

D.1.3.2 THINK TANK TRANSNATIONAL PLATFORM ON FREIGHT
MOBILITY PLANNING IN FUAS: VISION DOCUMENT AND SET UP

D.T1.3.5 EDUCATION MODEL ON URBAN FREIGHT MOBILITY
PLANNING TARGETED AT CE AUTHORITIES

A.T1.3.2

Version 0.1

May 2018





Table of Contents

A. INTRODUCTION	2
1. SCOPE.....	2
B. TRAINING VISION	2
1.1. THINK TANK PLATFORM SETUP	3
1.2. SULPiTER VISION BEHIND THE TRAININGS	4
1.3. SELECTION OF SPEAKERS AND DISSEMINATION	5
1.4. TRAININGS.....	5
C. EDUCATIONAL MODEL	6
2. WHAT CAN SULPiTER OFFER?	6
3. HOW TO USE THESE DOCUMENTS	7
3.1. DESK WORK ON TRENDS AND SCENARIOS IN FUAS IN CE	7
3.1.1. ABOUT THIS DOCUMENT	7
3.1.2. TARGET GROUPS, OPPORTUNITIES AND LIMITATIONS OF THIS DOCUMENT	8
3.2. EXPERT SURVEY - DELPHI ANALYSIS ON TRENDS AND SCENARIOS IN FUAS IN CE	8
3.2.1. ABOUT THIS DOCUMENT	8
3.2.2. TARGET GROUPS, OPPORTUNITIES AND LIMITATIONS OF THIS DOCUMENT	8
3.3. SULPiTER SOFTWARE TOOL DEVELOPMENT FOR UNDERSTANDING FREIGHT BEHAVIOURS AND IMPACTS IN FUAS.....	9
3.3.1. ABOUT THIS DOCUMENT	9
3.3.2. TARGET GROUPS, OPPORTUNITIES AND LIMITATIONS OF THIS DOCUMENT	9
3.4. TRANSNATIONAL REPORT ON UNDERSTANDING FREIGHT BEHAVIOURS AND IMPACTS IN SULPiTER FUAS ..	9
3.4.1. ABOUT THIS DOCUMENT	9
3.4.2. TARGET GROUPS, OPPORTUNITIES AND LIMITATIONS OF THIS DOCUMENT	10
3.5. METHODOLOGY / TOOL FOR STAKEHOLDERS ENGAGEMENT AND STAKEHOLDERS DIALOGUE: MANUAL TARGETED TO POLICY MAKERS	10
3.5.1. ABOUT THIS DOCUMENT	10
3.5.2. TARGET GROUPS, OPPORTUNITIES AND LIMITATIONS OF THIS DOCUMENT	11
3.6. SULP BENCHMARK ANALYSIS IN EU AND BEYOND.....	11
3.6.1. ABOUT THIS DOCUMENT	11
3.6.2. TARGET GROUPS, OPPORTUNITIES AND LIMITATIONS OF THIS DOCUMENT	12
D. WHERE TO FIND THE MATERIAL	12
E. CONTACTS	13



A. Introduction

1. Scope

SULPiTER (acronym of Sustainable Urban Logistics Planning To Enhance Regional Freight Transport) is a Interreg Central Europe project dedicated to the study of freight phenomena in seven Functional Urban Areas (FUAs) in an energy and environmental perspective. SULPiTER aims to develop Sustainable Urban Logistics Plans (SULPs), which can effectively complement Sustainable Urban Mobility Plans (SUMP) in improving the quality of life in the cities, relieve congestion, decrease air pollution and transition towards a low-carbon economy.

The functional urban area perspective is very distinctive feature of SULPiTER, since it aims to take into consideration the functional transport and economic relations between inner urban centres (usually the focus of public regulations) and the surrounding urban territories, as well as the functional transport & economic relations within FUAs not affecting the city centre.

A key aspect of SULPiTER also consists in enhancing the planning capacities of Central Europe policy makers in urban freight mobility planning in order to develop and adopt effective logistics policies within FUAs. In fact, building capacity is central to develop sustainable and forward-looking documents.

D.T1.3.3 “Think Tank transnational platform on freight mobility planning in FUAs: vision document and set up” and D.T1.3.5 “Education Model On Urban Freight Mobility Planning Targeted At CE Authorities” are part of Work Package 1 “Understanding urban freight transport & training authorities”. The former deliverable seeks to explain the vision behind the trainings and the topics in which the authorities and interested parties were trained. The latter provides a comprehensive overview of technical results that can be exploited for long-term use. Since the topic of these two deliverable are linked and intertwined, it was decided that one report could effectively include both of them.

