

REPLICATION BOOKLET

ULaaDS D7.5: Replication Booklet

Date: 27/02/2024

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The ULaaDS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861833. ULaaDS is a project under the CIVITAS Initiative.







Deliverable details

Project acronym	Project title
ULaaDS	Urban Logistics as an on-Demand Service

WP	Deliverable title
WP7	D7.5 Replication Booklet

Document history

Version	Date	Author(s)	Status*	Dissemination level**
V.1	26/01/2024	Marion Pignel (EUR)	Draft structure and text of the booklet	СО
V.2	09/02/2024	Marion Pignel, Kateřina Kührová and Arianna Americo (EUR)	Second draft with inclusion of input from Satellite cities	СО
V.3	14/02/2024	Amy McCready (BAX)	Revision and proofreading of the text	СО
V.4	20/02/2024	Arianna Americo (EUR)	Final version of the text shared with graphic designer	СО
V.5	27/02/2024	Amy McCready (BAX)	Final review and comments	CO
V.6	27/02/2024	Arianna Americo (EUR)	Final	PU

^{*}Status: Draft, Final, Approved, Submitted (to European Commission).

^{**}Dissemination Level: **PU**: Public; **CO**: Confidential, only for members of the consortium (including the Commission Services); **EU-RES** Classified Information - restraint UE; **EU-CON**: Classified Information - secret UE

Contractual delivery date	Actual delivery date	Deliverable type*
M42	M42	R

^{*}Deliverable type: **R**: Document, report; **DEM**: Demonstrator, pilot, prototype; **DEC**: Websites, patent fillings, videos, etc; **OTHER**; **ETHICS**: Ethics requirement; **ORDP**: Open Research Data Pilot.



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 reconfiguration 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 (SUMPs). 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 ondemand 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

Urban logistics, sustainability, booklet, replication, cities, trials, lessons learned.

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Executive summary

The D7.5 Replication Booklet operates as a manual, accessible in both digital and print formats, delineating replication methodologies employed by the ULaaDS project. It also provides an overview of technologies, strategies, and business models trialled by the Lighthouse cities, assimilating insights and lessons learned from demonstration activities in Work Package 4 (WP4) and replication activities in Work Package 5 (WP5).

Developed collaboratively with insights from various work packages, including WP3 for technical aspects, WP4 for the trial learnings demonstrations, and WP6 for the link with SUMPs/SULPs, the manual aims to engage readers by providing a user-friendly and captivating overview of ULaaDS cities' experiences. It also outlines how the Satellite cities engaged in ULaaDS replication activities, from the first replication training to the development of their implementation roadmaps.

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 seeking inspiration and deeper insights into the solutions tested in ULaaDS and their replication potential. It includes insights into the value cases of Satellite cities, offering practical guidance for urban planners, policymakers, and other stakeholders engaged in sustainable urban planning.



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1. Introduction

Urban logistics challenges, including congestion, air pollution, CO2 emissions, noise, and safety, have spurred European cities to prioritise environmental goals and a higher quality of life. While the reduction of emissions has long been a focal point, the intricacies of regulating the logistics sector introduce additional complexities for city practitioners. Managing diverse stakeholders, swiftly changing players, and the escalating demand for same-day deliveries pose challenges in regulating flows within constrained urban spaces.

ULaaDS acknowledges the hurdles in implementing urban logistics measures and solutions. Sharing the experiences, successes, and drawbacks of ULaaDS becomes imperative to guide other cities in avoiding pitfalls and optimising the adaptation of solutions to different local contexts.

Replication, as envisioned by ULaaDS, encompassed the process of verifying the feasibility of adapting solutions to different urban settings. The project's cornerstone involves the demonstration and validation of solutions in Lighthouse cities, namely Bremen (Germany), Groningen (The Netherlands), and Mechelen (Belgium), with subsequent transferability assessments carried out by the Satellite cities: Alba Iulia (Romania), Bergen (Norway), Edinburgh (UK), and Rome (Italy).

A peer-to-peer methodology underpins ULaaDS replication efforts, allowing cities to exchange ideas, learn from best practices, and navigate challenges collectively. This booklet serves as a guide for cities, outlining the methodology and replication activities. Capturing collective knowledge from D5.6 Implementation Roadmaps for Satellite Cities, this manual serves as a communication and dissemination resource. It aims to inspire and inform stakeholders about tested solutions, their replication potential, and insights from the ULaaDS Satellite cities' journeys, providing a user-friendly overview from the replication training to the development of Implementation Roadmaps.

Designed for urban planners, policymakers, and other stakeholders, this booklet facilitates informed decision-making in the realm of sustainable urban planning.

1.1 Purpose of the document

The objectives of this document are:

- 1. To provide an overview of the rationale and process adopted to draft the replication booklet.
- 2. To outline the structure of the booklet.
- 3. To provide additional resources.

