



# COLLECTION OF NEWSLETTERS AND DISSEMINATION ACTIVITIES

ULaADS D7.4: Collection of newsletters and dissemination activities

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## Project abstract

ULaADS sets out to offer a new approach to system innovation in urban logistics. Its vision is to develop sustainable and liveable cities through re-localisation of logistics activities and re-configuration of freight flows at different scales. Specifically, ULaADS will use a combination of innovative technology solutions (vehicles, equipment and infrastructure), new schemes for horizontal collaboration (driven by the sharing economy) and policy measures and interventions as catalysers of a systemic change in urban and peri-urban service infrastructure. This aims to support cities in the path of integrating sustainable and cooperative logistics systems into their sustainable urban mobility plans (SUMP). ULaADS will deliver a novel framework to support urban logistics planning aligning industry, market and government needs, following an intensive multi-stakeholder collaboration process. This will create favourable conditions for the private sector to adopt sustainable principles for urban logistics, while enhancing cities' adaptive capacity to respond to rapidly changing needs. The project findings will be translated into open decision support tools and guidelines.

A consortium led by three municipalities (pilot cities) committed to zero emissions city logistics (Bremen, Mechelen, Groningen) has joined forces with logistics stakeholders, both established and newcomers, as well as leading academic institutions in EU to accelerate the deployment of novel, feasible, shared and ZE solutions addressing major upcoming challenges generated by the rising on-demand economy in future urban logistics. Since large-scale replication and transferability of results is one of the cornerstones of the project, ULaADS also involves four satellite cities (Rome, Edinburgh, Alba Iulia and Bergen) which will also apply the novel toolkit created in ULaADS, as well as the overall project methodology to co-create additional ULaADS solutions relevant to their cities as well as outlines for potential research trials. ULaADS is a project part of ETP ALICE Liaison program.

## Keywords

Communication, dissemination, newsletters, events, social media, website, publications.

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## Executive summary

Deliverable 7.4 presents an overview of the communication and dissemination activities executed across the entirety of the ULaADS project and assesses their impact with regards to specific Key Performance Indicators (KPIs) set in Y1 (2020).

The dissemination objectives of ULaADS included, among others:

- Inform key stakeholders, such as cities, logistics transport companies, shippers and receivers, and the general public, and disseminate the project's activities and results at local, national, European and international levels.
- Increase the project's visibility beyond the ULaADS consortium to broaden project acceptance and influence the uptake of its results.
- Ensure a wide visibility of the project's activities and results by participating in project-related and external events.
- Collaborate with other related H2020-funded projects and initiatives to widen impact in this field.

To achieve these objectives, a comprehensive communication and dissemination strategy was implemented by EUR and BAX. The ULaADS website served as a central hub for disseminating project-related information, including project news updates, insights, newsletters, and event recaps, among others. The website received a total of 50,078 visits by 18,557 unique visitors, with an average of 441 visitors per month, surpassing our target of 100 visitors per month.

The project also developed and distributed 7 newsletters, with an 8th and final newsletter scheduled for March 2024. Each contained valuable content such as project achievements, milestones, call to actions and resources from ULaADS and its sister projects LEAD and SENATOR.

Although under the set target of 500 newsletter subscribers (230), with an ever-increasing number of LinkedIn followers, it is safe to say that the ULaADS project's visibility and community is continuing to grow due to efforts in communication and dissemination.

Social media platforms, including Twitter and LinkedIn, were also utilised to reach a wider audience. The project has 283 Twitter followers and 1,054 LinkedIn followers – amassing a total of following of 1,305 - with various tweets and posts generating high impressions. Additionally, a dedicated YouTube channel was launched, featuring recordings of webinars and online presentations from ULaADS partners, and the project's two videos, produced at the start and at the end of the project lifecycle.

A total of 49 events were attended, and 23 talks (presentations) were given at 25 international events, surpassing the target of 10 talks. The project was also represented at 8 exhibitions of high-level European conferences.

ULaADS has also been featured in 35 press articles of various languages, at both national and international levels, showcasing its broad reach and influence.

Overall, the communication and dissemination efforts of the ULaADS project have successfully reached and engaged with target audiences, exceeding several key performance indicators. The project's website, newsletters, social media presence, participation in events, and national press coverage have contributed to the effective communication of project insights and resources and the promotion of sustainable urban logistics practices.

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# 1. Introduction

The ULaDS project’s communication and dissemination efforts were led by EUR in collaboration with BAX, as well as contributions from all partners. A dissemination strategy was created in Y1 (2020) setting the framework to ensure the project’s visibility, optimal exploitation, and deployment of the project results to a wide group of stakeholders at European, international, national, and local level. The following sections report on the efforts and outcomes achieved with regards to the key performance indicators (KPIs) set in the dissemination strategy deliverable, and their related tools and actions.

Table 1: Dissemination KPIs and outcomes

Tools and means	Monitor indicators	Target	Outcomes
<b>Website</b>	Number of visits to the website	<ul style="list-style-type: none"> <li>➤ 100 visitors/month (on average)</li> </ul>	<ul style="list-style-type: none"> <li>➤ 441 visitors/month (on average)</li> </ul>
<b>Leaflets</b>	Downloads on website	<ul style="list-style-type: none"> <li>➤ More than 500 views</li> <li>➤ Copies distributed at events (the exact number of copies will depend on the number of events taking place during the course of the project)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Due to a technical issue related to the transition from Google’s Universal Analytics to GA4, we were unable to obtain accurate views numbers for the leaflets. Based on the number of platforms on which the leaflet was featured, we are confident we well surpassed the target of 500 views.</li> </ul>
<b>Social media</b>	Number of followers/likes/engagements  Number of posts shared on social media	<ul style="list-style-type: none"> <li>➤ 200 twitter followers after Y1 of the project</li> <li>➤ 5 posts created/month</li> </ul>	<ul style="list-style-type: none"> <li>➤ 283 twitter followers</li> <li>➤ 1.054 LinkedIn followers</li> <li>➤ Average of 5 posts created/month</li> </ul>
<b>Videos</b>	Number of views	<ul style="list-style-type: none"> <li>➤ 200 views by the end of the project</li> </ul>	<ul style="list-style-type: none"> <li>➤ First video: 611 views on the Eurocities <a href="#">YouTube channel</a></li> </ul>



			<ul style="list-style-type: none"> <li>➤ First video: 50 views on the ULaDS YouTube channel</li> <li>➤ Final video: 206 views on the YouTube channel</li> </ul>
<b>Newsletters</b>	Number of subscribers	<ul style="list-style-type: none"> <li>➤ 1 Newsletter every 6 months</li> <li>➤ 500 subscribers by the end of the project</li> </ul>	<ul style="list-style-type: none"> <li>➤ 1 Newsletter every 6 months (7 in total)</li> <li>➤ 230</li> </ul>
<b>Press and media</b>	<p>Number of articles in the media</p> <p>Mentions in the press</p>	<ul style="list-style-type: none"> <li>➤ 10 articles published by the end of the project</li> <li>➤ 5 press mentions per year</li> </ul>	<ul style="list-style-type: none"> <li>➤ ULaDS has featured in 35 press articles at both national and international levels.</li> <li>➤ 7 press mentions per year, on average</li> <li>➤ Includes local radio &amp; TV coverage in Mechelen.</li> </ul>
<b>Scientific publications</b>	Number of publications in scientific journals	<ul style="list-style-type: none"> <li>➤ 10 papers published by the end of the project</li> </ul>	<ul style="list-style-type: none"> <li>➤ 8 papers submitted</li> </ul>
<b>Participation in external events</b>	Number of interventions	<ul style="list-style-type: none"> <li>➤ 10 talks given</li> </ul>	<ul style="list-style-type: none"> <li>➤ 23 talks given at 25 at key European events (see table 5 for full list).</li> <li>➤ 49 events attended in total.</li> </ul>
<b>ULaDS workshops</b>	<p>Number of workshops</p> <p>Number of qualified participants (to ensure the success of the workshops we will focus on attracting smaller groups of highly qualified participants)</p>	<ul style="list-style-type: none"> <li>➤ 3 thematic workshops along project meetings</li> <li>➤ 2 dedicated training workshops by Eurocities and ALICE</li> <li>➤ Total reach: between 10 and 30 highly qualified participants per workshop (of which 10 external stakeholders in total – 2 per workshop)</li> </ul>	<ul style="list-style-type: none"> <li>➤ 3 thematic workshops along project meetings – one supported by ALICE.</li> <li>➤ 2 dedicated training workshops by Eurocities, external experts and ULaDS partners</li> <li>➤ The total reach target was surpassed in every workshop organised (see details in section 2.4.2 and 2.4.3)</li> </ul>
<b>Webinars</b>	Number of webinars	<ul style="list-style-type: none"> <li>➤ Webinars during project implementation (3</li> </ul>	<ul style="list-style-type: none"> <li>➤ 3 dissemination webinars, 3 technical</li> </ul>

	Number of qualified participants	<p>dissemination webinars, 3 technical webinars, 3 peer-to-peer webinars)</p> <ul style="list-style-type: none"> <li>➤ Between 20 and 50 highly qualified participant per webinar</li> </ul>	<p>webinars, 3 peer-to-peer webinars</p> <ul style="list-style-type: none"> <li>➤ The total reach target was surpassed in every webinar organised (see details in section 2.4.4)</li> </ul>
<b>ULaADS Final Conference</b>	Number the participant at the events	<ul style="list-style-type: none"> <li>➤ 80-100 participants (of which 15-20 external stakeholders)</li> </ul>	<ul style="list-style-type: none"> <li>➤ 79 total participants (of which 14 were external stakeholders)</li> </ul>

## 2. Dissemination activities

### 2.1 Website

Since its launch, the ULaADS website has informed the public, and all the other target audiences about the aims, outcomes, solutions, and trials carried out during the course of the project. It is the project's first window for external stakeholders, providing information on ULaADS objectives, partners, solutions, publications, news, and success stories. It features the Lighthouse and Satellite cities in detail, including stories for inspiration in other cities across Europe.

