



# New Cooperative Business Models and Guidance

**Sustainable City Logistics**



# Why NOVELOG?

## Urban Freight Transport (UFT) in cities

European cities house 72% of the EU population (80% by 2020) and generate over 80% of EU GDP.

UFT accounts for a significant proportion of CO<sub>2</sub> emissions, other pollutants, and ambient noise. UFT accounts also for 14% of vehicle-kms in urban areas, 37% of urban transport activities, 19% of total energy consumption in urban areas and 28% of total door-to-door transport costs.

## The main challenges for city logistics

The European Commission (EC) aims to achieve CO<sub>2</sub>-free city logistics by 2030, and is facilitating the adoption of a more common approach to the urban mobility planning process.

The EC “Urban Mobility Package” (2013) provides an overview of solutions for urban mobility challenges, including a specific working document on urban logistics (“A call to action on urban logistics”), which identifies specific challenges in relation to urban logistics:

- **Lack of coordination between urban logistics stakeholders**
- **Lack of urban logistics strategy among local authorities, resulting in a failure to properly integrate urban freight into urban transport and economic development policies**
- **Lack of information and understanding of freight flows**
- **Consequent need to collect related data**
- **Lack of common assessment of the impact of measures for driving transferability and improving efficiency**

NOVELOG will contribute to the European Commission’s research and policy agenda through the generation of sound knowledge that introduces a new approach to guidance strategies supporting a more sustainable urban environment.



# The mission of NOVELOG

NOVELOG will support the choice of the most optimal and applicable solution for urban freight and service transport, and will facilitate stakeholder collaboration and the development, field testing and transfer of best governance and business models, by providing tools for managing the “implementation chain” (problem capture – decision – planning – testing – assessment – adjustment – implementation).

## Key activities

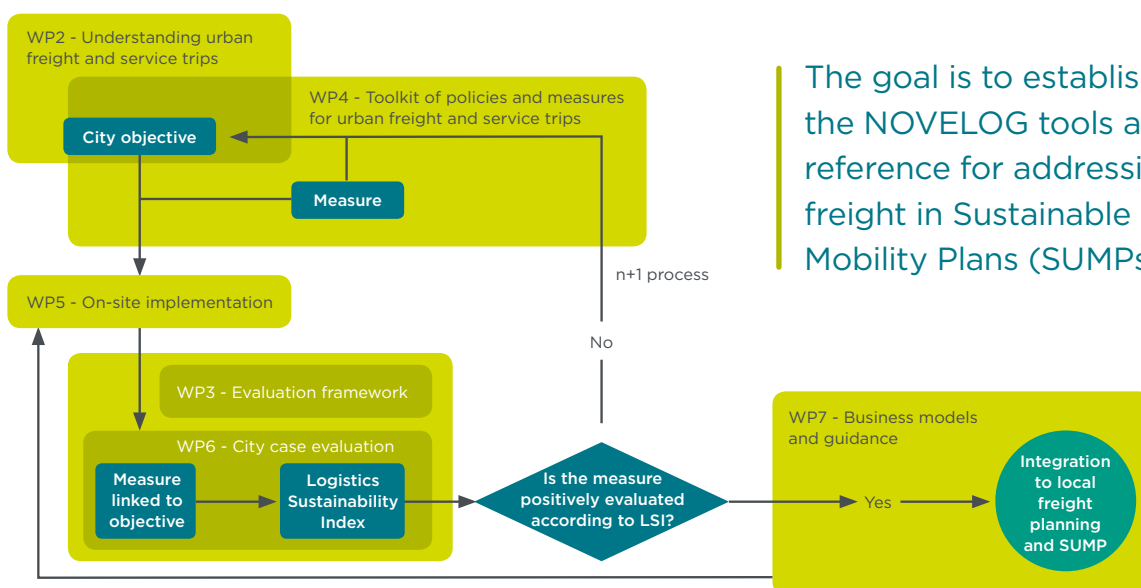
- **Data collection and knowledge building regarding urban freight distribution and service trips**
- **Impact assessment of innovative policies and business models in terms of sustainability and transferability**
- **Field testing and implementation of representative city logistics measures**
- **Optimum guidance provision to decision-makers for selecting, assessing and efficiently implementing tailor-made urban freight transport measures**
- **Integrating urban freight transport into strategic urban planning (SUMPs)**

## NOVELOG tools

The project activities will be accompanied by the production of practical tools that could support the take-up impact of the NOVELOG project in wider international city and industrial networks and beyond the project’s lifetime.

