



D 5.4. DOCUMENTATION

SMARTSET Conference and Transnational Network

Meeting

CITY LOGISTICS - WHAT TOOLS DOES A CITY NEED TO
REACH CO₂ FREE CITY LOGISTICS?

Tuesday | 12.05.2015 | Graz

OVERVIEW

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1. PREPARATORY STEPS

1.1. Background

The first SMARTSET Conference and Transnational Network meeting was organised on the 12th of May 2015 in Graz, Austria, within the framework of SMARTSET WP5. In charge of the organisation of this event was FGM-AMOR as Work Package 5 Leader. The City of Graz, also being an application site within the SMARTSET project, took over the role as host city of the conference and provided the venue (the Town Council's Meeting Hall in the City Hall of Graz) and further support for setting up the event's framework and proceedings.

For increasing the outreach CIVINET Deutscher Sprachraum, the regional CIVITAS Network for the German speaking area supported the event with dissemination actions. Additionally the annual statutory CIVINET meeting was organised back-to-back with the SMARTSET event offering great synergies concerning additional visitors of the SMARTSET transnational network meeting.

1.2. Preparation

First preparations started in late 2014, followed by meetings and in-depth talks beginning of the year 2015. Proposals elaborated by FGM-AMOR were discussed with the Work Package Leader Group and the whole Project Management Group.

After first agreements on the title ("*City logistics - What tools does a city need to reach CO₂ free city logistics?*"), structure and content SMARTSET project partners were requested to take part in the Transnational Network Conference as speakers.

Speakers from outside the project were invited to broaden the perspective on City Logistics, bring in further ideas for SMARTSET and to present the political perspective as well as the one of a "new" EU-member state.

Conference invitations were disseminated in digital form to and by:

- all SMARTSET-project partners, requested to pass on the invitation to their regional and national networks and other relevant contacts;
- the SMARTSET-Website and e-update;
- the CIVINET-Newsletter as well as the CIVITAS Website;
- other (EU)-projects and players in the field of sustainable city logistics across Europe; and
- the City of Graz and its (political) networks across Europe, also as CIVITAS Forum City.

Additionally to the Conference invitation an online registration tool was provided via the SMARTSET Website. In total 47 people from 9 countries registered for the Conference via the registration tool.

Further preparation steps for the Conference comprised:

- Fine-tuning of the agenda and the speakers
- Administration of registration
- Preparation of poster presentation facilities
- Briefing of speakers
- Collection of speakers' presentations and preparation of hand-outs in a conference folder
- Preparation of name tags
- Organisation of catering, venue for the evening reception
- Organisation of conference documentation (professional photographer from FGM-AMOR)
- Briefing of Moderator (Fred Dotter, FGM-AMOR)

- Speakers' dinner for further briefing and final coordination on the evening before the conference, etc.

The final agenda for the Transnational Network Meeting is attached is available in Annex I.

2. CONFERENCE AND TRANSNATIONAL NETWORK MEETING

2.1 Participation

In total 50 people attended the SMARTSET Conference and Transnational Network Meeting (see Annex II)