The main KPI for the website was to attract more than 100 visitors per month, which has been greatly exceeded. As seen in table 2, the website receives on average 441 visitors per month.

Table 2: ULaADS website statistics

Category	Total M1 – M42	Monthly average	KPI
Unique page views	50,078	1,192	N/A
Users	18,557	441	100 visitors/month on average
Sessions <sup>1</sup>	26,699	637	N/A
Average session time <sup>2</sup>	2.05	2.05	N/A

#### 2.1.1 The 360° urban logistics observatory

A central element of the website is the 360° urban logistics observatory, hosting a range of project insights and deliverables, as well as an abundance of resources from the world of logistics planning beyond ULaADS. It is split into three sections:

1. Insights: new perspectives, opinions and trends from cities, logistics experts and ULaADS partners.
2. Best Practices Radar: a selection of the best practices and case studies from the world of urban logistics.

<sup>1</sup> A "session" is defined as a group of interactions one user takes within a given time frame on a website. Google Analytics (which ULaADS uses) has that time frame to be 30 minutes – this time includes browsing pages, downloading resources, and all other website actions.

<sup>2</sup> "Average session time" is the average amount of time a user spends on the ULaADS website.

- Urban Freight Transport (UFT) Library: featuring key events, reports and videos from experts within global urban freight transport.

15 insights co-authored by the ULaADS partners with support from BAX were published on the 360° urban logistics observatory. The table below provides details of their individual performance.

Table 3: Performance overview for ULaADS insights

#	Insight title	Date published	Partners	Views
1	How is COVID-19 shaping Urban Logistics?	February 2021	BAX, MIE	760
2	The On-Demand economy and its impact on Urban Logistics	April 2021	BAX, MIE	1149
3	Low Emission Zones and Urban Logistics: How can we make it work?	July 2021	BAX, EUR	995
4	Parcel Lockers – Greener, Cheaper, and More Convenient	September 2021	BAX, TOI	890
5	How to kickstart sustainable Urban Logistics initiatives	January 2022	BAX, IFZ	297
6	Data-driven decision support tools for Urban Freight Transport (UFT) planning	April 2022	BAX, IML	462
7	Business and Operating Models for Sustainable Urban Freight Transport	September 2022	BAX, RUG	239
8	Low and zero-carbon vehicles for urban last-mile deliveries	October 2022	BAX, IFZ	798
9	Bike-based solutions in urban logistics	November 2022	BAX	930
10	Two Urban Logistics solutions for the last-mile delivery problem	March 2023	BAX, MIE	936
11	Learning from the Implementation of Urban Logistics Pilots in European Cities: Insights from Domien Stubbe of VIL	April 2023	BAX, VIL	379

12	Transforming Urban Logistics and Mobility: Exploring the Journeys of the ULaADS Satellite Cities	July 2023	BAX, RSM, AIM, EDI, BER	107*
13	Redefining urban space: the hidden impact of logistics in cities	January 2024	BAX, TOI	167
14	Navigating Urban Logistics: The importance of adopting a Human-Centric Approach	January 2024	BAX, TOI	53
15	Revolutionising Urban Logistics Planning within ULaADS through SUMP and SULPs	February 2024	BAX, RUP	63

These numbers only include the page views accumulated on the ULaADS website. Many of these insights were also published on the CIVITAS website or the EU Urban Mobility Observatory (formerly known as the ELTIS Mobility Portal), where they will have received even more views.

\*The URL for the collaborative insight *Transforming Urban Logistics and Mobility: Exploring the Journeys of the ULaADS Satellite Cities*, in PDF, was directly linked in the social media posts promoting the work. Therefore, the total number of views will be much greater than what is reported in the above table. This is because we cannot track the number of views a PDF has received due to Google Analytics limitations.

### 2.1.2 Interactive Leaflet

The project leaflet has been used as the project's business card towards external stakeholders, presenting, at a glance, the ULaADS objectives, solutions and schemes, project partners, and the Lighthouse and Satellite cities. <http://leaflet.ulaads.eu/.h2020/>.

The ULaADS leaflet was updated on M6 – February 2021 with an additional interactive feature that allows the viewers to watch the ULaADS video (<https://ulaads.eu/leaflet/#page=8>), and again in M15 – November 2021 with an updated list of the ULaADS consortium, including the logos of the new ULaADS partners IFZ and RUP (<https://ulaads.eu/leaflet/#page=7>) and the new CIVITAS 2030 logo (<https://ulaads.eu/leaflet/#page=8>).

A QR code to the leaflet was also included on the ULaADS roll-up (see figure 1) attracting the audience at events to interact with the roll-up and with the ULaADS partners representing the project at conference exhibitions.



Figure 1: ULaADS roll-up featuring a QR code linked to the interactive leaflet.

## 2.2 Newsletters

A total of seven newsletters have been sent out since the ULaADS project started, in line with the target of 1 newsletter every six months, as stated in the dissemination strategy.

A final newsletter will be sent out in March 2024 with a collection of all final outputs, including new public deliverables.

Table 4: Overview of ULaADS newsletters sent since project start.

Newsletters	Date sent	No. of recipients	Clicks unique rate	per opens	Open rate
Issue 1: May 2021	3/5/21	28	63.0%		25.9%
Issue 2: September 2021	29/9/21	40	42.1%		13.2%

<b>Issue 3: February 2022</b>	3/22/22	61	49.1%	19.3%
<b>Issue 4: July 2022</b>	14/7/22	173	13.2%	47.9%
<b>Issue 5: December 2022</b>	15/12/22	187	11.2%	51.4%
<b>Issue 6: October 2023</b>	26/10/23	228	20.6%	52.5%
<b>Issue 7: January 2024</b>	18/01/24	229	10.0%	45.9%
<b>Average</b>			29.9%	36.6%

Throughout the project, ULaaDS regularly featured news and updates from its sister projects LEAD and Senator within the dedicated “Sister projects corner” in every newsletter, and ULaaDS was also promoted through their newsletters.

ULaaDS has also been featured in several, LEAD, Senator and CIVITAS Move Newsletters, as well as in one EIT Urban Mobility newsletter as outlined below.

- 13.11.2020 – [LEAD Project newsletter #1](#)
- 26.02.2021 – [SENATOR Project newsletter \(I\)](#)
- 25.08.2021 – [SENATOR Project newsletter \(III\)](#)
- 24.01.2022 – [LEAD Project newsletter #4](#)
- 23.02.2022 – [SENATOR Project newsletter \(V\)](#)
- 03/05/2022 – [CIVITAS Move Newsletter \(Spring 2022\)](#)
- 24/06/2022 – [LEAD project newsletter #5](#)
- 20/10/2022 – [CIVITAS Move Newsletter \(Autumn 2022\)](#)
- 24/01/2023 – [EIT URBAN Mobility Newsletter \(Mobility Innovation Marketplace Newsletter \(Issue #10 - January 2023\)\)](#)
- 27/01/2023 – [CIVITAS Move Newsletter \(Winter 2023\)](#)
- 26/04/2023 – [CIVITAS Move Newsletter \(Spring 2023\)](#)
- 20/09/2023 – [CIVITAS Move Newsletter](#) (September 2023 – Session at the European Week of Regions and Cities where ULaaDS partner MEC was featured)
- 25/10/2023 – [CIVITAS Move Newsletter \(October 2023\)](#)
- 30/11/2023 – [CIVITAS Move Newsletter \(November 2023\)](#)
- 19/12/2023 – [CIVITAS Move Newsletter \(December 2023\)](#)
- 22/12/2023 – [Senator project newsletter \(in the success stories section\)](#)
- 30/01/2024 – [CIVITAS Move Newsletter \(January 2024\)](#)
- 29/02/2024 – [CIVITAS Move Newsletter \(February 2024\)](#)



### Reflections from the ULaADS final event

What have the cities of Groningen, Mechelen, and Bremen learned through ULaADS? Hear from the three Lighthouse cities as they share their valuable learnings.

[Watch the video >>](#)

[More CIVITAS news](#)

Figure 2: ULaADS' final event video featured in the CIVITAS Move Newsletter in December 2023

## 2.3 Social media

Two main social media platforms were used consistently during the entirety of the project. Both the ULaADS Twitter and LinkedIn accounts were used to keep our followers updated on project milestones, participation in events, publication of new insights and deliverables on the ULaADS website and to share content produced by our sister projects and related initiatives.

### 2.3.1 LinkedIn

The [ULaADS LinkedIn page](#) has organically evolved into an expert community of ULaADS partners and related stakeholders, where professional target audiences have learnt about ULaADS developments and exchanged experiences on urban logistics-related topics.

The number of followers on LinkedIn (1,054 – when writing this report) show how the platform has become the main social media platform used by professionals to share and gather updates on EU-funded projects, while the decline in the use of X (Twitter) confirms a general trend seen in several other projects.

The analytics of the LinkedIn page show that greater engagement with our social media channels occurred consistently when presenting the project at events or when posting ULaADS insights and call for actions. As an example of this, during the final event on November 15<sup>th</sup> 2023, the ULaADS LinkedIn page received 24 new followers (see figure 3). This is a notable follower increase in just a single day.



Follower metrics ?

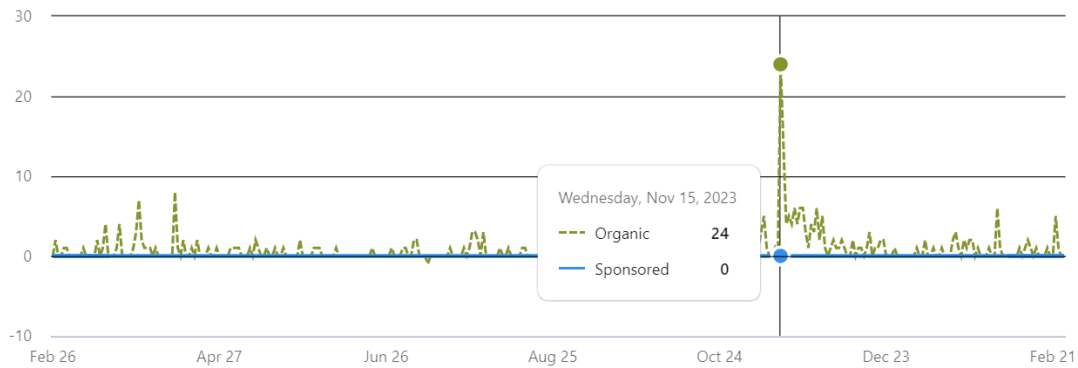


Figure 3: During the ULaADS Final event in November 2023, we seen a surge in new followers (24 in a single day).