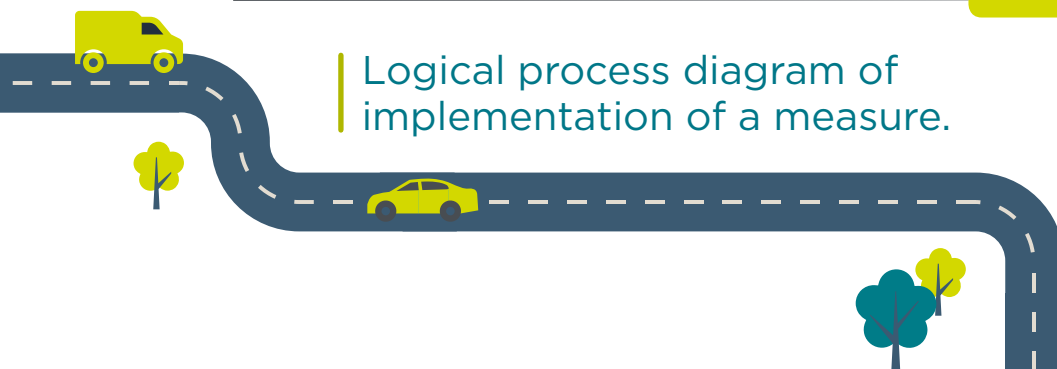
The project will develop four tools, addressing essential issues related to urban logistics:

- **Understanding cities (“where” and “for whom”)**
- **Toolkit (“what”)**
- **Evaluation (“why”)**
- **Guidance (“how”).**



The goal is to establish the NOVELOG tools as the reference for addressing urban freight in Sustainable Urban Mobility Plans (SUMPs).

Logical process diagram of implementation of a measure.



# Expected results and impacts

A “city platform” and a “multi-stakeholder platform” will facilitate the transfer of knowledge arising from the NOVELOG project. The platforms will actively contribute to the preparation of the tools and guidance and progressively become the target for their take-up. An international Expert Board (Quality Assurance Panel) will maintain international fusion process to project results.

The project provides an active role for the participating cities during the planning phase, to raise their awareness of UFT. They will develop tests and real cases to foster the implementation of specific city logistics measures, taking into account local business and logistics needs.

The aim is to achieve the following results and impacts:

- Improved understanding of cost effective (non-vehicle technology based) strategies, measures and business models to reduce the carbon footprint of logistics operations in cities
- Optimised governance and stakeholder cooperation in urban distribution, through a more powerful, consensus-oriented Decision Support System
- Increased load factors and reduced vehicle movements
- Strengthened capacity of local authorities & stakeholders for sustainable policy making (SUMP)

Business models will be developed, identifying stakeholders and roles, resources, activities, relationships and channels of cooperation, externalities and sustainability value through Business Model Analysis. For sustainable city logistics, the project’s business models will study collaborative (between city authorities and operators) and cooperative schemes, rather than individual actor models.



