

NOVELOG 6th City Workshop

15 February 2018

Guidance in developing
business models for
sustainable city logistics

Athens city Hall

63A Athinas St., (Kotzia Square), 10552

Athens

Greece



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6th City Workshop: *Guidance in developing business models for sustainable city logistics.*

Objectives

The **NOVELOG City Workshops** aim to showcase and encourage the uptake of the 4 NOVELOG Tools (Understanding Cities, Evaluation, Toolkit and Guidance). For this reason, the NOVELOG Athens Workshop provides an additional opportunity for participants: selected cities & stakeholders can benefit from a dedicated training on the Toolkit, with a demonstration applied to a specific case study. The Athens Workshop is organized in the framework of the six NOVELOG city workshops.

The **Athens workshop** will bring together stakeholders from Athens and other European cities, in order to present **successful cooperation schemes for city logistics solutions** and the knowledge gained so far from the Athens pilot application in the frame of NOVELOG project. The workshop aims to give guidance to the actors for sustainable city logistics measures adoption by discussing about the most efficient answers to frequently asked questions.

The workshop is structured as follows:

- A) Introductory session
- B) Successful cooperation schemes for city logistics solutions
- C) NOVELOG Athens Pilot experience
- D) Round table discussion

Athens, capital of Greece, is a metropolitan centre of more than 4 million inhabitants endowed with unique characteristics making it a popular, year-round international tourist destination. Unfortunately, the city suffers very high traffic and congestion during peak hours, mainly due to a very high density population – almost 12,000 inh./km². The area of influence for Urban Freight Transport comprises a large number of blocks in the city centre. Although the city has a regulatory system for urban freight distribution in place, the maturity level of measures for city logistics is medium-low, thus requiring considerable improvements to be processed, tested and validated in logistics service level, load factor and traffic reduction. With the aim to make of Athens a liveable and sustainable smart city, a strategic plan has been compiled encompassing all types of measures in the long-term. This plan is the basis for an integrated SUMP, including UFT activities (towards SULP). The plan's priorities are the competitiveness, the social cohesion and the social / natural environment protection and preservation.

Agenda

	Time	Topic	Presenter
9:30-10:00 Participants registration & welcome coffee			
Introductory session	Moderator: George Stefanis, AEDA		
	10:00-10:15	Welcome and workshop objectives	<i>t.b.c.</i> , City of Athens
	10:15-10:30	Success parameters for cooperative business models for city logistics	<i>Dr. Georgia Ayfantopoulou</i> , HIT/CERTH, NOVELOG Coord.
	10:30-10:45	The NOVELOG Guidance Tool for integrating UFT measures in a city's SUMP/SULP	<i>Tharsis Teoh</i> , PANTEIA
	10:45-11:00	Question & Answers	
Session 1: Successful cooperation schemes for city logistics solutions	Moderator: Dr. Georgia Ayfantopoulou, HIT/CERTH		
	11:00-11:15	Copenhagen Freight Network: cooperative planning for city logistics	<i>Tanja Ballhorn Probstgaard</i> , City of Copenhagen
	11:15-11:30	Dynamic infrastructure sharing for efficient and sustainable city logistics	<i>Sara Fozza</i> , City of Turin
	11:30-11:45	U-TURN: Cooperation for reducing number of freight vehicles in city centres	<i>Dr. Eleni Zampou</i> , AUEB, U-TURN Coord.
	11:45-12:00	Cargo matching platform for Athens and Greece	<i>Helene-Roxanne Koutsolouka</i> , JOINCARGO
	12:00-12:30	Open discussion	
12:30-13:30 Lunch break			
Session 2: NOVELOG Athens Pilot experience	Moderator: Elpida Xenou, HIT/CERTH		
	13:30-13:45	Cooperation for intermodal / interurban logistics solutions: limitations and prospects	<i>t.b.c.</i> , TRAINOSE
	13:45-14:00	Cooperation for increasing load factor of trucks entering the city	<i>Panagiotis Papaiwannou</i> , SYNERGY
	14:00-14:15	Impact of business actors cooperative schemes	<i>Dr. Georgia Ayfantopoulou</i> , HIT/CERTH, NOVELOG Coord.
	14:15-14:30	City logistics plans for Athens	<i>Evmolpidis Giannis.</i> , City of Athens
	14:30-15:00	Open discussion	
15:00-15:30 Coffee break			
Round Table discussion	15:30-17:00	Guiding actors for sustainable city logistics measures adoption. Efficient answers to commonly asked questions.	
17:00 End of the workshop			

Practicalities



Touristic info available at www.thisisathens.org

Reaching Athens

The Meeting will take place in the centre of Athens, in Athens City Hall at 63A Athinas Street, GR-10552, Athens (Kotzia Square) and 45 minutes away from the Athens International Airport by metro.

- **by metro:**

The metro station “Airport” is situated just outside the Arrivals Terminal. The Blue metro line (Line 3) takes you to “SYNTAGMA” station where you change lines. You take the red line towards the direction of “AGIOS ANTONIOS” and you get off at “OMONOIA” station, then a 2 minute walk to the location of the event.

The ticket costs €10 for a single trip. The Roundtrip Airport Metro ticket costs €18. There is also the 3-day Tourist Ticket which is valid for all means of transportation and includes one round trip to the Airport. The Tourist ticket costs 22 €.

- **by taxi:**

A single trip from / to the airport costs approximately € 35-45 (night tariff around € 50-55).

For further information on your journey please consult the following websites:

- City Public Transport: [ametro](#), [oasa](#)
- Greek Railway: [trainose](#)
- Athens Airport: [aia](#)

Recommended hotels in Athens

Participants are responsible for booking their rooms themselves. Suggested hotels are listed here below.

5* Hotels

Hotel Grande Bretagne, +302103330000, <http://www.grandebretagne.gr>
King George, +302103222210, <http://www.kinggeorgeathens.com>
Athens Plaza Hotel, +302103352400, <http://www.njvathensplaza.gr/en/>

4* Hotels

Amalia Hotel, +302103237300, <http://amaliahotelathens.gr>
Electra Hotel Athens, +302103378000, <https://www.electrahotels.gr/en/athens/electra-athens/location/?#a>
Electra Metropolis Athens, +302141006200, <https://www.electrahotels.gr/en/athens/electra-metropolis-athens/topothesisia/?#a>
Wyndham Grand Athens, + 30 216 8009900, <http://www.wyndhamgrandathens.com>
New Hotel, +302103273000, <http://www.yeshotels.gr/hotel/new-hotel>
Fresh, +302105248511, www.freshhotel.gr
Stanley, +302105241611, www.hotelstanley.gr
Athens hotel Titania, +3021 0332 6000, www.titania.gr

3* Hotels

Athens Center Square, +302103211770, www.athenscentersquarehotel.gr
Central, +302103234357, www.centralhotel.gr
Electra hotel, +302103378000, www.electrahotels.gr
Fresh, +302105248511, www.freshhotel.gr
Stanley, +302105241611, www.hotelstanley.gr

Registration

Click [here](#) for online registration for the workshop.

The participation of the workshop is free of charge, but registration is mandatory!

Contacts

For further information, please contact

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