This report shows the “trait d’union” between all the training and technical activities developed by SULPiTER, and effectively capitalises on all activities done that local authorities and policy makers can use for their own local contexts.

B. Training Vision

Capacity building is one of the pillars of the SULPiTER project. In fact, SULPiTER has a mission to support policy makers in improving their understanding of FUAs freight phenomena in an energy and environmental perspective, enhancing their capacity in urban freight mobility planning in order to develop & adopt Sustainable Urban Logistics Plans - SULPs. Policy makers of the project and stakeholders engaged in a transnational policy



capacity building exercise, in the development of transnational analytical and governance tools, resulting in improved and adopted policies for the future energy and environmental sustainability of freight transport in Central Europe FUAs.

Therefore, training is an essential aspect of the SULPiTER project and transnational trainings are one of the main outputs and KPI of the project (Number of trainings implemented on low-carbon solutions).

Trainings developed in the framework of SULPiTER were of two kinds:

- Dedicated to the partnership, to build and develop competences based on the partners' specific needs in the project and beyond. These types of trainings were set up from the partners' and experts' suggestions, to develop the projects' activities in the best way possible.
- Dedicated to the stakeholders and any interested party, based on the project's results. These trainings were the opportunity to share the competences and knowledge that the partnership acquired and to disseminate the results.

The educational model and training vision take into consideration both kind of trainings.

1.1. Think tank platform setup

Since its kick-off meeting, SULPiTER has established an advisory body as a think tank. It consists of the main scientists in the world, who deal with urban and regional logistics topics. This includes the Scientific Committee, which is displayed in the figure below. It is composed by top ranked research centres in UFT with USA, AUS, JAP, UK, IT, FR & GR Universities and research centres to capitalize experiences at global level. It has the role to External review of the project which not only evaluate but contribute to the project technical content. This Think Tank has a platform, with the knowledge input created by the SULPiTER project. It is a knowledge base that should be used for knowledge exchange beyond the time frame of the SULPiTER project and could even be the nucleus of something bigger.

The experts took part in the SULPiTER Meetings and offered trainings and advice to the partnership.



Figure 1 Scientific Committee of the SULPiTER project

1.2. SULPiTER Vision behind the trainings

SULPiTER training rationale builds upon the inputs given by the Think Thank platform and the Functional Urban Areas (FUAs) and partners of the projects. The topics offered in the trainings respond to specific needs of the partnership as the project progresses and partners develop their understanding of freight phenomena in the FUA and their own SULPs, and consequently identify the areas where they need capacity building. Topics of interested are collected during project meetings, surveys, or specific requests.

In general, even for trainings dedicated to non-partner stakeholders, it is important to underline that logistics and mobility planning are a complex and multifaceted theme which requires many skills and capacities. So, a number of subjects covering different aspects of urban freight was the object of the trainings. Planning can be seen as an horizontal theme touching upon a range of topics (Figure 2), which are the subjects of the trainings offered by SULPiTER.