In anticipation of wider coverage during important project milestones, we decided to publicly launch the report *‘Finding the Right Space for Urban Logistics: a Framework for Open Parcel Locker Systems’* as the final event kicked-off. This resulted in one of ULaADS’ top-performing posts, accumulating almost 4,000 impressions and over 1,200 engagements, as can be seen in Figure 4 below.

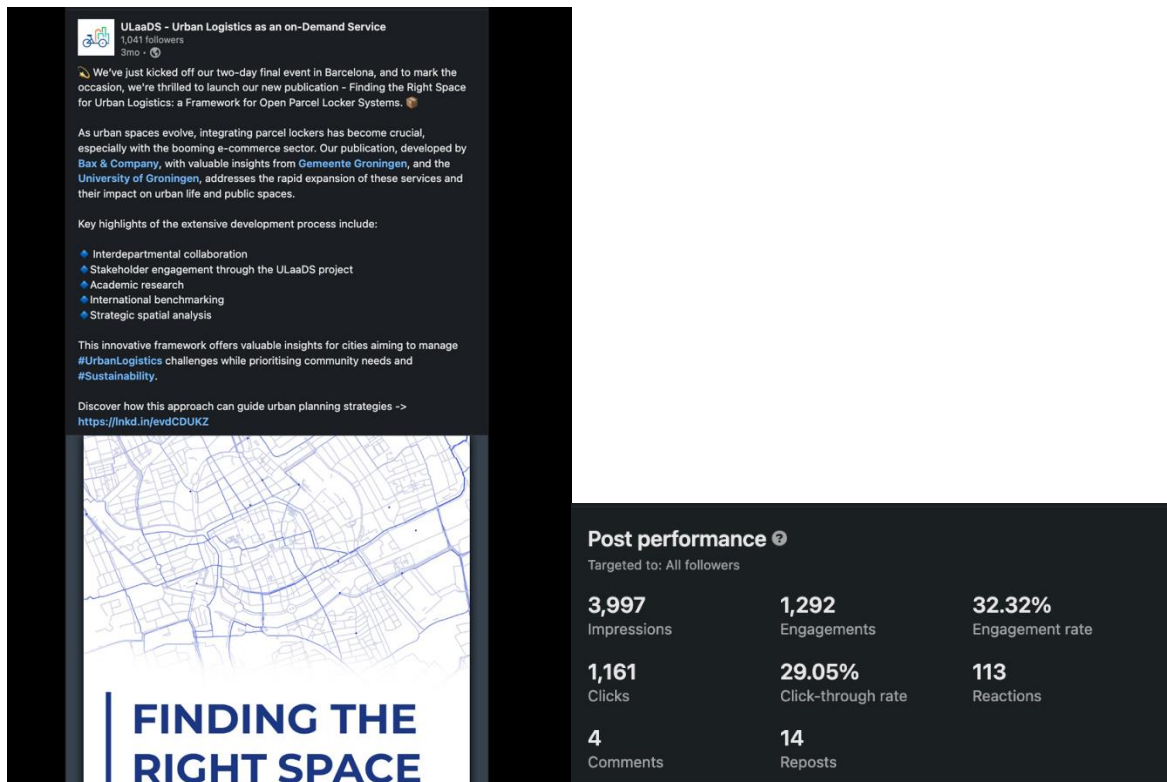


Figure 4: A top-performing post for the ULaADS LinkedIn page, featuring a report launched during the final event kick-off.

### 2.3.2 Twitter

To date, the ULaaDS [X page](#) has 283 followers.

In 2020, before Twitter became X, the platform had the potential to deliver many benefits in support of ULaaDS’ communications objectives. BAX and EUR had identified various social media influencers that actively posted on the topics covered by the project (e.g. sustainable urban logistics, on-demand economy, innovative business models) to bring the project to life and amplify its message through their networks. Unfortunately, as the platform declined, so too did the engagement rate of our tweets. X no longer provides an Analytics dashboard as Twitter did, so it is not possible to obtain a clear overview of the 272 tweets posted by ULaaDS since 2020.

The below figure highlights a post that performed well in terms of engagement. The post was particularly effective due to its eye-catching visual, and the appeal of the call for cities to participate in the ULaaDS follower city programme.

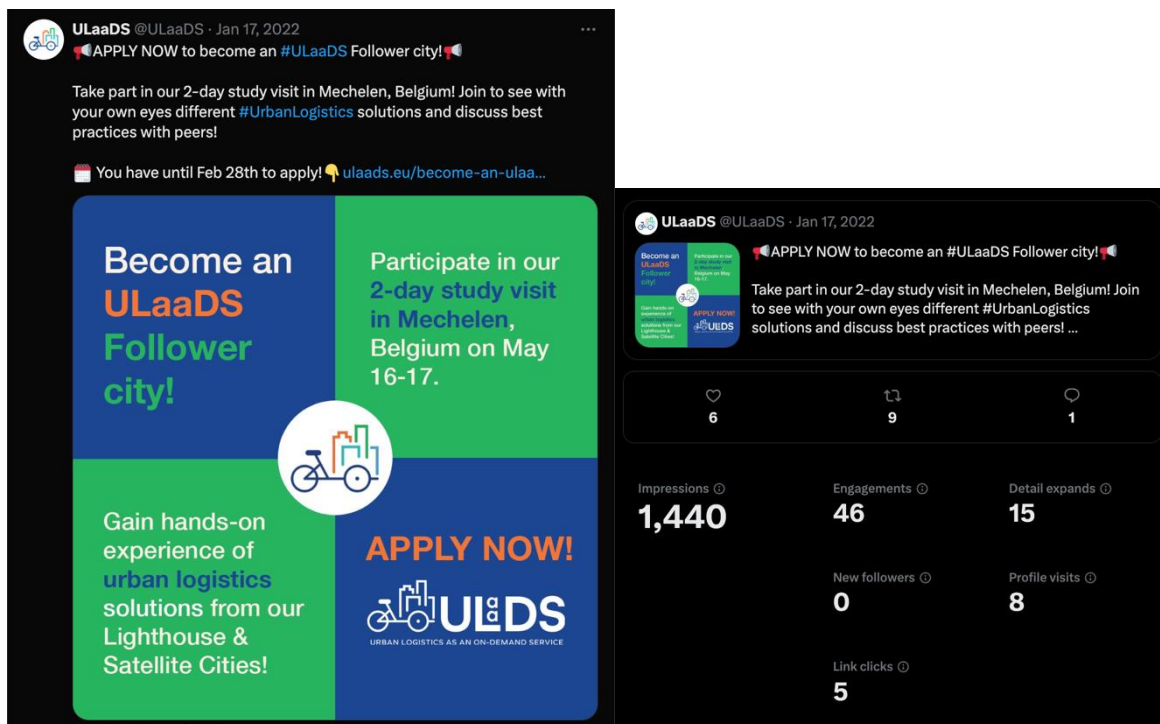


Figure 5: A top-performing post for the ULaaDS X page, promoting our call for Follower cities in January 2022

### 2.3.3 YouTube

The [ULaaDS YouTube channel](#) is home to 8 videos – 5 webinar recordings, 1 official promotional video (Meet Uly!), 1 final event video (see section [2.7.4](#) for more information), and 1 video spotlighting a study from RUG.

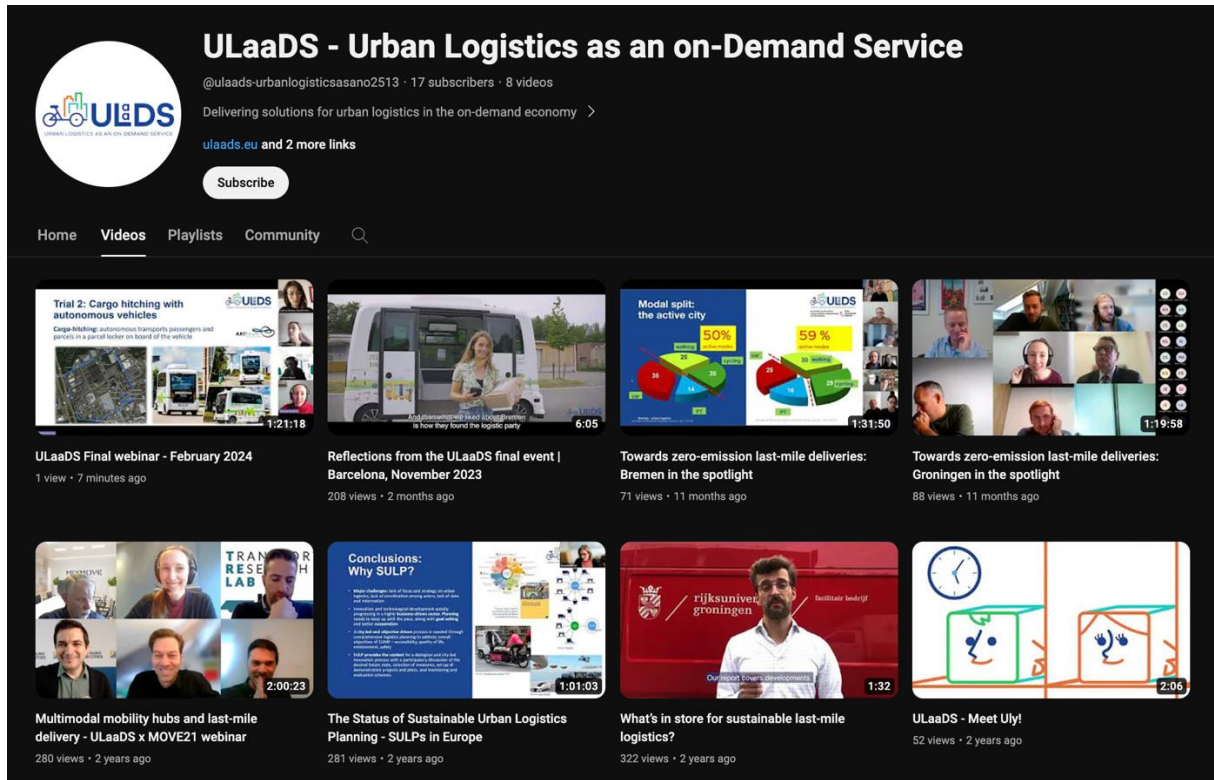


Figure 6: ULaADS YouTube video library

ULaADS was also featured in a CIVITAS Spotlight Video (accessible from the CIVITAS YouTube channel [here](#)). The video was recorded during the Urban Mobility Days 2023 in Seville and features the ULaADS project coordinator (BRE) outlining key lessons learned from the project as well as promoting our final recommendations brief. The video was featured in the CIVITAS Move Newsletter (October 2023 – M38) and at the time of writing this report had reached 94 views.

