

THE GRETA NEWSLETTER

Challenging the decarbonization of the last mile delivery in Functional Urban Areas (FUA)



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The GRETA Project

E-commerce is booming, and with it comes an increase in freight transport. This is putting a strain on our cities, with higher emissions, noise, and congestion. The GRETA project is working to decarbonize the last mile of freight transport by piloting the use of zero-emission vehicles like cargo bikes.

The project partners are reorganizing urban spaces to make them more efficient for freight deliveries. They are also working to develop new curb management strategies that will reduce the number of delivery vehicles on the road.

GRETA is a solution for a more sustainable future. By reducing emissions and congestion, we can make our cities cleaner, quieter, and more livable.

GRETA at a glance

GRETA



GRETA project addresses the challenges and needs of last mile transport by adopting an innovative approach:

- Analysis of freight delivery needs and gaps in Functional Urban Areas (FUAs) by capitalizing previous projects and conducting new research.
- Piloting Sustainable Urban Freight Solutions in 5 FUAs by testing new technologies, practices, and policies. The goal is to develop and implement solutions that can be scaled up to other cities.
- Supporting the Policy Transition to Green Urban Freight by stimulating the wider uptake of GRETA results through industry innovation and action plans, leveraging synergies with ongoing projects, informing macro-regional strategies and developing a GRETA Transferability Platform.

Highlights: piloting initiatives

Building on previous projects and initiatives, GRETA will implement pilot actions with a massive potential to decarbonize last mile deliveries by using zero-emission vehicles (ZEV). Cargo bikes and reorganizing the urban space with the application of curb management.

The pilot actions will take place in the FUAs of Maribor, Reggio Emilia, Verona, Poznan, and Budapest, with Berlin FUA joining as an observer. The solutions will be financially, environmentally, and socially sustainable, with capacity-building activities available to all stakeholders.

The project aims to make pilot actions permanent or flexible measures with immediate and tangible impacts, integrating them into the system after the project's end through viable business plans and operational models.



GRETA

Coordinator: The Institute for Transport and Logistics



Address



Viale Aldo Moro 38
40127 Bologna
Italy (IT)



www.fondazioneitl.org



The Institute for Transport and Logistics (ITL) is a no profit body founded in 2003, its main purpose is to contribute to the development and promotion of logistics and transport systems in the Region Emilia-Romagna through research, consultancy and training.

ITL is leading the GRETA project, which presents an opportunity for ITL as it allows the capitalization of previous and ongoing projects, as well as the upscaling and transfer of experiences in urban freight transport. In addition to project coordination, ITL is spearheading pilot activities in five functional urban areas (FUAs).

The Team

Based in Bologna, the team is composed by Giuseppe Luppino (Project coordinator), Alice Benini (Project manager), Francesco Paolo Nanni Costa (local pilot actions manager), Laura Nubile (financial manager).



GRETA

Central European Initiative



Address



Via Genova 9
34121 Trieste
Italy (IT)



www.cei.int

The Central European Initiative is an intergovernmental regional forum established in 1989, that gathers 17 Member States in Central, Eastern and South-Eastern Europe. It supports European integration of non-EU countries through cooperation among its Member States and with the EU, other interested public institutions, or private and non-governmental organisations, as well as international and regional organisations.

CEI is coordinating the communication and dissemination activities of the project to reach key stakeholders, end users and the general audience. Additionally, the CEI will enhance the collaboration between passenger and freight transport stakeholders through the promotion of synergies with already ongoing projects by organizing ad hoc workshops and by drafting a report focusing on the setting up of innovative freight transport solutions. Additionally, to further promote the project's vision, the CEI will enable valuable contributions to the Macro-regional Strategies.



The Team

The team is composed by Paolo Dileno (Project Manager) and Stefania Silvestri (Communication Manager).



Municipality of Maribor



MESTNA OBČINA MARIBOR

Address



Ulica heroja
Staneta 1 2000
Maribor
Slovenia (SI)



www.maribor.si



Municipality of Maribor is the second largest city in Slovenia, with 110.000 inhabitants. MOM is active on local policies and is aiming towards an environmental sustainability. City aims towards a green and low carbon emission activities, such as smart city, smart transportation, circular economy, public health and environment protection. Its focus is on projects improving sustainable mobility, decarbonization in connection to the adopted strategic documents SUMP and Sulp.