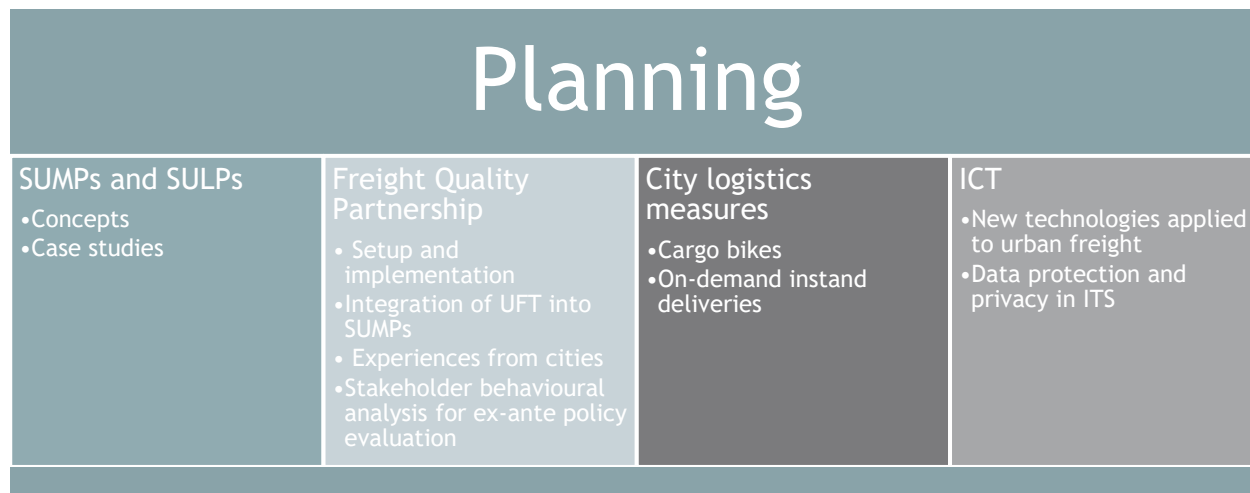


Figure 2 Planning for urban freight as an horizontal topic

1.3. Selection of speakers and dissemination

Trainings were conducted by experts in the selected topics. Besides the Scientific Committee, a number of trainers gave the trainings based on their expertise, field of research and experience. SULPiTER trainings were open to a range of stakeholders and interested parties, with the expectation that each SULPiTER partner should act as multiplier to reach a wider community. In this sense, trainings were devised to reach out to Central Europe and beyond.

All training webinars are recorded and available on SULPiTER’s website. Specific trainings above can also be requested by writing to bologna@fondazioneitl.org.

1.4. Trainings

A number of training sessions was organised. Topics have included:

- Introduction to the concept of SULPs and SUMPs, with case studies;
- Methodologies for stakeholder engagement management and experiences on Freight Quality Partnerships (FQP);
- “Cargo Bikes in our cities” variety of cycle technologies and business models, case studies in Europe and in China, use of regulations to promote cargo bikes, light electric vehicles, how to include cargo bike logistics in SULPs.
- “On-demand instant deliveries and impacts on urban planning” demand analysis, survey results, impacts on the job market and employment conditions, impacts on city environment and urban planning.
- “New cooperative business models and guidance for sustainable city logistics”
- “New technologies applied to urban freight” on the most novel and disruptive technologies in urban freight



- “Integrating Urban Freight Transport measures in SUMP/SULP” challenges and guidance on the business models to be used in FQPs and transport measures.
- “Freight Quality Partnerships - the NE England experience” regarding the experience that the North East Combined Authority has with its long-standing FQP.
- Stakeholder behavioural analysis for ex-ante policy evaluation
- Good and Best Practices in Urban logistics
- Data protection and privacy in ITS

The last trainings were organised specifically for the Enlarged Transfer Programme participants, but also stakeholders and project partners benefitted from the attendance.

C. Educational Model

The SULPiTER Education Model capitalises not only on the trainings that were offered to the partnership, but also on the knowledge that stemmed from the project’s activities. In this section we seek to explain:

- Which were the documents that SULPiTER developed that contribute to capacity building;
- Short description of these documents, the topics they encompass;
- Target groups of the documents;
- Use and opportunities offered in terms of capacity building stemming from these documents;
- Limitations and constraints in the use of these documents.

2. What can SULPiTER offer?

The main target of SULPiTER were policy makers and authorities.

Besides the trainings that were described in section 1.4, the project has produced a number of technical results that can be used by all authorities to improve their skills and capacities in urban freight planning. The list below summarises the documents, including the number of the deliverable.

- D.T1.1.2 Desk work on trends and scenarios in FUAs in CE
- D.T1.1.3 Expert survey - DELPHI analysis on trends and scenarios in FUAs in CE



- D.T1.2.1 SULPiTER software Tool development for understanding freight behaviours and impacts in FUAs;
- D.T1.2.11 Transnational report on understanding freight behaviours and impacts in SULPiTER FUAs;
- O.T2.1 Methodology for stakeholders engagement and stakeholders dialogue: manual targeted to policy makers;
- D.T3.1.2 SULP Benchmark analysis in EU and beyond;

3. How to use these documents

The abovementioned documents can be exploited for long-term capacity building in Central Europe, helping FUAs and their policy makers approach urban freight problems in a more holistic and comprehensive way. When combined with the trainings offered and described in chapter, they constitute a powerful way for policymakers to improve their skills, have a robust and methodological approach behind it.

Although trainings and documents were developed with the final objective to put FUAs in the condition of realising their Sulp, the material can also be examined separately when different needs arise, such as the setup of a working group for urban freight mobility.

For each document, we explain how we envisage its use and opportunities, but also the limitations and problems which could be encountered.