ULaADS also made use of EUROCITIES' YouTube channel to make the most of its consolidated visibility and existing subscribers.

## 2.4 Events and webinars

Throughout the project, ULaADS organised and participated in different events, at local, national, and European levels. In addition, various types of webinars, workshops and trainings were organised to reach a wider audience.

### 2.4.1 Networking events

Key European events have been mapped and monitored during the duration of the project as they play an important role in the dissemination and networking strategy, giving an opportunity to promote and communicate about the project. They allowed direct contacts and discussions with the

ULaADS target groups, therefore enlarging the virtual communication engagement via the ULaADS website, news, publications and social media. The linking with other existing projects and initiatives was also performed by attending selected events such as the final event of the LEAD project and several joint sessions during the Urban Mobility Days (UMDs), the CIVITAS Forum conferences, and the RTR conferences. Figure 7 to figure 10 highlight just some of the key conferences where ULaADS was featured.



Figure 7: ULaADS at H2020 Road Transport Research European Conference in 2022



Figure 8: ULaADS at TRA 2022



Figure 9: ULaADS at Urban Logistics Innovation Day (LEAD Final Event) in 2023



Figure 10: ULaADS at AUTONOMY Berlin in 2023

Additionally, ULaADS was represented at 8 exhibitions at high-level Europe-wide conferences.

1. EU Green Week 2021
2. Eurocities Mobility Forum 2021
3. CIVITAS Forum 2021

4. Urban Mobility Days 2022
5. TRA 2022
6. Eurocities Mobility Forum 2022
7. Eurocities Mobility Forum 2023
8. Urban Mobility Days 2023



Figure 11: Representatives of the ULaaDS and SENATOR projects at our shared booth for the 2023 edition of the Urban Mobility Days in Seville.

A total of 49 events were attended, and 23 talks (presentations) were given at 24 European events, surpassing the target of 10 talks.

A full list of the large-scale European events ULaaDS partners participated in can be seen in Table 5.

## ULaDS participation in European events

Table 5: ULaaDS participation in European events

#	Event	Session	Location	Date	Month	Partner	Link
1	<b>Urban Mobility Days 2020</b>	Presentation of ULaaDS in the Innovative zero-emission freight solutions for cities session	Online	30 September 2020	M1	EUR & BRE	<a href="#">Link</a>
2	<b>EU Green Week Virtual Exhibition 2021</b>	Presence at virtual exhibition stand	Online	1-4 June 2021	M10	EUR	
3	<b>Eurocities Mobility Forum 2021</b>	Resilient planning for Sustainable Urban Logistics workshop and stand at virtual exhibition	Online	7-9 June 2021	M10	EUR, RUG, BAX	<a href="#">Link</a>
4	<b>10th International Congress on Transportation Research (ICTR 2021)</b>	Living Labs: enabling and accelerating innovation for on-demand city logistics	Rhodos, Greece (hybrid conference)	1 September 2021	M13	EUR & VIL	<a href="#">Link</a>
5	<b>CIVITAS Forum Conference 2021</b>	Presentation on ULaaDS in the Urban Logistics session and ULaaDS physical and virtual stand at the exhibition	Aachen and online	20-21 October 2021	M14	EUR & BRE	<a href="#">Link</a>
6	<b>Polis Conference 2021</b>	ULaaDS presentation at the Polis - Alice workshop meeting	Gothenburg	2 December 2021	M16	VIL	
7	<b>ETP ALICE Urban Logistics thematic group meeting</b>	ULaaDS presentation	Online	27 January 2022	M17	VIL	
8	<b>H2020 Road Transport Research European Conference</b>	"Urban logistics: on-demand, shared, connected and low emission"	Brussels	29-30 March 2022	M19	BRE	<a href="#">Link</a>

9	<b>ICLEI EcoLogistics Community</b>	Presentation of ULaaDS at Sustainable Urban Logistics Workshop	Grenoble	9-10 May 2022	M21	EUR & GRO	<a href="#">Link</a>
10	<b>Cargo BIKE IT! Festival 2022</b>	N/A	Bremen	9-11 September 2022	M25	BRE	<a href="#">Link</a>
11	<b>Covenant of Mayors Webinar series options to reduce emissions from transport</b>	Webinar #2: How can cities decarbonise urban logistics through Public-Private Partnerships?	Online	15 September 2022	M25	EUR & BRE	<a href="#">Link</a>
12	<b>Urban Mobility Days 2022</b>	Presentation during projects pitch session and stand in exhibition	Brno	20-22 September 2022	M25	BRE	<a href="#">Link</a> (Timestamp 1:51:33)
13	<b>GAM meeting of H2020 project ASAP</b>	Presentation of the ULaaDS trials	Paris	20 October 2022	M26	VIL	<a href="#">Link</a>
14	<b>TRA2022</b>	Presentation of "Future scenarios for last-mile logistics in midsize European cities" at ALICE stand	Lisbon	14-17 November 2022	M27	RUG	<a href="#">Link</a>
		Presentation in the session "Multimodal hubs and last-mile delivery: unlocking the potential to green urban logistics"	Lisbon	14-17 November 2022	M27	BRE	<a href="#">Link</a>
		Presence at ALICE stand in the exhibition	Lisbon	14-17 November 2022	M27	BRE & RUG	<a href="#">Link</a>
15	<b>Eurocities Mobility Forum 2022</b>	ULaaDS Training workshop and Stand in the exhibition	Antwerp	16-18 November 2022	M27	EUR & BAX	<a href="#">Link</a>
16	<b>Swiss City Logistics Forum</b>	Participation in Workshop	Zurich	22 May 2023	M33	BRE	<a href="#">Link</a>
17	<b>Eurocities Mobility Forum 2023</b>	ULaaDS Training workshop and Stand in the exhibition	Porto	30 May – 2 June 2023	M33-34	EUR, BAX, VIL, RUG	<a href="#">Link</a>

18	<b>Autonomy Berlin 2023</b>	Session Big Data, Big Opportunities: How Technology is Shaping the Future of Mobility	Berlin	28-29 June 2023	M34	EUR	<a href="#">Link</a>
19	<b>ITF - International Transport Forum</b>	Roundtable on urban logistics hubs	Paris	July 2023	M35	RUG	
20	<b>Urban Logistics Innovation Day (LEAD Final Event)</b>	Presentation during the session: Zero emission vehicles and support infrastructure for the last-mile	Brussels	26 September 2023	M37	EUR, BAX, MEC	<a href="#">Link</a>
21	<b>Urban Mobility Days 2023</b>	Stand in exhibition	Seville	4-6 October 2023	M38	EUR, BAX, BRE	<a href="#">Link</a>
22	<b>EU Week of Regions and Cities</b>	Mechelen presentation at the session “How sustainable urban mobility interventions can generate growth and improve liveability”	Brussels	11 October 2023	M38	EUR, MEC	<a href="#">Link</a>
23	<b>Polis Conference 2023</b>	Presentation during the session: Fixing the last mile	Leuven	29-30 November 2023	M39	BAX, GRO	<a href="#">Link</a>
24	<b>RTR Conference 2024</b>	Presentation during the session: Urban mobility – cities as urban hubs and urban logistics	Brussels	5-7 February 2023	M42	TOI, BRE	<a href="#">Link</a>



## 2.4.2 Thematic workshops

ULaADS organised three thematic workshops in line with the ULaADS Dissemination Strategy:

### **Thematic Workshop 1: Resilient planning for Sustainable Urban Logistics**

EUR organised the first thematic workshop in M10 – June 2021 in the framework of the Eurocities Mobility Forum. The workshop focussed on “Resilient planning for Sustainable Urban Logistics” and was organised together with partners BAX, RUG, and MEC, in collaboration with ALICE (Alliance for Logistics Innovation through Collaboration in Europe) and LEAD. Fernando Liesa, Secretary-General of ALICE opened the workshop, followed by presentations from Ward Rauws, Associate Professor in Spatial Planning at the University of Groningen (RUG), Roos Lowette, Project Coordinator at the City of Mechelen (MEC) and Sergio Fernández Balaguer, Responsible of the International Collaboration Projects Department at EMT Madrid and [LEAD](#) project deputy coordinator. The agenda of the workshop is accessible [here](#), while a full summary of the workshop (including presentations and recordings) can be found [here](#).

### **Thematic Workshop 2: ULaADS Stakeholder Fora methodology at CIVITAS FastTrack second Capacity Building**

The second ULaADS Thematic Workshop was organised in the framework of the [CIVITAS FastTrack](#) second Capacity Building Week on 31 March 2022 (M19). The thematic workshop focused on stakeholder engagement and specifically on the ULaADS Stakeholder Fora methodology. ULaADS partner IFZ (Melanie Troppe and Günther Illek) with the support of EUR, prepared the workshop in close cooperation with CIVITAS FastTrack. Representatives from the following cities attended the session: Riga, Munich, Antwerp, Rotterdam, Stockholm, Brno, Gdynia, and Murcia. The summary of the workshop is available [here](#).

