



SMart
green

Innovative
urban

Logistics
for

Energy
efficient

Co-funded by
the MED PROGRAMME

Newsletter 1



Bring a SMILE to your city



This is the first newsletter of the SMILE project, a European project funded by the MED Programme that aims to find new shared solutions for effective and sustainable Urban Freight distribution.

In the following pages, you will find an editorial from the lead partner describing the overall context and objectives providing inspiration for the SMILE experience, as well as a description of one of the pilot projects implemented in Barcelona.

This newsletter will offer you a first glimpse of our project. We invite you to learn more about the SMILE project by visiting the website or contacting us!

The SMILE partners

smile-urbanlogistics.eu



What is the SMILE project about?

by **Maria POULOU**, SMILE project coordinator

Today, urban areas consume up to 70% of total energy production, and transport is one of the leading sectors in terms of non-renewable energy consumption, while producing the greatest amount of GHG emissions in cities (30% of total emissions).

In this context, urban freight distribution requires innovative solutions capable of rationalising and improving the efficiency of transport while promoting innovative use of renewable energy, thus reducing energy consumption and associated GHG

emissions while fostering economic development.

SMILE is a European Project funded by the ERDF, in the framework of the MED Programme which aims to contribute to this sector and improve the energy efficiency of Mediterranean cities. SMILE will work to plan, share, promote and test public policies, strategies and measures aiming for innovative and cost-effective solutions for urban freight logistics, while at the same time targeting smart and green urban development.

SMILE main activities aim to:

- Model, measure and assess urban freight state of the art, needs and performances, through the adaptation and improvement of available models, such as the CityGoods model of the Emilia Romagna Region.
- Define transferable strategies, plans and measures on innovative and energy efficient urban transport solutions,
- Test smart urban logistics solutions through the development of pilot demonstration activities.

The current structure of the SMILE consortium presents a highly interesting mix of MED cities. Indeed, SMILE brings together three large cities (Bologna and Valencia with around 1 million inhabitants, and Barcelona which exceeds 4 million) and three medium-sized cities (Piraeus, Montpellier and Rijeka with some 200,000 inhabitants each). These six cities also share specific characteristics such as:

- The existence of 'complex' historic city centres
- The fact that four of the cities (Piraeus, Barcelona, Valencia and Rijeka) are port cities

Finally, they all share common goals for the development of cost-effective and energy-efficient urban logistics activities, hence their decision to combine their efforts in the framework of the SMILE project

The outcomes of SMILE project can be categorized in four domains:

1

Analysis of the current situations concerning urban freight logistics:

Research on cities' progress concerning urban freight distribution and their energy and carbon footprint will be conducted by analysing and comparing different specific urban areas and different distribution systems and solutions. A review and compilation of existing data will be also carried out, followed by modelling suited to the development of new tools for policy making. Additionally, an assessment of the current policy framework (urban freight mobility plans) regarding urban freight

distribution in each of the SMILE cities is being conducted, and will be followed by a description of the necessary procedure for the selection and implementation of suitable urban freight distribution measures tailor-made for existing conditions in each SMILE city.

2

Policies and Best Practices:

Best practices for energy-efficient measures in EU cities regarding urban freight distribution are being summarised, highlighting the contextual conditions under which the measures have

been implemented. Additionally, an urban freight distribution strategy is formulated for SMILE cities, highlighting the actions that must be carried out to successfully introduce targeted policies for energy-efficient distribution operations.

3

Dissemination:

of the results of the project targets both interested stakeholders (e.g. practitioners and policy makers and the general public. The project will conduct a variety of targeted dissemination activities with the support of specific communication tools such as:

a website, a knowledge management platform, presentations, newsletters, and much more.

4

Pilot demonstration activities:

Finally, all the abovementioned research initiatives and actions will be supported by the implementation of nine pilot demonstration activities, broken down into four selected thematic areas: Electric mobility, ICT tools, Operative tools and Green labelling. Through these pilots, SMILE cities will test their strengths in practice and exchange knowledge and experiences.

