final trip between Bercy and the store in Paris uses low noise CNG trucks. The use of the rail



infrastructure in Paris allows the company to save time in the morning peak hours, avoiding the congested highways towards the city centre. The social and environmental impacts for Paris are also positive in terms of travel distance, air quality and noise.

Transfer sites

Usti nad Labem, Czech Republic

Usti nad Labem is the capital of the Region of Ústí, situated in the north-western part of the Czech Republic at the main transport axis connecting Prague with Dresden and Berlin. The city is located on a territory with an area of about 94 km² and, with its 98.000 inhabitants, is the 8th biggest city of the country.

Located nearby the Labe River and the main transit railway and road corridors, the fall of the Iron Curtain provided the city with new opportunities, but also with new problems linked particularly to distinctive growth of both transit and local transport, which led the city to seek new ways to solve the city logistics.



New commercial centres have been growing in the city; one of the biggest logistics terminals of the Czech Republic is being built at about 30 km from the city to serve as the main transshipment point of goods for Prague and transport of goods to Germany. All that creates new conditions, issues and challenges, that need to be addressed by planning and management tools. The city employees are gaining a lot of knowledge from the experience of SUGAR partners and events. This becomes an opportunity to advance towards the best possible direction in urban mobility management.

At this point, it is obvious that for the correct implementation of all measures there is a great need to carry out a global change of the approach to solve transportation in the city: revision of data collection and evaluation methods; improvement of communication and information with businesses and the general public; more efficient delimitation of areas for consolidation and distribution of goods in the city, including locations for loading and unloading goods in specific streets in the town centre.

SUGAR is a chance to use the experience of cities that have already been solving similar issues and thus are able to help Ústí nad Labem to avoid incorrect decisions that could reduce or delay the efficiency of the urban transport system.

Upcoming events

SUGAR agenda for the next months

- National SUGAR Site Workshops: from July to November 2011.
- POLIS Annual conference: Brussels [BE], 29th and 30th November 2011
- SUGAR Final Conference: Bologna [IT], 13th December 2011.
- CASTLE & KASSETTS Final Conference: Bologna [IT], 14th December 2011.

Urban Logistics expert's opinion

Jacques Leonardi, Senior Research Fellow at the University of Westminster, UK

By Raül Medina, Cinesi Transport Consultancy

As an introduction, we would like to write 2 sentences about you: your position/role, academic background, years of experience, etc.

I am a Senior Research Fellow at the University of Westminster, Department of Transport Studies (London, UK). After 20 years of experience, my research specialities are related to freight transport, supply chain energy and carbon footprint, surveys and survey methods, van use, new technologies, data management, and policy impact evaluation.

Urban logistics has become a critical problem for many cities. In many cases it is difficult to find a solution because of the lack of resources or technical knowledge. According to your experience, which are the most important recurring problems in Europe when talking about urban logistics?

There is a lack of political support for the sector of urban logistics that is meant to generate income at no costs. Despite the huge economic benefits and taxes raised by freight transport for cities, there is a lack of agreement about how to calculate the public sector benefits of investing in sustainable freight policies that are lowering the negative impacts of trucks. Therefore, most of freight and logistics policies remain rudimentary, or are expressed in form of trials, and we seldom witness cases where innovative techniques, leading to proven sustainable effects, would become a large industry case.

During the last SUGAR event (Brussels), you explained the concept of Urban Consolidation Centre (UCC). How would you define a UCC? Can this concept be applicable to any city facing logistics' problems?

An Urban Consolidation Centre (UCC) is "a logistics facility situated in relatively close proximity to the geographic area that

it serves (be that a city centre, an entire town or a specific site such as a shopping centre), to which many logistics companies deliver goods destined for the area, from which consolidated deliveries are carried out within that area, in which a range of other value-added logistics and retail services can be provided" (Bestufs' Good Practice Guide on Urban Freight , 2007)

Yes, this concept can be applied for most of large or small cities in Europe, since the main effects of UCC are to reduce the overall number of vehicles and the overall distance driven in urban areas. This effect is mainly obtained through less delivery per client, a better load factor of the vehicles, and a more adequate fleet structure.

In many cases, urban logistics and freight management policies do not pay special attention on environmental impacts. We know you focus part of your research on assessing these impacts and supply chains. But, could you mention what kind of indicators do you monitor for evaluating the environmental behaviour of a company?

One main indicator is the total driven distance. This indicator can be expressed as distance per tonne, pallet, parcel or item. The distance is important, because the environmental impacts of a vehicle are directly related to the kilometres driven. Environmental costs can be calculated in Euro per kilometre for air pollutants, CO₂, and noise. Social costs per km are also valued for congestion, infrastructure and accidents. Another main indicator is the fuel use of a freight company. It can be expressed in a more detailed way either as fuel efficiency in l/100km, or in litre per tonne-kilometre, tonne, or item delivered. The best case is when we collect the data before and after a company has introduced a change. Then we know the impacts of any measure more precisely. This measure could be introducing a new UCC, or a public policy measure such as supporting the use of electric vehicles.

You know that SUGAR is a project integrated by a number of cities, where transferability between "advanced" and "learning" sites is a key element. As a professional, what would you recommend to SUGAR transfer sites when implementing freight policies? Is there a magic wand?

Maybe there is a magic wand, but my recipe for public authorities would be rather practical. Some of the key recommendations would be: apply for external funding; have good contacts with the freight industry; plan small low cost trials and assess their impact very clearly before generalising a measure; use cost-benefit calculations including reduction in external costs to convince policy makers of the benefits of what you intend to do; use more UCCs and electric vehicles; finally get employees to deal with logistics in the long term, so they can become specialists and enrich the freight expert network in Europe.

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