1.2 Structure of the document

After providing a description of the development process for the replication booklet, this document outlines the structure of the booklet and its rationale and concludes with providing additional resources.



2. Replication booklet development

2.1 Concept

What inspired the development of the ULaaDS Replication Booklet was the willingness to share the results and lessons learned from the ULaaDS cities in an easy-to-digest format. The booklet makes use of the ULaaDS visual identity and eye-catching graphic elements developed specifically for this publication, to take the reader on a journey.

Starting with the exploration of the three ULaaDS Lighthouse cities trials and the learnings generated through the testing and demonstration of the ULaaDS solutions, it then provides an overview of the replication activities carried out in ULaaDS and concludes by zooming-in into some of the measures selected by the Satellite cities for their replication potential. It also provides plenty of interactive features, such as links and QR codes for additional resources and videos.

2.2 Content

The content of the ULaaDS Replication Booklet has been developed by Eurocities, drawing upon knowledge from various ULaaDS deliverables (see the list of references in this document) as well as insights gathered during the replication activities carried out in WP5.

The main body of the text was developed using and integrating content provided by the Satellite cities in the D5.6 Implementation Roadmaps for Satellite cities.

Eurocities drafted the text for the replication booklet, which was revised and proofread by Bax & Company. Eurocities also commissioned the development of the publication to an external graphic designer, who had previously worked on developing communication outputs for ULaaDS, such as the "Meet Uly!" video and the ULaaDS roll-ups, thus ensuring consistency with the ULaaDS visual identity.

2.3 Dissemination

The ULaaDS Replication Booklet was presented during the <u>ULaaDS Final Webinar</u> 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 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.



3. Replication Booklet Structure

The table below outlines the structure of the Replication Booklet, while the following pages provide examples of the look and feel of the publication.

The full Replication Booklet is available online via this link.

Table 1: Replication Booklet structure

Description	Page
Front page with title, ULaaDS Logo and CIVITAS Logo	1
Imprint and table of contents	2 & 3
Brief introduction to the ULaaDS trials and their objectives, interactive link to the ULaaDS final video	4 & 5
Overview of the Bremen trials and lessons learned during implementation	6 & 7
Overview of the Mechelen trials and lessons learned during implementation	8 & 9
Overview of the Groningen trials and lessons learned during implementation	10 & 11
Overview of the ULaaDS replication activities and link to the D5.6 Implementation Roadmaps for Satellite cities	12 & 13
Overview of the measures Alba Iulia is interested in replicating and zoom-in into one of them including timeline for implementation of such measure	14 & 15
Overview of the measures Bergen is interested in replicating and zoom-in into one of them including timeline for implementation of such measure	16 & 17
Overview of the measures Edinburgh is interested in replicating and zoom-in into one of them including timeline for implementation of such measure	18 & 19
Overview of the measures Rome is interested in replicating and zoom-in into one of them including timeline for implementation of such measure	20 & 21
Back page with link to Implementation Roadmaps for Satellite cities and disclaimer	22



3.1 Brief introduction to the ULaaDS trials and their objectives



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3.2 Example of Lighthouse city lessons learned page



TRIAL 1.

In Groningen, the city and the Groningen City Club lounched a platform to provide shared zero-emission vehicles for shopkeeper and entrepreneurs, enhancing collaborative delivery models.

The platform enables local shapkeepers and other entrepreneurs to occess different types of shared zero-enission vehicles and use shared whicles for supplying their shape and/or delivering to their customers in the city and its peri-urban and not suffered localisms. The vehicles were made vanished so talleferent locations throughout the styl and consisted of corpo bises, light electric freight vehicles, and an electric van. The platform can also be used to organise the delivery of orders from

The focus was on rolling out a plotform where local shopkeepers and entrepreneurs can organise using shared electric vehicles, which helped shopkeepers explore how these vehicles can be used in their operations while ensuring they maintained access to the city as the regulatory framework becomes increasingly stringent. This initiative aimed to foolitate access to various types of zero-emission vehicles stationed across the city, supporting the transition to a zero-emission zone by 2025.

LESSONS LEARNED

- Key lessons from the Graningen trial include the critical need for a highly functional platform with real-time vehicle availability and efficient booking systems, the importance of strategic vehicle location, and the role of postpership is personne project success.
- The trial highlighted cost considerations for developing sustainable business models and the significance of user engagement and
- Distinctions between ad hoc and planned usage underscored the necessity for versatile logistics solutions. The trial's insights into cost vs. availability trade-offs informed a balanced pricing strategy, acknowledging the importance of supporting local businesses and promoting zero-emission mobility.
- Strong partnerships and community engagement were identified as crucial elements, alongside the need to consider environmental benefits and societal impacts in urban logistics solutions.



TRIAL 2.