### **Thematic Workshop 3: Framework for Open Parcel Locker Systems**

The third ULaADS Thematic Workshop was organised during the ULaADS Final Event in Barcelona on 15 November 2023 (M39). The workshop focused on the framework for parcel lockers developed by the City of Groningen (GRO) with ULaADS partners Bax & Company (BAX) and University of Groningen (RUG). The workshop content was based on the ULaADS Publication “Finding the Right Space for Urban Logistics: a Framework for Open Parcel Locker Systems” and aimed at answering the following set of questions:

- What was the plan in Groningen’s ULaADS trial and what has actually happened? – GRO
- How do parcel locker frameworks and practices vary across the world? – BAX
- Where should parcel lockers be placed in Groningen? – BAX
- What factors do decision makers consider when evaluating requests for parcel locker placement? – RUG

As it can be seen in table 6 below, all three workshops met and exceeded the relevant KPI set in the Dissemination Strategy, expected to reach between 10 and 30 highly qualified participants per workshop (of which 10 external stakeholders in total – 3 per workshop).

Table 6: Participants at thematic workshops

Workshop 1 Target group	No. of participants	Workshop 1 Target group	No. of participants	Workshop 3 Target group	No. of participants
City representatives	31	City representatives	10	City representatives	15
Academia	7	Academia	3	Academia	4
Networks	12	Consultancies	1	Consultancies	7
Consultancies	4	Networks	3	Networks	3
Private sector	3			Private sector	5
European Commission	1				
<b>TOTAL</b>	<b>58</b>	<b>TOTAL</b>	<b>17</b>	<b>TOTAL</b>	<b>34</b>

### 2.4.3 Training workshops

In M27, the [first ULaaDS training](#) was organised on 17.11.22, during the Eurocities Mobility Forum in Antwerp. The chosen topic for the first training was “Planning logistics hubs”. The training was facilitated by Arianna Americo (EUR), led by Dr. Tom Assmann (Otto von Guericke University Magdeburg), and had contributions from Dr. Lorena Axinte (BAX), and Prof. Joris Beckers (University of Antwerp). The content was based on findings from: Cargo Bike Depot/CityChangerCargoBike – [Planning of cargo bike hubs, ULaaDS D3.1: Benchmarking business/operating models and best practices](#) and the [R!sult project](#). The full agenda for the training is available [here](#). A follow-up article was published after the training and is available [here](#).



Figure 12: Dr. Lorena Axinte at the ULaDS Training in Antwerp

The first ULaDS training was attended by 23 participants, of which 18 were representing administrations from the following 13 city authorities:

Antwerp (BE)	Berlin (DE)
Brno (CZ)	Chemnitz (DE)
Ghent (BE)	Leuven (BE)
Mechelen (BE)	Milan (IT)
Munich (DE)	Prague (CZ)
Province Noord-Brabant (NL)	The Hague (NL)
Varna (BG)	

The second UlaADS Training took place on 1 June 2023 (M34), during the Eurocities Mobility Forum in Porto. The training focused on “SULP Development” and was co-organised by Eurocities (EUR) Bax & Company (BAX), Flanders Institute for Logistics (VIL) and Rupprecht Consult (RUP). The training was hosted and facilitated by Arianna Americo (EUR), Dr. Lorena Axinte (BAX), Domien Stubbe (VIL) and Levent Saran (RUP). The content of the training was based on the [Fact-finding study on status and future needs regarding low- and zero-emission urban mobility](#), the [Topic Guide: Sustainable Urban Logistics Planning](#) and the UlaADS [D6.2: Guidelines, methods & policy recommendations to integrate ULaADS in SUMP and SULP processes](#). The full agenda for the training is available [here](#). A follow-up article was published after the training and is available [here](#).



Figure 13: Roundtable discussion – ULaADS Training in Porto

The UlaADS training was attended by 32 participants, of which 26 were representing administrations from the following 17 city authorities:

Barcelona Metropolitan Area (ES)	Braga (PT)
Bremen (DE)	Helsinki (FI)
Karlsruhe (DE)	Lisbon (PT)
Lyon (FR)	Madrid (ES)

Milan (IT)	Munich (DE)
Netwerkstad Twente (NL)	Porto (PT)
Prague (CZ)	Riga (LV)
Stockholm (SE)	Utrecht (NL)
Vila Nova de Gaia (PT)	

Hosting the trainings during the Eurocities Mobility Forum provided 27 different cities with access to the knowledge generated by the project, as well as the opportunity to work collaboratively and exchange best practices with peers, on a topic which still proves to be challenging in many urban areas. Additional information on the ULaADS trainings is available in the D7.3 *Training materials for the workshops* (Submitted in M36) and in the D7.6 *Insights from training workshops organized* (Submitted in M42).

## 2.4.4 Webinars

As established in the ULaADS Dissemination Strategy, EUR organised three dissemination webinars during the course of ULaADS. Dissemination webinars represented an occasion to interact with external stakeholders sharing progress, major milestones and results. Each dissemination webinar had a target of reaching between 20-50 highly qualified participants.

### **First dissemination webinar: Solutions for urban logistics in a post-COVID19 world**

The first dissemination webinar was organised by EUR in M3 – November 2020, with the title “Solutions for urban logistics in a post-COVID19 world”. On 5 November 2020, the ULaADS cities of Bremen (BRE), Groningen (GRO) and Bergen (BER) presented their policies, measures and the solutions they were aiming to test (or replicate in the case of Bergen) in ULaADS. The webinar was organised in the framework of the Eurocities Annual Conference (held online in 2020) and it featured three breakout rooms (one per city) and two rounds of speed-networking, with participants moving to different rooms according to their interest in the measures presented. A total of 42 participants attended the webinar. The majority of participants were city practitioners representing 23 different cities across Europe, in addition representatives from consultancies, research institutes, the Polis network and 2 logistics companies also attended the event. All the presentations were published on the ULaADS website afterwards (<https://ulaads.eu/solutions-for-urban-logistics-in-a-post-covid19-world/>).

### **Second dissemination webinar: Multimodal mobility hubs and last-mile delivery**

The second dissemination webinar was organised by EUR in M18 – February 2022, with the title “Multimodal mobility hubs and last-mile delivery”. The webinar was jointly organised by ULaaDS and the [MOVE21](#) project. From the side of ULaaDS the objective was twofold, on one side raising awareness on the multimodal hubs concept – and specifically the integration of passenger and logistics flows in one location. On the other side, the aim was to disseminate about the Park & Ride trial soon to be implemented in Groningen. ULaaDS partners VIL and GRO contributed to the webinar with their presentations. From MOVE21 side, Giacomo Lozzi, Research Manager at TRElab (Roma Tre University), gave a presentation on logistics operators’ needs when it comes to using micro-hubs and Jan Tore Pedersen, Research & Development Manager at MIXMOVE presented an Oslo example of mobility on demand for passenger and freight. A total of 102 participants attended the webinar. The majority of participants were city practitioners (50 individuals) representing 33 different cities across Europe, in addition 9 participants from consultancies, 16 from academia, 8 from networks and 12 from the private sector also attended the event. All the presentations and the recordings were made available on the ULaaDS website afterwards (<https://ulaads.eu/multimodal-mobility-hubs-and-last-mile-delivery-webinar-recap/>).

### Third dissemination webinar: Final ULaaDS Webinar

The third dissemination webinar was organised in M42 on 28 February 2024 to share some of the key final outputs of the project. ULaaDS partners EUR, BAX, IML and RUG contributed to the webinar presenting respectively:

- The [ULaaDS Replication Booklet](#) (EUR)
- The [ULaaDS Framework for Open Parcel Locker Systems](#) (BAX)
- The ULaaDS decision support toolbox (IML – presented by EUR)
- Take-aways for adaptive policy making in the context of UTF (RUG)

The third dissemination webinar was well attended, with a total of 37 participants, of which 9 from academia, 18 from cities, 5 from consultancies, 4 from networks and 1 journalist. Following the webinar the presentations and the recording were published on the ULaaDS website [here](#).

## 2.4.5 Final event

Urban logistics experts and enthusiasts from across Europe gathered in Barcelona for the ULaaDS Final event on the 15th-16th of November 2023. Over two days, attendees gained insights from the ULaaDS city trials and exchanged knowledge on other urban logistics realities from fellow EU-funded projects and pioneering cities.

The event spanned two days, with the first day dedicated exclusively to ULaaDS partners (see Day 1 presentation [here](#)) and the second day open to the public (see day 2 presentation [here](#)).

The first presentations were delivered by representatives from ULaaDS Lighthouse cities: BRE, GRO, and MEC. Each presentation summarised the conducted research trials in their respective cities, such as containerised last-mile delivery by Rytle cargo bikes in Bremen, urban logistics as a service for

commuters at park & ride facilities in Groningen, and cargohitching in Mechelen, amongst others. Presentations from the satellite cities – Alba Iulia, Bergen, Edinburgh, and Rome – were also delivered.

The afternoon session included interactive discussions on implementation roadmaps for satellite cities, the role of data in ULaDS, and the SUMP Toolbox. This was followed by an overview of VIA’s cargo-hitching simulation and an interactive workshop (thematic workshop three) dedicated to the new [framework for parcel lockers](#), developed by GRO in collaboration with BAX and RUG.

The second day started with an urban walk on Consell de Cent to observe urban logistics in pedestrian green axes and a visit to the Cargobici microhub. After the visits, participants got the chance to hear from the city hosting us for the event with a presentation from Ariadna Sancho and Joan Tomàs from the Barcelona City Council on superblocs, green axes, and urban logistics, focussing especially on the lessons from the Spanish approach to loading zones in urban areas.



Figure 14: Participants of the ULaDS Final Event at the site visit in Barcelona

After an introduction to the trials in the three Lighthouse cities, the afternoon featured a panel discussion on the status of urban logistics in Europe, touching on key lessons from ULaDS and [SENATOR](#), and exploring how new CIVITAS projects, such as [DECARBOMILE](#), [DISCO](#) and [URBANE](#) – all represented in the panel – could utilise these insights.