Participating to GRETA project represents an opportunity to implement and test a micro urban consolidation centre (MUCC) which is one of the main measures in the Sustainable Urban Logistic Plan, which MOM adopted in 2019. MOM would also like to learn about re-organising urban spaces to improve their transit resilience through the curb management solutions.

The Team

Our team is composed by Tadej Kurent and Vesna Avguštinčič.



Łukasiewicz - Institute of Technology



Address



Estkowskiego 6
61-755 Poznań
Poland (PL)



<https://pit.lukasiewicz.gov.pl>

The Research Network Łukasiewicz - Institute of Technology from Poznań combines the unique competencies of six research centres, including the Centre of Logistics and Emerging Technologies. Operating under the Science is Business formula, Łukasiewicz - PIT carries out innovative and interdisciplinary projects that connect different sectors of the economy, support entrepreneurship, and cities, helps improve business, and create reality-changing technologies.

The GRETA project allows Łukasiewicz-PIT to pilot test cooperation with the last mile operator and technology providers, in the hope of improving the delivery situation in the centre of Poznań and, in the longer term, other cities.



The Team

The Logistics Research Group employees, experienced in developing concepts to support the functioning of urban centres, are involved in the project.



City of Reggio Emilia



Reggio Emilia
**città
delle persone**

Address



Piazza Prampolini
1 42121 Reggio
Emilia Italy (IT)



www.comune.re.it



City of Reggio Emilia is well-known as one of the most cycle-friendly Italian cities. Local sustainable development and adaption strategy to climate change are priorities of the municipality. Concerning sustainable mobility, since decade, the City is working to discourage private car use in favour of walking, cycling and public transport.

Participating to GRETA project represents an opportunity to test a key measure included in the Sustainable Urban Mobility Plan - SUMP. In order to reduce pollutant emissions derived from urban freight transport, thanks to GRETA project, the City will start a pilot phase of microhub scheme dedicated to e-cargobike.

The Team

The team is composed by Paolo Gandolfi, Alberto Merigo, Carmela Iannuzzi, Maria Luna Fragomeni.



University of Maribor



Univerza v Mariboru

Faculty of Civil Engineering,
Transportation Engineering
and Architecture

Address



Slomškov trg 17
2000 Maribor
Slovenia (SI)



<https://www.um.si>

The University of Maribor is the second largest Slovenian university, GRETA is implemented within its Transport Economics Centre. The Centre conducts international and national scientific research projects in the field of transport and logistics. The focus is on providing expertise for decision-making bodies and developing applicable solutions for companies.

Participating in the implementation of the GRETA project is a great opportunity to contribute our knowledge and experience in urban freight transport and policy support, to support the implementation of pilot actions and to develop new approaches to last mile delivery issues.



The Team

The team is composed by Katja Hanžič, doc. dr. Tomislav Letnik, Nina Pavletič, Ines Pentek, Metka Dernovšek and dr. Maršenka Marksel.



City of Poznan

POZnan*

Address



Pl. Kolegiacki 17
61-841 Poznan
Poland (PL)



<https://poznan.pl/>



The City of Poznan is the fifth most populous city in Poland. In order to tackle congestion, improve air quality and support ecological supply of goods in the city, sustainable mobility, environmental protection and well performing city logistics are key targets for Poznan. Implementing sustainable mobility solutions identified in the adopted documents (emphasizing on city logistics and electromobility) and monitoring their progress is now the crucial aspect for Poznan.

Participating to GRETA project represents an opportunity to test last-mile green solutions in the city. The possible solutions to be implemented are a continuation of the tasks the city has identified for implementation in the Sustainable Urban Logistics Plan.

The Team

The team is composed by Mobility and Transport Policy department of the Poznan City Hall.



ZAILOG



ZAILOG
Innovation Hub

Address



Via
Sommacampagna
61 37137 Verona
Italy (IT)



www.zaiolog.it



ZAILOG is a private company that is owned by the Quadrante Europa Freight village of Verona - Consorzio ZAI. Its main purpose is to implement and stimulate research and development of innovative technologies and new process (and business) models in the transport and logistics sectors, as well as it supports the Italian industry, and in particular the companies established and operating in the Verona node.

Participating to GRETA project represents an opportunity to overcome the challenges related to road safety, to implement last mile delivery and to reduce environmental impacts.