3.1. Desk work on trends and scenarios in FUAs in CE

3.1.1. About this document

Freight transport in Functional Urban Areas (FUAs) is expected to develop along global trends having important impact on the Central Europe logistics efficiency. Main aim of this document is therefore to identify and summarize these trends in order to understand their influence on development of FUAs supply chains in the future. Report contains summary of these trends originating from strategic/political documents, industry driven initiatives, scientific articles and research papers. Trends and initiatives identified through deskwork analysis range from very general/global trends towards specific initiatives relevant for particular supply chains. Only those trends that might have direct or indirect influence on regional freight transport flows are captured.

Identified trends are presented and divided into the following 4 main categories:

- changing consumption (including e-commerce) & production,
- spatial organization,
- supply chain management & distribution,
- technologies & equipment.



The report starts with introduction to the topic. Each of following chapters is concentrated on one of the before mentioned category, presenting existing situation and expected trends. Based on these findings, potential future scenarios are drafted at the end. Final chapter gives also conclusion of the report stressing important aspects that have to be taken into consideration by public authorities when developing Sustainable Urban Logistics Plans to support FUAs freight transport services in the future.

3.1.2. Target groups, Opportunities and limitations of this document

The document provides public authorities with an insight of the trends influencing future development of urban logistics. Naturally, the future trends may change as we live in a society where change happens very quickly. Nevertheless, it is a good reference document and it gives a comprehensive overview of the topic. Public authorities can use this document to reflect on the trends that may affect their planning documents, such as SULPs.

3.2. Expert survey - DELPHI analysis on trends and scenarios in FUAs in CE

3.2.1. About this document

This document reports on the analysis of the results of a Delphi Survey on scenarios and trends in urban freight transport, conducted worldwide to gather the view of experts and institutions/organisations with competencies in technical areas concerning urban freight transport.

The main methodological steps that were followed can be listed as follows:

- Selection of relevant topics and identification of survey's questions;
- Selection of experts and contact modalities;
- Characteristics of the panel of respondents;
- Analysis of results;
- Restricted workshop with experts to discuss results.

3.2.2. Target groups, opportunities and limitations of this document

This document targets a wide range of stakeholders interested in understanding the perception of different sectors. The document is obviously relevant for the years when SULPiTER was developed and we consider it a very good report to understand the perception that different stakeholders have of trends and factors affecting urban logistics.

3.3. SULPiTER software Tool development for understanding freight behaviours and impacts in FUAs

3.3.1. About this document

The SULPiTER tool is to be intended as a decision support system for policy makers to facilitate the process of elaboration of alternative city logistics scenarios.

The tool provides a clear understanding of the urban freight distribution in each FUA and includes a modelling system to feed the evaluation through performance indicators, in this case the Logistics Sustainability Index (LSI).

The tool consists of a three-step procedure, which are detailed and developed in the report.



3.3.2. Target groups, opportunities and limitations of this document

The tool results are meant to allow policy makers to understand freight phenomena in their local context. However, the handbook of the tool targets consultants and experts with previous knowledge in transport modelling and statistics. In fact, the handbooks details all the methodological and mathematical steps to develop O/D matrix and surveys.

Therefore, the handbook can be used a general basis to understand how modelling can support decision making, but also as guidance to implement its steps, with the awareness that it requires administrations to set aside both financial and human resources.

3.4. Transnational report on understanding freight behaviours and impacts in SULPiTER FUAs

3.4.1. About this document

The SULPiTER software tool was implemented in each of the SULPiTER FUA. Although the methodology applied is the same, the results are different due to city dimension, function, geographical position. The transnational report will help to classify the FUAs in a cluster, based both on the results achieved by interviews and surveys and from intrinsic parameters such as the function that every context plays in its territory. The report's structure is made up of 4 parts:

- A comparison, divided into quantitative and qualitative aspects for the FUA features, surveys and operator interviews. For each part of the supplied



methodology, a comparison table is provided, integrated, where possible, to an easy-to-read graph that provides the reader with a clear understanding of the main findings;

- A FUA “at the glance” synoptic view in form of seven “FUA Factsheet” for providing the reader with a general overview of FUA main features;
- A discussion on the problems arose during the surveys, interviews and in general from the interaction with transport operators. It was decided to describe such problems not according to their specific contents but to stress the common similarities among the FUAs case studies;
- The conclusions for summarizing the hints coming from the transnational comparison of the seven FUAs modelization in the field of the city logistics;

3.4.2. Target groups, opportunities and limitations of this document

The transnational report can be seen as a collection of case studies stemming from the SULPiTER tool implementation. Policy makers, institutions and experts can see how the SULPiTER tool is adapted to different contexts in Central Europe and get a more practical understanding of the results of this methodology.