2.2 The Conference and Transnational Network Meeting

- After a welcome by the City of Graz, the European Policy Framework on Sustainable Urban Logistics was presented by Fred DOTTER, Austrian Mobility Research, FGM-AMOR (see Annex III).
- This was followed by an input from Michelle Coldrey, SMARTSET's project coordinator, introducing the SMARTSET project and its goals to the audience (see Annex IV).
- Linking SMARTSET's contents to related activities taking place in Europe, Elke Bossaert from Mobiel21 presented the CIVITAS Initiative and examples of projects dealing with urban freight in this European wide network on sustainable urban transport (see Annex V).
- Following these introductory presentations, the keynote speech by Gisela NACKEN from City of Aachen addressed "Sustainable urban logistic and the role of politics". As a politician with quite a few years' experience within the urban development, building, transport and mobility context she underlined that, even if general technological development, market conditions and national policy initiatives strongly influence urban freight policies, the empowerment of cities to take matter into their own hands for the better is highly dependent on local leadership. It requires visions and the alignment of environmental, transport and building policies which is important to avoid contradicting policies. In addition both governance capacities and effective implementation structures are needed. She concluded that sustainable urban freight is part of - rather than an add on to - a much wider debate about what kind of cities we want to live in and how smart technologies are creating new opportunities: for entrepreneurs; for cleaner, safer and more attractive environments; for getting people and goods where they need to be efficiently. In short, she concluded, the smartest cities will see the opportunities from getting the 'last mile' right. (s. Annexes VI and VII)
- Dr. Julius Menge from the City of Berlin presented the point of view of a public authority on regulatory instruments and incentives (see Annex VIII). Issues addressed comprise the discussion if urban land should be used for urban freight or housing and that players like DHL and TNT think global and are not interested in one specific solution for a city – but in solutions that work in other cities too. In the discussion Gothenburg was contributed that in total 100 shops as partners are needed to be cost-efficient and gave advice to keep solutions smaller at start.

- Before getting into further practical examples made by SMARTSET application sites, Gabriele GREA, Grupo CLAS, presented an introduction into “Business plans and strategic approaches for CO2-free City Logistics” (see Annex IX). The representative of the City of Bremen at the SMARTSET transnational network meeting raised the question if consolidation centres reduce mileage – also in the light that some big warehouses already have their optimised delivery service. Representatives of the City of Graz replied that this is the same in Graz with the big Kastner and Öhler-warehouse; but that a big number of small shops that are beneficiaries of consolidation centres. By Grupo Clas it was added, that the reduction of mileage also depends on the (good) location of the consolidation centre – also contributing to other reduction of cost, e.g. time lost in congestion, infrastructure, etc.
- The next part of the SMARTSET Conference and Transnational Network Meeting covered the presentation of works and experiences made in three SMARTSET application sites (see Annex X - XII), namely:
 - Urban freight terminals: Big scale B2B solutions and planning software in Padova (Presentation was given by Guiseppe Siciliano on behalf of Interporto Padova)
 - Urban freight terminals: Medium scale B2B solutions and establishing stakeholder cooperation in Gothenburg (Annette Thorén, City of Gothenburg)
 - Small scale B2C solutions in Graz (Gerhard Ablasser from the City of Graz)

These presentations were met with great interest and questions were raised by participants regarding the budget composition (e.g. 20 % of the budget is used for advertisement for the Gothenburg solution) and if costs are fully covered by fees paid by the clients. For Interporto Padova it could be communicated that operations are fully cost-covering with a full-fledged market-oriented approach, while the Gothenburg approach still is partly co-financed by public-funds. For the City of Berlin it was underlined that it is difficult to make profits when investment needs to be made in infrastructure first.
- In the next presentation an overview on work carried out in WP 4 of SMARTSET was given, with Maciej Tumaszyński presentation: “e-Vehicles: An overview of European initiatives involving electric and clean vehicles for freight transport” (see Annex XIII).
- In order to bring in experiences made in the frame of other initiatives, the SMARTSET Conference and Trans-Network Meeting included two inputs:
 - Lessons learned - 900 EV’s support Austrian Post’s CO2-neutral, a presentation given by Alexander CASAPICCOLA from the Federal Austrian Post – with 900 E-vehicles the biggest E-fleet in Austria (see Annex XIV). A trigger for this development was the new CEO starting in 2009 and setting up a new CSR-scheme. Beside the environmental benefits of using E-vehicles, they also ease delivery work for older employees. Additionally delivery services are faster when made by E-vehicles.
 - Christian Riethmüller from the Osiander’sche Buchhandlung (book store chain in Germany) telling the success story of “Parcels delivered by bike - the successful cooperation of a local book store with students of a public school in Tübingen” (oral contribution, no ppt. presentation). In Tübingen, now 80 students work in a school company and deliver parcels to customers by bus, bike or walking. In 2014 35,000 parcels could be delivered in that way, with the Osiander company paying 2.50 Euro for each parcel and at no cost for the customer. In other cities across Germany, Osiander works with delivery by bike couriers, which does not cover the direct cost, but raises the image resulting in more business.