Another interactive session was held by BAX and RUP, gathering insights on frameworks, policies and planning for sustainable logistics. The session posed questions to the audience such as:

- What are the main aspects that should be included in a Sulp?
- Which stakeholders are typically engaged in urban logistics planning?
- Which innovation(s) do you think will have the most significant impact on urban logistics in the next decade?
- What is the primary driving force for change in urban logistics in your area?

The results of this live survey can be accessed from the ULaDS website [here](#).



Figure 15: Group discussions during one of the final event workshops on Day 2

The final event had a packed agenda, suitably encapsulating a wealth of knowledge and years of collaborative efforts towards shaping the future of urban logistics in Europe. The event not only highlighted innovative practices and solutions but also helped to strengthen the community of professionals dedicated to advancing sustainable urban logistics. A total of 79 participants attended the event over the course of the two days and a total of 14 external participants attended the event.





Figure 16: Expert panellists (L-R) Breogan Sánchez (Zaragoza City of Knowledge Foundation), Paola Cossu (FIT Consulting), Michael Glotz-Richter (City of Bremen), and Manon Levrey (Interface Transport)

## 2.5 Press & media

BAX and EUR actively contributed to the CIVITAS Initiative website and EU Urban Mobility Observatory with news and event updates from the ULaADS project. The EU Agenda platform was also utilised to broaden the project's reach across Europe.

A combined total of 50 articles, events, and resources have been published on the CIVITAS initiative website, EU Urban Mobility Observatory, and EU Agenda. Many of these updates were spotlighted in the CIVITAS Move newsletter.

Notably, ULaADS was featured in the CIVITAS Replication pack '[Ready-to-go sustainable mobility measures & methods](#)', highlighting the replicability of Groningen's city-wide platform for the integrated management of urban logistics.

ULaADS was also featured in the Covenant of Mayors publication '[Policy Options To Reduce Emissions From The Mobility Sector: Inspiring Examples And Learning Opportunities](#)', in the EUROPEANMOBILITYWEEK [Thematic Guidelines 2022](#), in REVOLVE media's [photo series](#) titled 'Sustainable Mobility on the Ground in European Cities', and in the Success Stories section of the Senator website ([link](#)).

Figure 17 shows a preview of some of the most recent content published on the CIVITAS website.

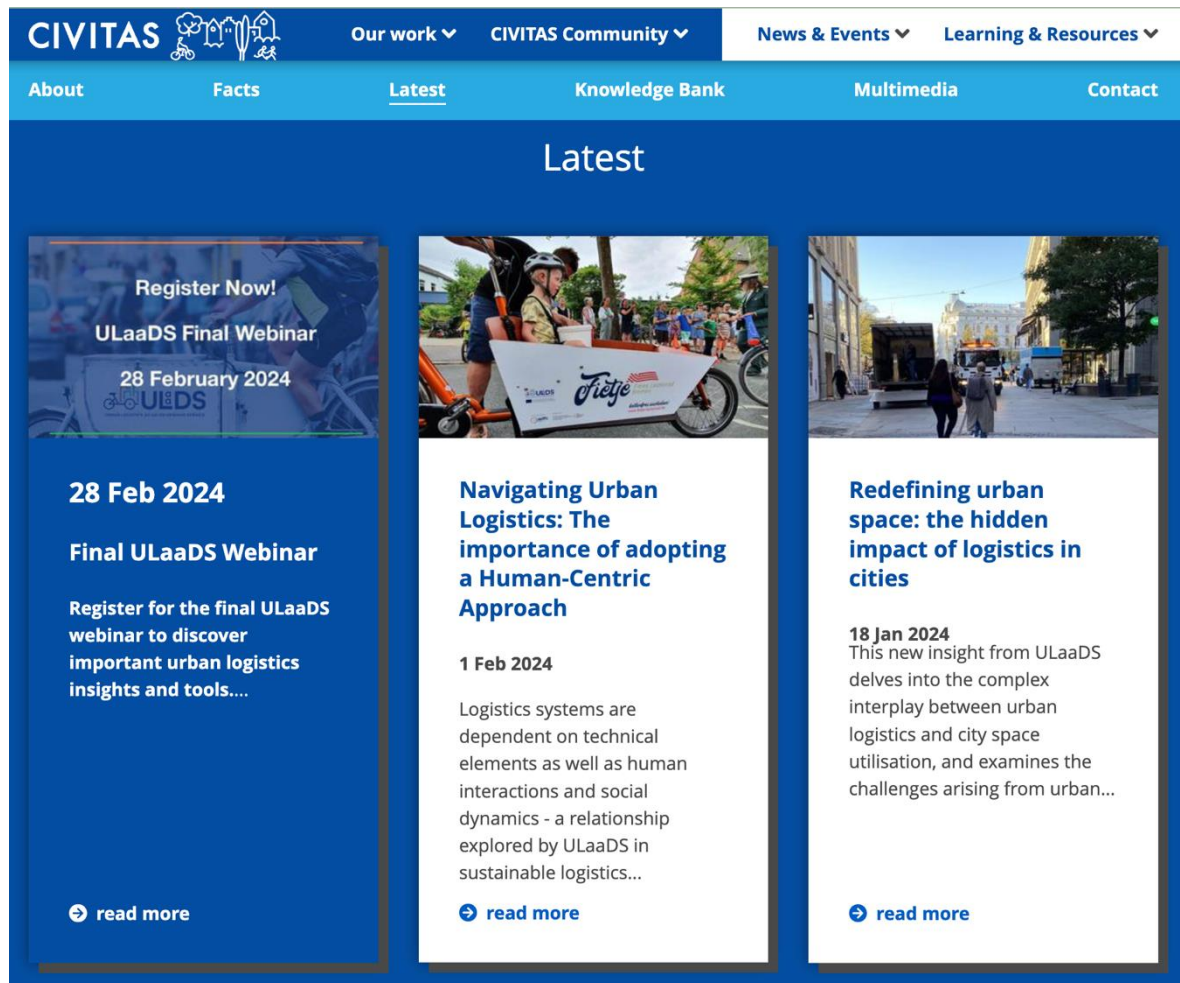


Figure 17: ULaADS' latest content published on the CIVITAS website - February 2024

As well as the aforementioned articles, ULaADS has featured in 35 press articles of various languages, at both national and international levels. An example can be seen in figure 18.

See [Table 8](#) in Annex 1 for a full list of these press features.

In June 2022, the launch of Mechelen’s first self-driving shuttle trial gained a considerable amount of press coverage, notably featuring on Belgian national [TV broadcasting channel VRT](#) and radio station [Radio 2](#). On average, 2 million people watch the news program (divided over three different broadcasts during the day). A video of the shuttle in action is available on the VRT website [here](#).

As well as this, the shuttle launch was also featured internationally, in [Politico’s Global Policy Lab newsletter](#) ‘Living Cities: Mobility for everyone – German cities go dark – Self-driving post buses’.

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## Proef met het delen van elektrische voertuigen blijkt succes



Figure 18: Local news coverage in Groningen, NL in July 2023. Title translates to '[Trial with sharing electric vehicles appears to be a success](#)'

"We want to use the shuttle bus for two things," says councilor for Mobility Vicky Vanmarcke (open VLD). "On the one hand, to transport people who, for example, get off at the bus stop and still have to get to a company. On the other hand, we also want to transport parcels with it. This is done with bpost machines that are in the shuttle. The people on the business park can then indicate a time, and then the shuttle will come by and they can pick up a package from the locker, or give one away."

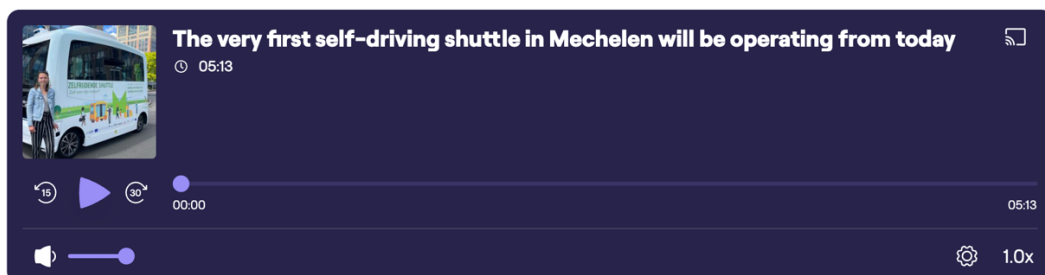


Figure 19: Mechelen's radio feature on [VRT's radio 2 programme](#) in June 2022

## 2.6 Scientific Publications

The more technical results of the project have been published or will soon be published in relevant scientific journals at international level. See Table 7 for a list of the papers and their authors.

Table 7: List of scientific papers published or soon to be published by the ULaADS partners

Title	Journal/Conf proceedings	Date of publication	Authors	Partner(s) involved
<b>A greener last mile: Analyzing the carbon emission impact of pickup points in last-mile parcel delivery.</b>	Renewable and Sustainable Energy Reviews, 186, 113630.	2023	Niemeijer, R., & Buijs, P.	RUG
<b>Policy approaches for placing parcel lockers in public space.</b>	Proceedings of the 9th International Physical Internet Conference.	2023	Dobber, R., & Buijs, P.	RUG
<b>Business model implications of innovative solutions for sustainable urban freight transport.</b>	Springer book series, "Lecture Notes in Mobility" as proceedings of TRA 2024.	Forthcoming	Buijs, P.	RUG
<b>A Case Study on the Dual Role of Parcel Lockers as Pick-Up and Transshipment Points: Implications for Sustainable Urban Deliveries.</b>	Under review at an academic journal.	Forthcoming	Ozyavas, P., Buijs, P., Ursavas, E., & Teunter R.H. (n.d.)	RUG
<b>Optimal Pricing for a Platform with Shared Zero-emission Vehicles.</b>	Under review at an academic journal.	Forthcoming	Ozyavas, P., Buijs, P., Ursavas, E., & Teunter R.H. (n.d.)	RUG
<b>Integrating Shift Planning and Pick-up and Delivery Problems under Limited Courier Availability.</b>	Under review at an academic journal.	Forthcoming	Ozyavas, P., Buijs, P., Ursavas, E., & Teunter R.H. (n.d.)	RUG
<b>Towards sustainable last-mile logistics? Investigating the role of cooperation, regulation, and innovation in scenarios for 2035.</b>	Under review at an academic journal.	Forthcoming	Plazier, P., Buijs, P., Neef, R., Rauws, W. (n.d.)	RUG

<b>Using WTP to better understand the perceived value for users of a free cargo bike sharing scheme'.</b>	Under review at an academic journal.	Forthcoming	Weir, H.	TOI
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## 2.7 Highlighted outputs

Below are a few highlighted outputs of the ULaADS project which can continue to be disseminated after the project ends. These specific reports have been carefully crafted and professionally designed to ensure their contents are well received by as many members of our target groups as possible.

