

SMARTSET cooperative market-driven business solutions will ensure long term sustainability of city logistics initiatives, fostering their high social acceptance and economic viability.

## Developing sustainable and market based solutions

SMARTSET aims to develop urban logistics and urban freight terminal solutions that are viable and self-sustaining after the duration of the project. The project sites are characterised by different conditions, from smaller towns to medium and large cities, from different parts of Europe, with different types of challenges and different potential solutions. All these sites have one thing in common: the **need for a comprehensive, sustainable business model** that enables existing market barriers to be overcome.

## SMARTSET business models overcoming market barriers

Building a viable business model has for a long time been a major challenge for urban freight delivery initiatives, due to a number of regulatory and logistical aspects that result in 'killing factors' for city logistics pilots, such as:

- Failure to set viable tariffs and costs, once public grants come to an end;
- Lack of enforcement of regulations fostering the urban platform based city logistics schemes;
- Non-optimal location of the urban platform;
- Lack of commitment by relevant transport chain stakeholders.

SMARTSET business models are conceived to overturn these barriers, building on innovative approaches and solutions able to **attract unexploited demand**, and on a **strong cooperative approach**, involving **different actors** and **stakeholders** in the decision process, thus **ensuring effectiveness** and **social acceptance**.



## A cooperative and market driven approach to ensure sustainability

The key issues for sustainable business models developed in SMARTSET are to go beyond existing structures and experiences, investigate new possibilities to **increase the attraction of the terminal, fostering the integration of all terminal functions** (intermodal transshipment, long haul transport and logistics, cross-docking, etc.) in urban logistics, in order to **attract new and unexploited markets** to sustainable delivery schemes.

### SMARTSET project coordination and contact:

City of Gothenburg, Urban Transport Administration  
E-mail: [contact@smartset-project.eu](mailto:contact@smartset-project.eu)