

GRETA

# THE GRETA NEWSLETTER

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



## IN THIS NUMBER

**The GRETA Project: Paving the Way for a Sustainable Future**

**HIGHLIGHTS: Consortium Meeting in Bologna**

## 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.

# Paving the Way for a Sustainable Future

GRETA



Building on a comprehensive **territorial needs and gaps analysis** GRETA takes a multi-faceted approach to promote sustainable logistics in its FUAs:

- **Understanding the main challenges and priorities**

The assessment analysis revealed different challenges across all five FUAs, with two main ones being common to all of them:

- a high dependence on private vehicles and
- an urban transport sector producing significant polluting emissions.

However, it also identified existing good practices like low emission zones and Sustainable Urban Mobility Plans (SUMP) implemented by some FUAs, which must be strengthened and complemented by investments in smart and innovative logistics solutions.

In our ongoing efforts to decarbonize last-mile delivery and create sustainable urban spaces, partners have successfully conducted a comprehensive analysis of territorial needs and gaps. In the deliverable, titled "**Territorial Needs and Gaps Analysis**" GRETA dedicated team of experts examined the specific challenges and opportunities in Functional Urban Areas (FUAs) across Central Europe. This analysis involved mapping the basic parameters of each FUA to identify the needs and gaps in terms of freight transport.

Through this examination, the project has gained valuable insights into the current situation in these areas, helping us understand the unique mobility and freight requirements of each FUA. By identifying these needs and gaps, we can now develop tailored strategies and implement targeted measures that address the specific challenges faced by each FUA.

Our ultimate goal is to create seamless and sustainable mobility solutions that contribute to the decarbonization of the last mile in line with the Green Deal and the Urban Mobility Package. By reducing congestion, pollution, and nuisance, we aim to build liveable and accessible cities that prioritize the well-being of residents and visitors alike.

The deliverable on territorial needs and gaps analysis is a significant milestone in our journey towards a greener future. It provides valuable insights, action plans, and tools for public authorities, enterprises, and relevant organizations, ensuring long-term financial, environmental, and social sustainability beyond the lifespan of the project.


**GRETA**

- **Fostering multi-actor collaboration**

Recognizing the importance of collaboration, GRETA actively fosters partnerships between local authorities, transport operators, and citizens. This collaborative spirit facilitates knowledge sharing, allows for the development of integrated mobility plans, and leverages diverse funding opportunities.

- **Developing and testing innovative solutions**

Armed with this knowledge, GRETA fosters the development and implementation of smart and innovative solutions to tackle the main challenges of GRETA FUAs, such as:

- Micro-hubs for B2B deliveries;
- Universal parcel locker networks;
- Infrastructure improvements.

## Highlights: Bologna Consortium Meeting

Recently, the GRETA Consortium convened in Bologna for a pivotal two-day meeting. Partners engaged in productive discussions, with the aim of:

- **Sharing updates on technical activities and pilot actions:**

The meeting featured detailed presentations on technical advancements and policy support initiatives, while representatives from each FUA showcased the main concept and methodology behind GRETA pilot projects, designed to address the specific challenges and opportunities within its respective FUA:



**Reggio Emilia FUA:** development and testing of an innovative microhub made of individual spaces to be destined to each transport operator to serve the shops located in the city centres with sustainable last mile deliveries with ZEV (i.e. e-cargobikes).



**Maribor FUA:** creation and testing of a micro consolidation centre for last mile deliveries equipped with ZEV (e.g. e-cargobikes, trolleys, trailers) to serve as an alternative option for deliveries in the pedestrian zone outside the delivery window.



**Poznan FUA:** development and testing of a transshipment microhub holding parcels and cargobikes for last mile deliveries with ZEV in the city center by the transport courier GLS.



**Verona FUA:** creation and testing of a curb management framework to regulate the access of lastmile deliveries vehicles in the city center through the management and remote reservation of parking spots.



**Budapest FUA:** deployment and testing of a curb management model to differentiate road usage and optimize the use of space in the city center, tested through demo activities based on the framework (e.g. mobility points, car parking loading bays, taxi station, etc.).

- **Shaping collective strategies for future activities:**

Through interactive workshops, project partners brainstormed and shared valuable insights, laying the foundation for future initiatives, such as the Freight Quality Partnerships that will be established by GRETA FUAs.

- **Witnessing innovation in action:**

Participants visited a functioning micro-hub, developed in the framework of the URBANE project (Horizon Europe), thus gaining firsthand experience of how innovative solutions contribute to a greener future.

While still in its early stages, the GRETA project is already paving the way for a promising course. By promoting sustainable solutions, fostering collaboration, and leveraging existing resources, GRETA is building momentum towards a future where urban deliveries are cleaner, quieter, and more efficient, ultimately contributing to a more sustainable and livable urban environment for all.



*We invite you to delve into the GRETA project and learn more about our innovative initiatives by visiting our website at [www.interreg-central.eu/greta](http://www.interreg-central.eu/greta).*

*Together, let's pave the way for a sustainable and vibrant urban landscape in Central Europe.*

*Stay tuned for more updates and developments as we continue our collaborative efforts to transform urban mobility and create a better future for all.*

#### Social Media Channels

GRETA-urban-logistics  
 @Greta\_centralEU

#### Contacts

Institute for Transport and Logistics Foundation  
European Project Unit  
Contact Person: Ms. Alice Benini  
Email: [alice.benini@fondazioneitl.org](mailto:alice.benini@fondazioneitl.org)  
Address: Via Aldo Moro 38, 40121, Bologna (BO), Italy.

#### 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.*