### 2.7.1 Replication booklet

Accessible in both digital and print formats, the [D7.5 Replication Booklet](#) distils collective knowledge captured in the *D5.6 Implementation Roadmaps for Satellite cities*, serving as a communication and dissemination resource for stakeholders aiming to get inspired and learn more about the solutions tested in ULaADS and their replication potential. It includes insights into the value cases of Satellite cities, aiming to offer a pragmatic guide for urban planners, policymakers, and stakeholders engaged in sustainable urban planning.

The ULaADS Replication Booklet was presented during the [ULaADS Final Webinar](#) on 28 February 2024. The Booklet in digital format was uploaded to the ULaADS website and disseminated via social media and through a final ULaADS newsletter in March 2024. The Booklet will also be shared with the CIVITAS community online, both on the CIVITAS website and within the CIVITAS Urban Freight and Logistics cluster, both on Basecamp and during the Spring Cluster Meeting on 22 March 2024. Printed copies of the Booklet will be distributed during the Eurocities Annual Mobility Forum Meeting (18-20 March 2024, Utrecht) and at future events such as the CIVITAS Forum and the Urban Mobility Days.



Figure 20: Replication booklet's introduction to the ULaADS trials and their objectives

## 2.7.2 A Framework for Open Parcel Locker Systems

Developed by BAX, GRO, & RUG, the report *Finding the Right Space for Urban Logistics: a Framework for Open Parcel Locker Systems* addresses the rapid expansion of parcel locker services and their impact on urban life and public spaces.

The publication was promoted through the CIVITAS initiative website, the EU Urban Mobility Observatory, and reached almost 4,000 users on LinkedIn alone. It was also presented during the ULaADS Final Webinar on 28 February 2024.

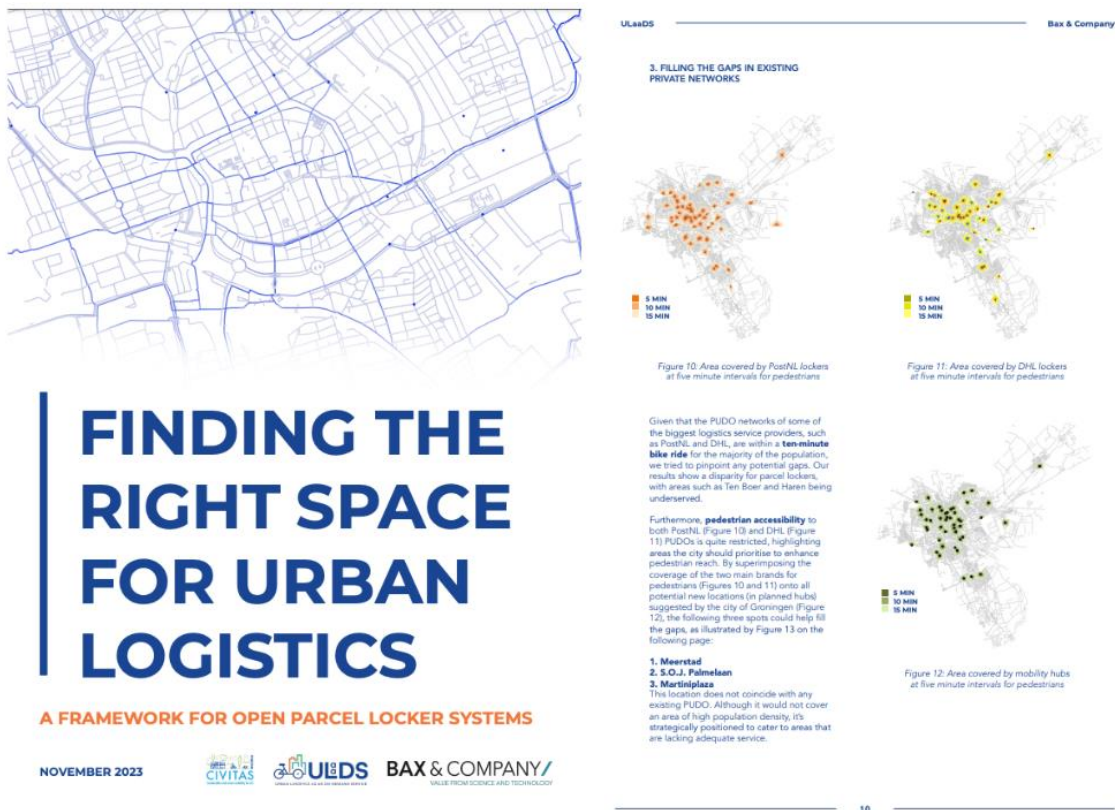


Figure 21: Front page and content preview of the Parcel locker Framework

### 2.7.3 Policy Brief: Navigating urban logistics: challenges, innovations, and realities

In order to disseminate key learnings and recommendations from ULaADS, the policy brief [Navigating urban logistics: challenges, innovations, and realities](#) was drafted collaboratively over the course of summer 2023 by partners BRE, BAX, EUR, VIL, RUG, TOI and IFZ gathering collective knowledge generated by the project. The policy brief is structured in the following six sections:

1. SULP is not a SUMP
2. Cooperation with the business community
3. Freight transport dynamics: a delicate dance
4. Turning SULPs into actionable frameworks: the case of parcel lockers in Groningen
5. Cargo-Hitching for optimized passenger and freight transport
6. Private micro-logistics

It then concludes by providing four key recommendations.

The policy brief was designed in-house by Eurocities and distributed at the Urban Mobility Days in 2023, including during the EGUM meeting and the CIVITAS Urban Freight and Logistics cluster meeting that took place ahead of the start of the conference. The brief was also distributed at the RTR Conference 2024.



**ULaaDS key recommendations:**

**Optimize urban space allocation:**  
 Ensure that public spaces in urban areas are allocated fairly, considering logistics too. This includes addressing any regulatory limitations on loading zones and access regulations, and implementing dedicated zones for efficient logistics operations. Enforcement is necessary to avoid misuse.

**Engage stakeholders for success:**  
 Engage relevant stakeholders in early planning to ensure long-term success of urban logistics solutions. This involves seeking input from various parties and understanding the needs of the business community to ensure economically sustainable solutions.

**Promote fair competition in freight transport:**  
 Encourage fair competition in freight transport by maintaining a level playing field for all operators. This means avoiding granting privileges to specific operators and providing support, such as governmental backing, to incentivize company participation in trials and innovations.

**Understand technological solutions and embed them in the right context:**  
 Embrace technological advancements to improve urban logistics, but keep a critical eye. Consider sustainable, accessible, and open systems for parcel lockers. Test new solutions to manage the curbside, deter illegal parking, and enable strict enforcement. Explore technological solutions like autonomous vehicles in mixed traffic or cargo hitching, but be mindful of their limitations as stand alone solutions. Technology can deliver the expected impacts only when integrated in the societal, functional and legal frameworks.

Figure 22: Recommendations on the final page of the ULaaDS policy brief

## 2.7.4 ULaaDS Satellite Cities collaborative insight report

In this [collaborative insight report](#), the four ULaaDS satellite cities – Rome, Edinburgh, Bergen, and Alba Iulia – present their current projects and challenges in urban logistics and mobility, their experiences and lessons learned during the last few years in the project, as well as the future steps they will take in their cities. Although not an official deliverable, in order to make good use of the abundance of insights from the contributing cities and optimise space use on the project website, BAX decided to compile the four insights into one professionally designed report.



The output was promoted through the CIVITAS initiative website, the EU Urban Mobility Observatory, and reached over 2,500 users on LinkedIn alone.



## Alba Iulia

Contributor:  
Liviu Stanciu, Alba Iulia Smart City

### Projects and challenges

Last-mile delivery in Alba Iulia faces challenges due to roadworks, hindering implementation. The municipality lacks the authority to coordinate the flow of delivery services since none of them have parcel lockers in public areas.

Currently, private companies like eMag (11 easy boxes), GLS (3 parcel lockers), and DPD (1 automat pickup) manage last-mile delivery services. As a result, there are no municipal-level policies for last-mile logistics. The outdated Sustainable Urban Mobility Plan (SUMP) adds to the challenges, as more parcels are delivered on private premises rather than public ones.

To address this, **dedicated public spaces for parcel lockers are necessary**. The municipality, though behind other cities, can benefit from regulating placement, design, and aesthetics from ground zero.

Alba Iulia is currently implementing various mobility projects, including

- Cycle Logistics: ENCLOSE, SUITS, TimGO, SUMP PLUS, CityChangerCargoBike, and EU-funded energy efficiency projects.
- Two large mobility infrastructure projects funded through the Regional Operational Programme 2014-2020, featuring 18 km of new bus lanes, 95 traffic cameras, a smart lighting management centre, and a bike-sharing centre with 300 bikes.
- Other mobility projects funded by Romania's National Recovery and Resilience Plan, like the development of an eco-friendly public transport system in collaboration with Clujud.

Between 2021 to 2027, Alba Iulia's main steps will revolve around the implementation of operational programmes and the National Recovery and Resilience Plan. Specifically, the city will focus on the development of the South and North ring roads.

### ULaDS learnings

As a satellite city, Alba Iulia closely followed Groningen and Bremen in terms of freight, parcel locker policies, and last-mile delivery. The

meeting in Groningen was a great opportunity for Alba Iulia to learn about micro-logistics and smart delivery. The entire Dutch way of rethinking the inner city and sustainability and smart mobility is inspiring for Alba Iulia, but this strategy takes some time to replicate.

