

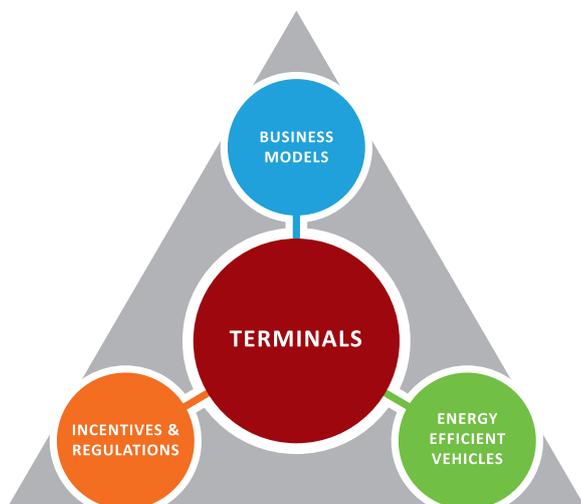
SMARTSET aims to develop and show how freight transport in European cities and regions can be made more energy-efficient and sustainable by a better use of freight terminals both for long distance transports and “last mile” distribution in city centres.

About SMARTSET

The transport of goods, both on long distances and within cities, contributes a substantial part of the total emissions generated from the transport sector, as well as congestion. Up to 20% of traffic, 30% of street occupation and 50% of greenhouse-gas emissions are generated by freight.

To reach the overall goal of more **energy-efficient** and **sustainable urban freight transport**, SMARTSET provides examples of good practice that can support cities, regions and countries to contribute to the **European Union “20-20-20” targets for reduction in carbon dioxide emissions and improvement in energy-efficiency.**

SMARTSET is a brand-new project, co-funded by the Intelligent Energy – Europe programme of the European Union (IEE) and is composed of 14 partners, coming from Austria, Germany, Italy, Sweden and the United Kingdom.



SMARTSET's approach

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SMARTSET is structured around three core aspects for creating successful and attractive terminals:

- **Market based business models** are a crucial part of the development in energy efficient distribution solutions
- **Incentives and regulations** are needed, to steer towards an energy efficient urban freight transport, and
- In order to make city centres more attractive, the **introduction of clean vehicles** for last mile distribution and the **use of intermodal transports** is also facilitated.

Be part of it!

SMARTSET engages actors that are in the position to make a significant breakthrough in the uptake of sustainable and energy-efficient urban freight transport. This involves creating the conditions and the specific opportunities for widespread communication, participated debate and cooperation.

Inform, participate and learn with colleagues from the whole of Europe. Have a look at www.smartset-project.eu to find out more about the project and join the network to participate in the discussion and share your point of view with others.

SMARTSET project coordination and contact:

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The Tyne and Wear region is at the pinnacle of public-private co-operation in sustainable freight. Within the University campus, interventions will be supported by SMARTSET to develop coherent and sustainable interventions in city logistics.

Award-winning Freight Quality Partnership

The Tyne and Wear Region of the UK has a well-established Freight Quality Partnership (FQP) that has won two national awards for success in delivering tangible benefits for freight operators and local authorities. Newcastle City Council is also a lead partner in the development of Electric Vehicle Technology in the UK, through the “Plugged in Places” project, and was awarded funding to install charging posts in the city – one of the first EV infrastructure pilots in Europe.

Building on previous success

In Newcastle, SMARTSET will continue and expand on this work and deliver an Urban Consolidation Centre (UCC), used by Newcastle University and by other potential customers, demonstrating energy savings by reducing multiple trips into consolidated loads.

Meanwhile, the Newcastle team identified that there were multiple institutions in the centre of the city that were very major freight “attractors”: the two Universities, the National Health Service (NHS) hospitals and the City Council itself. Focusing on the University campus the following interventions have been identified:

- Better signage and Delivery Maps: to assist delivery drivers and to reduce the level of illegal parking by a number of regular suppliers (including UPS, TNT, DHL).
- Supplier Self-consolidation: aimed at increasing awareness of regular suppliers about efficient delivery trips that reduce excess freight traffic.



Tom Zunder of Newcastle University and Jacques Leonardi of University of Westminster with a Newcastle electric delivery vehicle.

- Urban Consolidation Centre (UCC): aimed at reducing multiple random trips to final destinations in an urban setting; the idea being to filter long distance freight traffic.
- Sustainable Catering Initiatives: aimed at regulating a particular delivery pattern, based on a single sector. Previous research identified that catering deliveries generate regular freight traffic around the Newcastle University Campuses and this can potentially be regulated to avoid delivery during peak times.

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