



## D 5.4. DOCUMENTATION

### SMARTSET Conference and Transnational Network

#### Meeting

### URBAN FREIGHT TRANSPORT: LOOKING BACK – LOOKING FORWARD

Tuesday | 08.03.2016 | Gothenburg

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## OVERVIEW

D 5.4. DOCUMENTATION .....	1
URBAN FREIGHT TRANSPORT: LOOKING BACK – LOOKING FORWARD .....	1
OVERVIEW .....	1
1. Preparatory steps.....	2
1.1. Background.....	2
1.2. Preparation.....	2
2. CONFERENCE AND TRANSNATIONAL NETWORK MEETING .....	3
2.1 Participation .....	3
2.2 The SMARTSET Final Conference and 2 <sup>nd</sup> Transnational Network Meeting.....	3
3. Follow-up .....	6
3.1 Publication on SMARTSET-Website.....	6
4. Annexes.....	7

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# 1. PREPARATORY STEPS

## 1.1. Background

The second SMARTSET Transnational Network meeting was organised on the 8<sup>th</sup> of March 2016 in Gothenburg, Sweden. It was held in conjunction with the SMARTSET Final Conference and therefore organised by the WP 5 and WP7 leaders together with the Lead Partner, the City of Gothenburg.

## 1.2. Preparation

First preparations started in autumn 2015, followed by detailed preparation steps and in-depth discussions between Lead Partner, WP5 and WP7 Leader.

Agenda proposals were sent to the whole PMG - for feedback as well as requests to participate as speakers.

Speakers from outside the project were invited to broaden the perspective on urban freight transport, to bring in further ideas for SMARTSET and related follow-up activities.

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 the e-update;
- the CIVINET as well as the CIVITAS Website;
- the ELTIS-Website;
- other (EU)-projects and players in the field of sustainable city logistics across Europe

Additionally to the Conference invitation an online registration tool was provided via the SMARTSET Website. In total 61 people from 9 countries registered for the Conference via the registration tool.

Further preparation steps for the Conference comprised:

- Fine-tuning of the agenda
- Administration of registration
- Preparation of poster presentation facilities
- Briefing of speakers
- Collection of speakers' presentations
- Preparation of name tags
- Organisation of catering, venue for the evening reception
- Organisation of conference documentation (partly professional photographer from the City of Gothenburg)
- Briefing of moderator (Sofie Vennersten, Closer)
- Final preparation meeting of Lead Partner, WP 5 and WP7 Leaders and moderator on 7<sup>th</sup> of March 2016 at the venue.

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

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## 2. CONFERENCE AND TRANSNATIONAL NETWORK MEETING

### 2.1 Participation

In total 53 people attended the SMARTSET Conference and Transnational Network Meeting (see Annex II)

### 2.2 The SMARTSET Final Conference and 2<sup>nd</sup> Transnational Network Meeting

- The SMARTSET Final Conference and 2<sup>nd</sup> Transnational Network Meeting started with a welcome by Johan Nyhus, the Deputy Mayor of the City of Gothenburg.
- To inform on EU-Perspectives regarding urban freight transport in the future, Mans Lindberg from the DG MOVE could be engaged as speaker (see presentation in Annex III).
- After a short overview on the SMARTSET project, Michael Browne from the University of Gothenburg delivered the keynote speech of the event. Thereby he addressed the importance of business models for city logistics and how this approach can help to identify problems that need to be resolved. Further he gave examples from cities out of SMARTSET that work on city logistics (see presentation in Annex III).
- The next session addressed the question, if clean vehicles are a viable option for more sustainable urban logistics. This topic was addressed by the SMARTSET application site representatives Tom Zunder (University of Newcastle) and Julius Menge (City of Berlin). Tanja Dalle-Muenchmeyer from the Cross-River Partnership/Westminster City Council brought in further experiences from the FP7-project FREVUE. In their presentations they discussed following aspects:
  - The starting point/challenge for purchasing/using a clean vehicle for the respective logistic challenge;
  - Decision making for purchasing the e-vehicle (what vehicle for which situation), problems encountered and how they were dealt with;
  - Recommendations for using clean vehicles in sustainable urban freight distribution.The presentations are included in Annex III.
- In the following session incentives and regulations for sustainable urban freight transport were discussed and how they can make a crucial difference. The representatives from the SMARTSET application sites Graz and Rome told their story on why and how access regulation schemes were introduced or were tried to be introduced. Further they described strategic alliances necessary for implementing favoring regulations and how these should be further developed and pushed forward in the future. Additionally Ulf Hammarberg from DHL Sweden contributed with the perspective of a haulier (see presentations in Annex III).