From Bremen, they learned that an efficient delivery system depends on municipal policies, and micro hubs need to fit well into public spaces without affecting aesthetics. The cargo-bike sharing scheme is also worth replicating.

Implementing efficient solutions in Alba Iulia depends on delivery companies and the local community. **Alba Iulia is a 15-minute city, but its rapid expansion poses challenges for infrastructure**. The 'slipper distance', a new concept in delivery policies, depends on citizens' comfort zones and road quality to the nearest parcel area.



### Next steps

Alba Iulia should implement delivery-related traffic policies and update its SUMP with digital parcel locker maps. Increased citizen awareness of parcel areas will lead to greater adoption of new last-mile delivery policies. This is an opportunity for Alba Iulia to learn from the ULaDS project's solutions and replicate them on a larger scale with improvements.

Figure 23: Collaborative insight report featuring Alba Iulia's contribution

## 2.7.5 Final event video

The [ULaaDS final video](#) was developed by EUR and BAX who arranged the contributions from the different partners featured in the video, prepared the questions, coordinated the creation process and briefed the video maker company. BRE, MEC and GRO representatives are featured in the video, reflecting on the project's lessons learned and highlights. The video showcases the three ULaaDS Lighthouse cities and trials, with additional footage that was recorded in Barcelona during the ULaaDS final event, including the project partners' interviews. In addition, Paola Cossu (FIT Consulting), who participated in the ULaaDS final event on behalf of DISCO and URBANE, is also featured in the video. At the time of writing this report the video had reached 209 views.

## 3. Conclusions

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The comprehensive communication and dissemination strategy implemented throughout the ULaADS project has yielded remarkable results, surpassing several key performance indicators set at the project's inception. Through the establishment of a robust online presence via the project website, newsletters, and social media platforms, coupled with active participation in numerous events and exhibitions, ULaADS has effectively engaged with target audiences, both locally and at European level.

The project's notable inclusion in the CIVITAS Replication Pack underscores its impact and replicability in relation to sustainable urban logistics practices. Furthermore, extensive press coverage, including features on national TV and radio stations, has bolstered the project's visibility and recognition at both national and international levels. For instance, the launch of Mechelen's first self-driving shuttle trial in June 2022 gained significant press coverage.

ULaADS has also been featured in 35 press articles of various languages, at both national and international levels, showcasing its broad reach and influence. Additionally, the project's involvement in 8 exhibitions of high-level European conferences further solidifies its presence in the field of sustainable urban logistics.

Moreover, with various professionally produced resources ready for further dissemination, such as the ULaADS replication booklet, policy brief, parcel locker framework, and the final ULaADS video, the project's legacy is poised to extend far beyond its lifetime. These resources serve as tangible outcomes that will continue to guide and inspire future endeavors in sustainable urban logistics, ensuring that ULaADS' impact endures for years to come.

In summary, ULaADS has not only achieved its objectives but has also established itself as a pioneering project in the advancement of sustainable urban logistics practices. Through its innovative approaches, extensive outreach efforts, and the creation of valuable resources, ULaADS has laid a solid foundation for continued progress and innovation in the realm of urban mobility and logistics solutions.

# Acronyms

Acronym	Meaning
AV	Autonomous Vehicles
D	Deliverable
EC	European Commission
GA	Grant Agreement
ICT	Information and Communication Technology
LF	Load Factor
LSP	Logistics Service Provider
O	Objective
ODD	On-demand Delivery
PM	Person Month
SUMP	Sustainable Urban Mobility Plan
SULP	Sustainable Urban Logistics Plan
T	Task
UC	Use Case
UCC	Urban Consolidation centre
UFT	Urban Freight Transport
ULaDS	Urban Logistics as an on-Demand Service
WP	Work Package
ZEV	Zero Emission Vehicle

## Annex 1 - List of press articles ULaaDS has been featured in

Table 8: List of press articles ULaaDS has been featured in

#	Article title	Place of publication	Date	Partner(s)
1	<a href="#">Transforming urban deliveries for zero-emission cities</a>	FORESIGHT Climate & Energy	M1 (09 2020)	BAX
2	<a href="#">Hoe kan stadslogistiek duurzamer? Rijksuniversiteit Groningen onderzoekt het</a>	logistiek.nl/	M1 (14/09/2020)	
3	<a href="#">EU Mobility Week: The year we stayed at home</a>	The Parliament Magazine	M1 (15/09/2020)	EUR
4	<a href="#">Forschungsprojekt zu urbaner Logistik: Das Lastenrad kommt</a>	kreiszeitung.de/	M1 (16/09/2020)	BRE
5	<a href="#">Five ways we can systemically transform last-mile logistics</a>	Parcel & postal magazine	M1 (30/09/2020)	BAX
6	<a href="#">ULaaDS – Bremen koördiniert EU-Projekt zu urbaner Logistik</a>	intellicar.de	M2 (14/10/2020)	BRE
7	<a href="#">Miebach Consulting se suma al consorcio de ULaaDS</a>	webpicking.com	M2 (10 2020)	MIE
8	<a href="#">Lösungen für städtischen Warenverkehr</a>	pedal Nr. 3 / 2020 "IN WELCHEM BREMEN WOLLEN WIR LEBEN? – DIE AUTOFREIE INNENSTADT", pp. 12-13	M4 (12 2020)	ADF
9	<a href="#">GVZ-Partner mischen mit beim Projekt Urban-BRE</a>	DVZ Themenheft "Güterverkehrszentren" vom 10.03.2021, S. 4	M7 (10/03/2021)	TBN
10	<a href="#">Geslaagd pilootproject Ecozone in Mechelen: bpost levert brieven en pakjes volledig uitstootvrij</a>	Bpost	M10 (29/06/2021)	BPO
11	<a href="#">Groningen aan de slag met Europees project over duurzame logistiek</a>	Groninger Internet Courant	M16 (12 2021)	RUG, GRO, GCC
12	<a href="#">Bestelbusjes, vrachtwagens en bussen. Hoe maak je de logistiek in Nederland duurzaam?</a>	Dagblad van het Noorden	M16 (12 2021)	RUG
13	<a href="#">In Mechelen rijdt pakjesautomaat binnenkort misschien zelf naar u toe</a>	De Standaard - national newspaper	M18 (11/02/2022)	VIL, BPO

14	<a href="#">Eerste autonome shuttle op openbare weg rijdt in Mechelen Noord: “Mobiliteit van de toekomst testen”</a>	HLN - Het Laatste Nieuws	M22 (13/06/2022)	VIL
15	<a href="#">Stad evalueert autonome shuttle: “Testpubliek was opvallend positief over potentieel”</a>	HLN - Het Laatste Nieuws	M22 (13/06/2022)	VIL
16	<a href="#">Eerste zelfrijdende shuttlebus in Mechelen vervoert zowel mensen als pakjes</a>	VRT News	M22 (13/06/2022)	VIL
17	<a href="#">Vlaamse primeur: eerste zelfrijdende shuttle op de openbare weg kan je hier zelf uittesten</a>	Nieuwsblad.be	M22 (13/06/2022)	VIL
18	<a href="#">Vlaamse primeur: eerste zelfrijdende shuttle op de openbare weg is gratis uit te testen op bedrijventerrein in Mechelen</a>	Gva.be	M22 (13/06/2022)	VIL
19	<a href="#">‘In San Francisco en Shanghai staan ze al veel verder’: de zelfrijdende bus in Mechelen is voorlopig geen succes</a>	De Morgen (Dutch for The Morning)	M22 (14/06/2022)	VIL
20	<a href="#">Mechelse primeur: eerste zelfrijdende shuttlebus op Vlaamse openbare weg</a>	DataNews	M22 (14/06/2022)	VIL
21	<a href="#">Mechelen has first autonomous shuttle on public roads</a>	Newmobility.news	M22 (14/06/2022)	VIL
22	<a href="#">Primeur: autonome shuttle rijdt op bedrijvenpark Mechelen Noord op openbare weg</a>	Engineeringnet.be	M22 (13/06/2022)	VIL
23	<a href="#">Mechelen pakt uit met 1ste autonome shuttle op openbare weg in Vlaanderen</a>	antwerpspersbureau.be/	M22 (13/06/2022)	VIL
24	<a href="#">Autonome shuttle levert pakjes en passagiers in Mechelen</a>	transportmedia.be/	M22 (13/06/2022)	VIL
25	<a href="#">Eerste autonome pakjesshuttle rijdt rond in Mechelse bedrijvenpark</a>	www.flows.be/	M22 (13/06/2022)	VIL
26	<a href="#">Mechelen test autonome shuttle</a>	www.gondola.be/	M22 (13/06/2022)	VIL
27	<a href="#">Mechelen pakt uit met eerste autonome shuttle op de openbare weg</a>	ecotips.org/	M22 (13/06/2022)	VIL
28	<a href="#">Starter van de week. Eerste zelfrijdende shuttle op de openbare weg gratis uit te testen op bedrijventerrein in Mechelen</a>	www.made-in.be/	M22 (13/06/2022)	VIL
29	<a href="#">Mechelen heeft zelfrijdende shuttle-bus</a>	www.rtv.be/	M22 (13/06/2022)	VIL
30	<a href="#">"Is cargo hitching the answer to a more efficient last mile?"</a>	Parcel and Postal Technology International News & Magazine	M28 (12/12/2022)	VIL

<b>31</b>	<a href="#">Groningen zoekt ruimte in overvolle binnenstad</a>	Reformatorisch Dagblad	M30 (02 2023)	GRO
<b>32</b>	<a href="#">Proef met het delen van elektrische voertuigen blijkt succes</a>	Groninger Ondernemers Courant	M35 (4/7/2023)	GRO
<b>33</b>	<a href="#">Duurzame stadslogistiek binnen bereik?</a>	Rooilijn	M39 (11 2023)	RUG
<b>34</b>	Article in print magazine	Verkeersspecialist	M40 (18/12/2023)	MEC
<b>35</b>	<a href="#">Bremer Logistik-Experte fordert: Pakete sollen aufs Boot</a>	Weser-Kurier	M42 (23/02/2024)	BRE