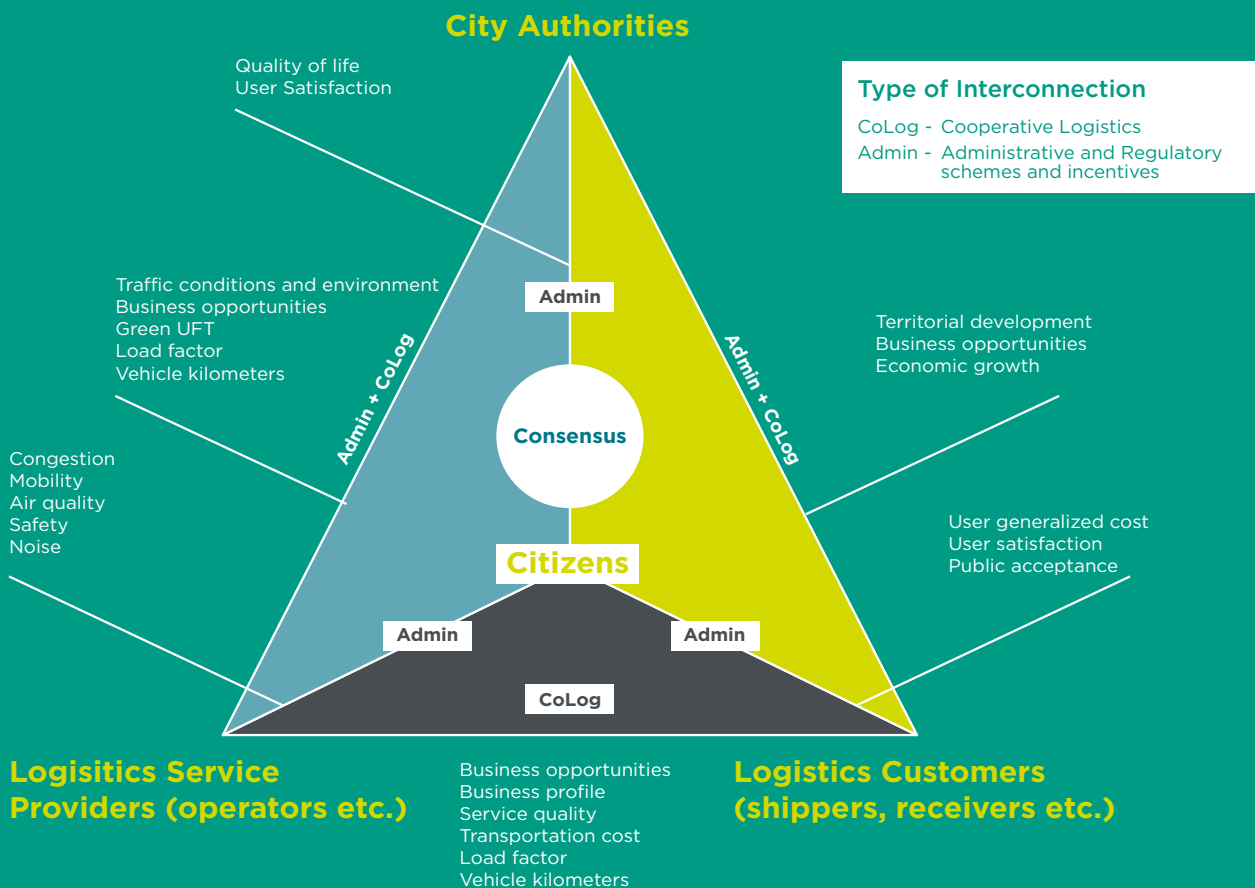
# New cooperative business models and guidance for sustainable city logistics

The NOVELOG project aims to enable the knowledge and understanding of freight distribution and service trips, by providing guidance for implementing effective and sustainable policies and measures, and to formulate detailed business plans of Urban Freight Transport measures, in a multi-stakeholder partnership.

NOVELOG will reach out to all the key players, both public and private, to ensure a stakeholder-oriented and coordinated approach to city logistics.

NOVELOG commenced in June 2015 and will end in May 2018.

## Urban Freight stakeholders: interconnections and impacts.



## NOVELOG consortium

The NOVELOG consortium comprises a variety of experts in the field of urban freight transport, ensuring the knowledge of the academic sector, the experience of cities, the expertise of consultants and the multiplier effect of European networks:



For further information

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