- This session was followed by a panel discussion on the question “Favourable framework conditions for sustainable Urban Freight Transport – what has been done, what is needed?” To trigger the discussion and to ensure attention of the audience this session also included the votes of all participants on the question on which elements are the most important for the development of Urban Freight Terminals and on standardization needs. The panel consisted of:
  - Maria LINDHOLM | CHALMERS University of Technology, Gothenburg
  - Måns LINDBERG | European Commission, DG MOVE
  - Michael BROWNE | University of Gothenburg
  - Ulf HAMMARBERG | DHL
  - Tanja DALLE-MUENCHMEYER | Cross River Partnership / Westminster City Council
  - Federica FRIGATO | Interporto Padova
- As a last contribution in the morning the leaders of SMARTSET WP 5 (Networking) and WP 7 (Dissemination) gave an input on the power of networking as an essential part of the SMARTSET project. Besides presenting what has been done this presentation also served to incentivize networking in the following lunch break. (see presentation in Annex III)
- The session after lunch break dealt with the question, if business models are able to overcome market barriers for sustainable urban transport and UFT. First, Gruppo CLAS as WP 2 (Business models) leader presented the experiences made in SMARTSET. This was followed by an in-depth look at the experience of Stadsleveransen at the Gothenburg application site. (see presentations in Annex III)
- The SMARTSET Final Conference and 2nd Transnational Network Meeting strived to further strengthen networking also beyond project end. Therefore in the afternoon the questions “What if most work gets done through informal conversations? Where do you have the most meaningful and valuable conversations?” were posed.  
Three thematic tables worked on different topics:
  - “Getting the client – keeping the client” (hosted by the City of Graz and the City of Gothenburg);
  - “Planning and optimising freight distribution” (hosted by Interporto Padova and the University of Newcastle); and
  - “Set-up an Urban Freight Terminals – location, organization, implementation” (hosted by the City of Berlin, Rome Mobility Agency and the City of Sundsvall).

The “Thematic Table on Getting the Client – Keeping the Client” started with the examples of the SMARTSET applications sites Gothenburg and Graz. It was agreed that it is difficult to get shop owners as clients. Even big companies do often not know that the last mile is costly. Therefore it takes some time to find out what price can be charged for the last-mile delivery. It is important to find a few customers with big volumes to sustain the business and get to an attractive price offer also for other clients with lower volumes. Demand has to be created and limiting regulations for delivery services are certainly supportive. The combination with out-of-town transport can also help to get volumes for the haulier’s business. Although a city administration is not in the position to run the delivery service it can help to accompany hauliers to the clients to show them that Sustainable Urban Freight Transport is not only about business but also of public interest. Also it is helpful to include the Inner-City-Management or the Merchants’ Association into the plans for setting up sustainable urban freight transport.

At the “Thematic Table on Planning and Optimising Freight Transport”, the participants were able to provide two important points underlying planning and optimising freight transport in a specific geographical area: Understanding the freight flows and deciding what you are going to optimise, respectively, optimising what is of value to those who will pay for the service. Some further key points from the discussions were that optimisation is about making a better service compared to the existing situation. To do this it requires the identification of the needs of those who are willing to pay for the service and offering this without inconveniencing other stakeholders. Retail accounts for only a small proportion of all goods deliveries in a city. Understanding current freight flows is a key in being able to optimise. Here it is easier to work in areas for which there is a data available. Optimisation can also be made in organisational or regulatory framework. For example Cityporto which allows exceptions to the access restrictions that allows them to optimise compared to other transporters, and institutions can work with procurement policy to optimise freight flows. Finally, IT systems are key for tracking, but it is difficult to work with many transporters since they all require their own IT solution to be used thus requiring those making deliveries to often carry several palms (this is an organisational rather than technical problem).

When it came to the topic of setting-up an Urban Freight Terminal, and what are the most important issues to consider, the discussing participants came to the conclusion that it needs money to make a “last mile” a real “last mile”. This has been emphasised also by saying that city logistics is not (only) about CO<sub>2</sub>-reduction, but about making the city centre more attractive. Therefore, “Urban Logistic Centre” might be a better term than “Urban Freight Terminal”.

- Finally Stefan Eglinger, the Director of the Urban Transport Administration presented the urban freight success story of Gothenburg in a plenary session (see presentation “Goods Distribution for a Vibrant City” in Annex III).
- The SMARTSET Conference and Transnational Network Meeting was followed by a site visit to Stadsleveransen. The reception and dinner in “Chalmerska huset” 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/smartset-final-conference-was-great-success>), all participants were informed on this up-date by e-mail.

## 4. ANNEXES

- Annex I\_SMARTSET\_Conference\_Agenda\_Final.pdf
- Annex II SMARTSET conference signature list.pdf
- Annex III\_SMARTSET\_Final\_Conference\_Presentations.zip