- A panel discussion addressing the question “What tools does a City need to achieve CO2-free City Logistics?” formed the final part of the SMARTSET Conference and Trans-Network Meeting. The panel was composed of:
 - Gerhard Ablasser, City of Graz
 - Heimo Maieritsch, City Management Graz
 - Nataša Mirić, City of Dubrovnik Development Agency
 - Julius Menge, City of Berlin
 - Michael Glotz-Richter, City of Bremen

Nataša Mirić described the situation of the City of Dubrovnik that currently develops a SMARTCITY Strategy. Freight delivery is a big problem in the city especially in summer during the peak season and lots of congested roads, thus solutions for the benefit of inhabitants and tourism need to be found.

In the City of Bremen cargo bikes are available for rent. Last year a cargo bike race with 50 participants took place. Michael Glotz-Richter underlined that more attention should be given that rules are complied with (e.g. in environmental zones) – this would be very important for inducing a change.

In Graz with the “Bring-me”-Initiative in the frame of SMARTSET it is envisaged to not only give a product to people but to transmit a spirit. It is important to start with offers and not with restrictions. An additional advice was not to give up too quickly.

For Berlin the key challenge as a big city is to bring many stakeholders from various urban freight projects together and to set up and keep up with a strategic framework in the background. Awareness needs to be raised in the general public but also among the policy and political level and academia.

On the question if the EU-goal for essentially CO2-free city logistics until 2030 can be achieved, Michael Glotz-Richter pointed out that this certainly is a challenge but that there are still 15 years to go – which is about the duration of a life-cycle of a vehicle. But meeting this target still will be difficult, as fossil fuels such as diesel are still quite cheap. Automated transport e.g. used on long distances could be an interesting issue in the future.

Julius Menge from the City of Berlin thinks that there might be cities likely to meet this target but in general it is hard as big trucks cannot be replaced. There are doubts that logistics can actually be CO2 free – this is considered rather to be feasible for public transport. A focus should rather be put on NOx, particulate matter and noise that also affect people’s health. Later at some stage one can get to CO2 savings as well.

Gerhard Ablasser said that this EU-target was defined to wake up politicians, but still is not especially well known among them. Politicians need to take decisions now.

Nataša Mirić summarized that beside the political will a vision for a liveable city and the involvement of residents, industry and transport companies.

The SMARTSET Conference and Transnational Network Meeting was followed by a site visit to activities of the City of Graz on efficient urban freight transport, organized by Gerhard Ablasser, City of Graz. The reception and dinner on the Schlossberg provided further opportunity for networking among the participants.

3. FOLLOW-UP

3.1 Publication on SMARTSET-Website

Following-up the conference and transnational network meeting, presentations given and photos taken were provided on the SMARTSET-website (<http://smartset-project.eu/news/city-logistics-not-boring-smartset-international-conference-graz-big-success>), all participants were informed on this up-date by e-mail.

4. ANNEXES

- Annex I_SMARTSET_Conference_Agenda_Final
- Annex II_Smartset-Konferenz-Teilnehmerliste unterschrieben
- Annex III_SMARTSET_Conference_Graz_DOTTER
- Annex IV_SMARTSET_Conference_Graz_COLDREY
- Annex V_SMARTSET_Conference_Graz_BOSSAERT
- Annex VI_SMARTSET keynote_Speech GN_Graz_120515-4
- Annex VII_Präsentation GN
- Annex VIII_Julius Menge_Berlin
- Annex IX_SMARTSET_Conference_Graz_GREA
- Annex X_SMARTSET_Conference_Graz_SICILIANO_Interporto Padova
- Annex XI_SMARTSET_Conference_Graz_THOREN
- Annex XII_SMARTSET_Conference_Graz_ABLASSER
- Annex XIII_SMARTSET_Conference_Graz_WP4_TUMASZ
- Annex XIV_SMARTSET_Conference_Graz_CASAPICCOLA-1