The 'electric mobility and urban consolidation center's pilot of the city of Barcelona

A brief insight into the pilot's realisation.

by **Mireia ROCA-RIU**, CENIT Researcher

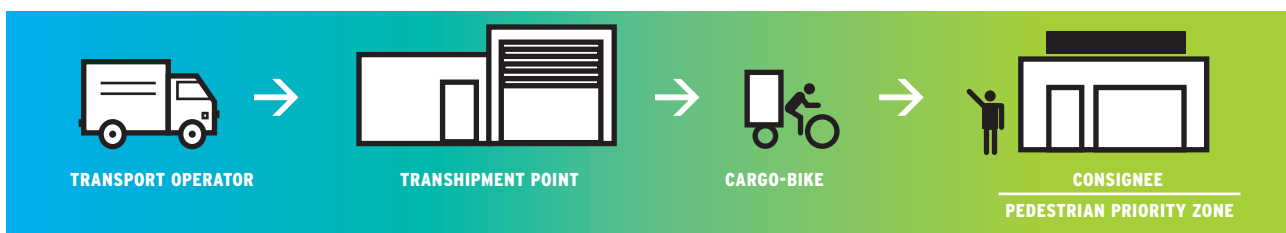
The "electric mobility and urban consolidation center" pilot, managed by the mobility department of the Barcelona City Council together with the Centre for Innovation in Transport (CENIT), and with the external collaboration of the vanAPEDAL company, has completed its first six months. Let's see what has been done!

Last-mile deliveries in downtown Barcelona present a challenge for transport operators. The urban layout is complex, with small streets and difficulties circulating. These features limit the use of private vehicles, and open interesting possibilities for other types of vehicles: smaller, more flexible and more sustainable.

In the framework of its Municipal Action Plan (2012-2015), the City Council of Barcelona, in collaboration with CENIT, has conceived a pilot test of last-mile deliveries in Ciutat Vella district (Barcelona city centre).

The novelty of the pilot is the installation of a trans-shipment point, located near the delivery area, which offers a secure point for the transfer of goods between transport operators and vanAPEDAL, the last-mile operator, specialized in cargo-bike fleet management in Barcelona.

During the pilot's first phase (from December 2013 until June 2014), several transport operators were offered the opportunity to participate in the pilot. A free shared-box service has been set up, allowing each transport operator to transfer a limit number of parcels via the trans-shipment point, thus making it possible to avoid near-empty vans circulating in the historic centre. On a daily basis, vanAPEDAL receives the packages of all the transport operators and designs the routes for the tricycles. The type of packages transported during the pilot test were mainly parcel services, envelopes, packages and even small boxes, since the electric tricycles used can carry up to 180 kg.



The final objectives of the pilot are to:

- Use new infrastructure, more flexible, modern and sustainable, to improve urban distribution.
- Test new solutions to tackle urban distribution problems in combination with access regulations in old towns.

- Provide service to as many commercial shops as possible, and facilitate transport activities.
- Offer transport operators a service that saves time and money while reducing impacts on the city.

The pilot has received strong expressions of interest from the parties involved and other stakeholders. Several information and dissemination meetings were held with interested organisations such as transport companies, municipal departments, shops and neighbourhood associations.



→ An initial overall outcome is that the pilot has been successful in showing how cargo-bikes and the volumes of boxed-goods they handle can generate many new configurations for improved urban goods deliveries. Considering the marginal costs of the pilot investments, the Municipality and vanAPEDAL have agreed to extend the trial for a further three months to examine the utility of the trans-shipment point for non-subsidised package delivery services (primarily exclusive box services, but possibly the shared-box) and to test a prototype de-mountable box - an innovation that looks to optimally configure the packages for cargo-bike delivery upstream of the trans-shipment point.

SMILE workshops:

In order to raise awareness on the SMILE project, and to foster a cross fertilization benefic process with other stakeholders; since the project start, SMILE partners have organized targeted workshops on the following thematic:

→ **"Modelling for Energy Efficient Urban Logistics"**

Held in Bologna the 5th of November 2013

→ **"Urban logistic and good practices"**

Held in in Barcelona the 20th of May 2014.

The partnership will organize the following workshop:

→ **"Policies for Energy Efficient Urban Logistics"**

Will be held In Piraeus the 22th of September 2014.

In order to learn more about the SMILE workshops, visit our website!

Contacts:

Project coordinator:

Maria POULOU

Municipality of Piraeus

mariapoulou40@gmail.com

Phone number: 0030 210 4199843

Communication officers:

Moncef SEMICHI

AFT

moncefsemichi@aft-iftim.com

Phone number: +33 3 44 66 37 32

Beniamino MORANTE

AFT

beniaminomorante@aft-iftim.com

Phone number: + 33 4 67 68 69 94

Visit the website:

<http://www.smile-urbanlogistics.eu/>



Join our linkedin group:

SMILE project



Follow us on twitter:

@SMILEMedcities

The partnership:



CITY OF RIJEKA



ΔΗΜΟΣ ΠΕΙΡΑΙΑ



**Ajuntament
de Barcelona**