This tral sought to experiment with the addition of logistics services to multi-model mobility hus-to-plotting the multipolity of Groningen and the public transport reganisation of the provinces Groningen and Drenthe (OVB) collaborated to Install a white-lobel parcel locker system at the Park and Ride (ReBR) location Hoogkerk, a key mobility hub near the city of Groningen.

During trial implementation, challenges energed related to the permits for placing the parcel locker. These difficulties were due to the high pressure on public space in the city, the size of the lockers and their impact on existing views, greenery, and road safety, as well as accessibility issues for both delivery vars and customers. The observe of policy framework for parcel lockers made reaching an agreement difficult, and disagreements over the rental price added complications. Additionally, the requirement for neelectricity connection posed challenges, with waiting periods of three to six months in the Netherlands for new installations. Eventually, an agreement was reached with specific conditions, including an owarrenses of the pilot phase, the possibility of locker removal or adaptation, and potential future conversion into a rental agreement.

The municipality of Conningen decided to broaden the trial's scope by examining parcel locker systems more comprehensively. Together with ULaaDS partners Box & Company and the University of Groningen, the municipality almed to establish an overarching policy framework for parcel locker placement in the city. This resulted in the publication of the study "Finding the Right Space for Urban Logistics: a Framework for Open Parcel Locker Systems".

The city is now preparing a public tender to allocate public space for parcel lockers in the locations identified through the study.



Groningen

LESSONS LEARNED

- The trial led the municipality to examine parcel locker systems more comprehensively, considering them as one of several out-of-home delivery options, including in-shop pick-up/drop-off points and neighbourhood hubs. This shift in perspective resulted from stateholder engagement (e.g. logistics service providers, local shopkeepers, and civil servants from various municipal departments).
- The updated approach emphasises the use of parcel lockers for residents, not just commuters, and articulates a mission to mitigate negative externalities associated with e-commerce delivery.
- The approach underscores the need for public authority involvement in permitting parcel lockers on public spaces like mobility hubs, with a proactive role in liaising with logistics providers and system provides.

- Shopkeepers, suppliers, and entrepreneurs seek to have a say in finding suitable locations and defining operating model preferences.
- The lesson learned about revenue streams underscored the importance of reduced operational costs for logistics service providers and the possibility for public authorities to bear investments for multiple logistics service providers solutions on public spaces.
- The societal and environmental costs of parcel lockers on public spaces ore acknowledged, with potential risks outweighing benefits unless carefully managed. Despite potential benefits for logistics providers, commuters, and residents, the trial underscores the need for balanced considerations and strategic planning in parcel locker placement.







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3.3 ULaaDS replication activities and link to Implementation Roadmaps for Satellite cities





3.4 Example of Satellite city measure for replication page





4. Conclusions

ULaaDS, through its Replication Booklet, addresses the necessity of sharing lessons learned, experiences, successes, and drawbacks, providing guidance to cities in navigating pitfalls and adjusting solutions to diverse local contexts.

A fundamental aspect of the ULaaDS project was its replication methodology, guiding Satellite cities in systematically verifying the adaptability of solutions across different urban settings. The Replication Booklet, designed with the aim of informing and inspiring practitioners and policy makers, utilises the project's visual identity and eye-catching graphics, guiding readers through the trials in the Lighthouse cities and the subsequent replication activities. With an emphasis on user-friendly content, interactive features, and a structure derived from insights gathered during the replication process, the booklet aims to facilitate informed decision-making in sustainable urban planning.

Crafted by Eurocities, the Replication Booklet is not a static document but a dynamic resource that consolidates knowledge from various ULaaDS deliverables and integrates insights from the Satellite cities' Implementation Roadmaps. This comprehensive approach ensures a content base that is rich and informative, offering stakeholders with valuable insights into the tested solutions and their potential for replication.

The dissemination efforts for the Replication Booklet reflect a commitment to reaching a diverse audience. From its presentation during the ULaaDS Final Webinar to its digital presence on the ULaaDS and CIVITAS websites and social media, along with the distribution of printed copies at key events, the booklet is positioned to make a lasting impact. As a tangible outcome of collaborative efforts, the Replication Booklet serves not only as a guide for cities but as a tool for advancing sustainable urban logistics practices beyond the lifecycle of the ULaaDS project.



Acronyms

Acronym	Meaning
AV	Autonomous Vehicles
CEC	City of Edinburgh Council
D	Deliverable
EC	European Commission
GA	Grant Agreement
LSP	Logistics Service Provider
0	Objective
ODD	On-demand Delivery
SUMP	Sustainable Urban Mobility Plan
SULP	Sustainable Urban Logistics Plan
Т	Task
UCC	Urban Consolidation centre
UFT	Urban Freight Transport
ULaaDS	Urban Logistics as an on-Demand Service
WP	Work Package
ZEV	Zero Emission Vehicle



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