The Team

The team is composed by a Sole director, a managing director, a senior project manager and a junior project manager.



BKK Centre for Budapest



BUDAPESTI
KÖZLEKEDÉSI
KÖZPONT

Address



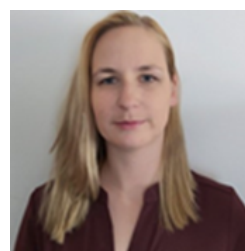
Rumbach
Sebestyén utca 19-
21 1075 Budapest
Hungary (HU)



<https://bkk.hu/en/>

BKK Centre for Budapest Transport was established in 2010 as a public service provider owned by the Municipality of Budapest. It is responsible for the management of all transport modes, development and implementation of Budapest Mobility Plan, the first SUMP-based transport development strategy, organizing public transport and public bike sharing, making strategic decisions in connection to city-logistics and parking.

Participating to GRETA project represents an opportunity to implement pilot actions related to curbside management, optimizing public space mobility functions on two different characteristic location. Special attention will be given to address urban freight transportation problems related to parking and loading, featuring complex solutions with reallocation of public space between different functions, including e.g. shared (micro) mobility.



The Team

The team is composed by Aletta Büki (project manager), Tamás Strang (Head of Curbside Management, BKK) and Júlia Miczki (deputy project manager).



Open ENLoCC



Address



Avenue Louise, 146
1050 Bruxelles
Belgium (BE)



<https://www.openenlocc.net/>



The European Network of Logistics Competence Centres is a European network comprising logistics competence centers at the regional level across Europe. Its primary focus is to promote regional logistics, facilitate the international exchange of experiences and knowledge among its members, and enhance cooperation with European institutions.



Participating in the GRETA project offers a unique opportunity. Open ENLoCC will leverage GRETA's results with all partners through its European network. This will foster synergies among Members and related projects. Furthermore, OPEN ENLoCC is actively developing the concept of regional collaborative logistics to address fragmentation in companies, a critical issue for urban freight distribution, and promote data sharing and the physical internet.

The Team

Based in Brussels, our team is composed by Giuseppe Luppino (President) and Riccardo Maratini (Senior Engineering and Project Manager).



Technical University of Applied Sciences Wildau



Technische
Hochschule
Wildau
*Technical University
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Address



Hochschulring 1
15745 Wildau
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<https://www.th-wildau.de>

The research group transport logistics at the Technical University of Applied Sciences Wildau was founded in 2004 and develops new solutions with enterprises and public authorities. The research group has been working in Interreg projects since its inception.

Participating to GRETA project represents an opportunity as Urban Transport is an important and long-standing research focus of the research group, especially in the European Context. The research group is, among other tasks, the WP3-leader in GRETA.



The Team

Our team is composed by Lisa Hartmann,
Anne Osdoba, Philip Michalk.



Focus & Opportunities

Partners are now committed in the phase of developing Freight Quality Partnerships in each FUA involved in the pilot actions to create a multi-actor collaboration with the relevant urban freight transport stakeholders in each FUA.

This will allow the launch of piloting initiatives which are now in their planning phase: workshops on Curb Management (Budapest and Verona pilot) and Microhubs (with Reggio Emilia, Maribor and Poznan pilot) were organized last year in order to discuss the implementation activities, learn from one another and gather all inputs and feedback to keep track of the activities' progress.



On October 18th GRETA joined the 5th VREF Conference on Urban Freight in Gothenburg, Sweden.

The Coordinator presented the paper “A planning approach towards cargo bikes diffusion: integrated solutions for logistics operators, retailers and households” on Reggio Emilia pilot. Stay tuned and visit our new [website](#) for further information!

Social Media Channels

- GRETA-urban-logistics
- @Greta_centralEU

Contacts

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Project Partnership



GDPR Policy

We are sure you are aware that new laws about data protection have come into force in May 2018. As your privacy is important to us, we wanted to assure you that your data will only be used to keep you informed about the latest activities of GRETA and invite you to GRETA events. We will not give out your data to any other third party address on its mailings list nor to other people without your permission.

You do not need to do anything unless you no longer wish to receive emails concerning GRETA project. Should this be the case, please contact us in reply to the email stating this fact. If we don't hear from you we shall assume you wish to continue receiving information about GRETA and keep your email address on our list.

