

SMARTSET Conference and Transnational Network Meeting

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European Policy Framework on
Sustainable Urban Logistics

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Why is it so important?



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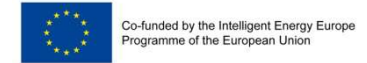
- Transport of goods is a central element of the economic development
- The demand for urban freight transport has increased
- Specialization of the urban and economic system is growing
- Global division of production and freight



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What are the challenges?



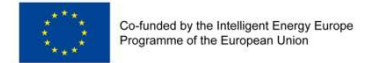
- Terrestrial transport is the principal mode used by companies
- Sub-optimisation of freight transports, with low load factors and an unjustified amount of tonne-kilometres generated by the vehicles used
- Transport of goods generates up to 20% of traffic, 30% of street occupation and 50% of greenhouse-gas emissions



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What are the main problems on policy level?



Urban logistics is heavily neglected in city and transport planning

- Lack of focus and strategy on urban logistics
- Lack of co-ordination of urban logistics actors
- Lack of data and information



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What does the EU want to achieve?



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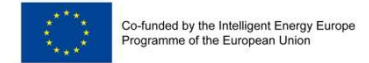
A successful European transport policy cannot ignore the urban dimension

- Better meet the diverse urban transport and mobility needs of citizens, businesses and industry
- Offer more attractive choices
- Reduce the negative impacts of (urban) transport
- Contribution to economic recovery

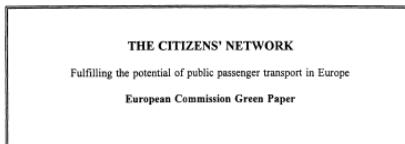


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EU policies to reach this goal, I



1995 | Green Paper Citizens' Network



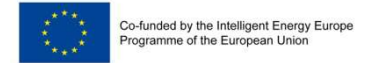
Brussels, 1995

Fulfilling the potential of public passenger transport in Europe

- Contribution to the development of technologies, systems, innovative concepts and strategies to improve the intermodal transport operations in the field of passengers and freight transport

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EU policies to reach this goal, II



1998 | Developing the Citizens' Network

Four key areas to support the role of local and regional passenger transport



- Stimulating information exchange
- Stimulating the benchmarking of service performance
- Establishing a political and legal framework
- Using the European Union's financial instruments effectively

Sustainable Urban Logistics | EU policies to reach this goal, III



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2007 | Green Paper Towards a New Culture of Urban Mobility



TOWARDS A NEW CULTURE FOR URBAN MOBILITY

Cities are at the heart of European life and are the engine of the European economy: the vast majority of European citizens live in urban areas, and around 80% of the European Union's (EU) Gross National Product is generated there. Sustainable urban mobility – allowing people and goods to move freely and safely while respecting the environment – is crucial both for our quality of life and for the health of the economy.

Yet towns and cities across Europe are facing a range of serious challenges, such as traffic congestion, greenhouse gas emissions, air and noise pollution, health issues, safety risks and security threats. These are common challenges and their effects can often be felt across national boundaries. They have to be tackled at European level if we are to achieve a sustainable urban mobility for all European citizens. In most cases, local authorities are best equipped to take action, but the EU can enable and encourage common solutions for the development of a new culture for urban mobility in Europe.

Launching a debate

It is in this context that the European Commission published on 25 September 2007 a Green Paper called "Towards a new culture for urban mobility". This followed a six-month long consultation with stakeholders. Based on their input, the Green Paper poses questions and launches a wide-ranging public debate with a view to developing a European policy vision on urban mobility. The Green Paper identifies a number of core elements of sustainable urban mobility, namely the need to make towns and cities and their transport systems more fluid, greener, smarter, more accessible, and safer.



Addressing urban mobility by 5 themes

- Free-flowing towns and cities
- Greener towns and cities
- Smarter urban transport
- Accessible urban transport
- Safe and secure urban transport

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EU policies to reach this goal, IV



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2009 | Action Plan on Urban Mobility



ACTION PLAN ON URBAN MOBILITY

What can the EU do?

The European Union (EU) can stimulate cities to develop policies which will help to reach the EU objectives of combating climate change, creating an efficient European transport system and strengthening social cohesion.

With the Action Plan, the European Commission presents for the first time a comprehensive support package in the field of urban mobility.

Local, regional and national authorities are free to use this support, and the tools that will be offered. Using them will help to address the challenge of sustainable urban mobility and facilitate their policy making.

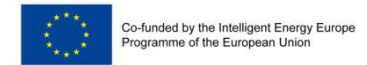
In addition, Europe's citizens and companies will benefit from this on a daily basis.



Action 19: Urban freight transport

- Optimising urban logistics efficiency
- Improving the links between long-distance, inter-urban and urban freight transport
- Incorporating freight transport in local policies and plans
- Better managing and monitoring of transport flows

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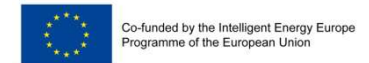
2011 | Transport White Paper 'Roadmap to a Single European Transport Area'



Ten goals for a competitive and resource efficient transport, including two addressing the urban dimension

- Halve the use of 'conventionally-fuelled' vehicles in urban transport by 2030 and phase them out by 2050
- Achieve essentially CO₂-free city logistics by 2030 – in major urban centres

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2013 | Urban Mobility Package



Brussels, 17.12.2013
SWD(2013) 524 final

COMMISSION STAFF WORKING DOCUMENT

A call to action on urban logistics

Accompanying the document

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS

Together towards competitive and resource-efficient urban mobility

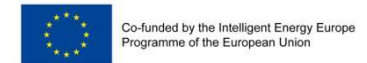
{COM(2013) 913 final}
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Initiative 33: Zero-emission urban logistics – in major urban centres by 2030

- Optimising urban logistics efficiency
- Improving the links between long-distance, inter-urban and urban freight transport
- Incorporating freight transport in local policies and plans
- Sustainable urban logistics

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What is the role of the European Union?



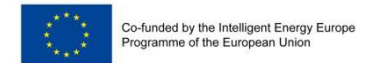
Outline of policy guidelines to support cities and towns in moving towards a new mobility culture through developing and adopting sustainable and integrated approaches to urban transport.

The EU supports implementation of sustainable transport policies and measures at local level with research funding for developing sustainable and innovative urban transport solutions.



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Outstanding projects



SMARTSET – Efficient urban freight transport | www.smartset-project.eu

Contribution to cleaner, safer and more efficient future freight transport and to a sustainable development of cities

CIVITAS Initiative – Cleaner and better transport in cities | www.civitas.eu

Addressing urban transport policy strategies to promote sustainable urban mobility



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THE CIVITAS INITIATIVE
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THANK YOU FOR
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Fred DOTTER | Austrian Mobility Research, FGM-AMOR | May 2015

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