3.5. Methodology / tool for stakeholders engagement and stakeholders dialogue: manual targeted to policy makers

3.5.1. About this document

This set of deliverables are a "methodological tool" for starting the engagement of the local stakeholders within the participatory process for the Sulp creation.

This methodology supports local authorities in developing the Sulp's decision making process, in relation to the following topics:

- □ Identify behaviors, problems & needs perceived by each interest group regarding the movement and delivery of goods,
- □ Integrate the range of skills, knowledge and experience of stakeholders.
- □ Identify measures to solve such problems,
- □ Identify best practice measures and principles for action by local authorities and industry to promote eco-friendly, economic and efficient delivery of merchandise.
- □ Create a sense of ownership of decisions and measures and consequent enhancing of public agreement of the Plan;

The tool is made of two parts. Part A is a desk research on:



- The European policy framework on Urban Freight Transport.
- The Freight Quality Partnership (FQP)'s concept.
- The literature review of FQP experiences, by discussing six practical case-studies: Turin, Wiltshire and Swindon, Gothenburg, Padua, Emilia-Romagna Region and Copenhagen.

The research has been done both in literature and on the field using interviews on the successful cases. The aim is to show through also the best practices how the tool FQP can be used within the decision making process of a SULP.

Part B includes the "methodological manual" for implementing a good stakeholders' engagement at FUA level. By transferring the literature review and the case-study discussion (Part A), it explains step by step the phase of engaging, providing the practical documents and templates for succeeding.

1. Step 1 explains the strategy design for setting the priorities of the stakeholder engagement under the strategical, thematic and territorial level.
2. Step 2 provides the methods for setting-up the FQP'S objectives & requirements.
3. Step 3 describes how to map the stakeholders, with the aim of getting a database of a list (table / database) indicating the name of the stakeholder, contacts, stakeholder's category, relation between the stakeholder and the SULP's decision making process, qualitative description of the stakeholder.
4. Step 4 foresees the prioritizing of the stakeholders, with the aim of reaching a short list of 20 private stakeholders.
5. Step 5 completes the "methodological kit" with the instructions on how to plan and effectively carry out the engagement activities.

3.5.2. Target groups, opportunities and limitations of this document

This methodology is a comprehensive and complete documentation that can supports local authorities in all aspects of stakeholders engagement. Local authorities can therefore find guidance, case studies, hands-on experience and a well-established approach by consulting this document.

3.6. SULP Benchmark analysis in EU and beyond

3.6.1. About this document

This report contains an analysis aiming to inform and support project partners in developing their Sustainable Urban Logistics Plans. In particular:



- it analyses city cases to understand how logistics plans were developed, including their governance, process and main contents;
- it is a technical report suitable to train the project authorities on urban logistics experiences;
- it describes low carbon logistics measures, which are examples usable by the project cities to build their SULPs and by the project associated cities to learn about urban freight transport measures.

Therefore, the main elements of this document are:

- cases of logistics planning in Europe and in particular of SULPs and of their mainstreaming into Sustainable Urban Mobility Plans (SUMP);
- low carbon urban mobility measures in Europe, plus measures outside Europe.

3.6.2. Target groups, opportunities and limitations of this document

This work is intended for a wide range of stakeholders: policy makers, institutions, experts and everyone interested in the topic of SULPs and SUMP. It gives a very comprehensive snapshot of the situation that was recorded when it was developed, and it is the result of a very in-depth research.

D. Where to find the material

The documents, reports and material presented can be effectively used based on the identified need for capacity building. All the presented material is available on the project website: <https://www.interreg-central.eu/SULPiTER>

The material can also be requested by writing to sulpiter@fondazioneitl.org



E. Contacts



Institute for Transport and Logistics - ITL

Eleonora Tu



Giuseppe Luppino

Laura Nubile



sulpiter@regione.emilia-romagna.it



+39 051 527 3776



<http://www.interreg-central.eu/sulpiter>



<https://www.facebook.com/Sulpiter-863478530454904/?fref=ts>



<https://twitter.com/SULPITERproject>



<https://www.linkedin.com/in/sulpiter-project-b4a26612b>