

C-LIEGE - Clean Last mile transport and logistics management for smart and efficient local Governments in Europe

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MID-TERM WORKSHOP (PROCEEDINGS) - SUMMARY (English)

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Background, target audience, objectives

The Mid-Term Workshop in Newcastle was the first public event of the C-LIEGE project after one and half years of project progress. It focused on presentations and discussions on how to implement successful strategies and push and pull measures in European cities and regions for clean and energy-efficient urban freight transport (UFT).



Fig. 1 The representative location – the Sage Gateshead across Newcastle

Over 300 stakeholders and experts with direct interest in UFT domain were invited from all over Europe. The target audience included administrations, shippers, UFT experts, freight carriers and truck vehicle manufacturers. The workshop reached its expected target of around 50 participants. Because of the venue location almost fifty percent of the participants came from the United Kingdom.

The Workshop had the following three strategic objectives:

- to present and share the **C-LIEGE results and solutions**
- to present and share experiences in the progress of the **C-LIEGE Pilot Cities** (Newcastle, Leicester, Stuttgart, Szczecin, Emilia-Romagna, Montana, Malta) and
- to enable in parallel “**Stakeholders meet C-LIEGE experts**” discussion groups an intense deliberation on how to implement successful strategies.

Welcome and introduction

The Mid-Term workshop was opened by Councillor Nigel Todd who is the Deputy Cabinet Member responsible for environment and transport at Newcastle City Council. In his welcome address Councillor Todd gave a short overview on the actions needed to achieve more clean and energy efficient UFT in Newcastle, emphasizing the role of Newcastle City Council as the leading mentor of the C-LIEGE pilot cities.



Fig. 2 Welcome and introduction by Newcastle Councillor Nigel Todd

After the welcome address the C-LIEGE coordinator from FIT Paola Cossu gave a short, concise overview on the background, objectives and approach of C-LIEGE. 16 months after the start of C-LIEGE all pilot cities have begun their projects with the first two of four local round tables sessions – all activities built on up to date C-LIEGE know how.

The C-LIEGE experts have developed a set of tools which are now used as support for the pilot cities implementation strategies – such as the stakeholder engagement manual, the C-LIEGE toolbox for City Logistics Manager, the UFT good practices database and the C-LIEGE push and pull measures database.

1st Plenary Session: Presentation of C-LIEGE results and solutions

Newcastle City Council transport policy manager Gary MacDonald introduced the first plenary session which combined three consecutive presentations:

- Learning from EU good practices: the UFT Good Practice Database – Panayota Moraiti, National Technical University of Athens (NTUA);
- C-LIEGE Push and Pull measures Database – John Bourn, Tyne and Wear Freight Partnership;
- C-LIEGE Toolbox for the establishment of the City Logistics Manager- Luca Lucietti, FIT Consulting srl.

In her overview Panayota Moraiti invited all participants to make use of the C-LIEGE Good Practice Database which is easily accessible in one document on www.c-liege.eu. It gives a summary of 55 related good practices of soft and hard measures from European cities.

The C-LIEGE push and pull measures database was directly derived from the Good Practices Database (and is also available on www.c-liege.eu). John Bourn emphasized that this second C-LIEGE database provides an accessible and comprehensive resource of freight best practice measures. All of them have been implemented on the ground, providing empirical evidence of success

Soft measures do not necessarily require large financial investments and may have a high benefit-cost ratio. The C-LIEGE toolbox serves as a guidebook on how to implement soft measures with push and pull characteristics such as access restrictions, optimization of routes, urban logistic plans, incentives and distribution plan-scheme, etc. (more information again on www.c-liege.eu). The C-LIEGE toolbox also provides guidelines for the establishment of the City Logistics Manager (CLM).

Workshop “Stakeholders meet Experts” –Session I

The first of two “stakeholder meets experts” sessions was opened and chaired by Gary MacDonald, transport policy manager of Newcastle City Council. The main question for all four parallel discussion groups was: How can the C-LIEGE approach and tools be implemented in European cities as support for clean and energy-efficient UFT demand management and planning?

The main findings of each discussion were documented on flip charts for each parallel discussion group. In addition to the three presentation themes – the C-LIEGE Toolbox, the Good Practices Database and the push and pull measures database a fourth discussion group was formed for the issue of the stakeholder manual and the implementation in pilot cities.



Fig.3 Parallel discussion groups on C-LIEGE solutions and tools

The participants used their freedom of choice during this session and concentrated their discussion to three groups – the stakeholder manual, the C-LIEGE toolbox and the push and pull measures database. The Good Practices Database was valued to be a “powerful tool” for informing and supporting stakeholders involved in a local UFT management process.

Main Findings of the C-LIEGE toolbox:

The City Logistics Manager (CLM) can control urban traffic, but not the overall city logistics – f. e. via route restrictions for trucks. Traffic Planning is the best department for a CLM. There are no CLMs at the moment. Participants favor the use of someone already involved in the local government as a CLM. The main benefit for municipalities: it shows the way to implement efficient measures for local problem solutions.

Main findings of the C-LIEGE push and pull measures database:

Partnerships are needed to influence local stakeholders. The database comprises a long list, enough to choose from and also measures which are already being implemented. The

database is useful for administrators or planners to check which measures might help them reach environmental targets. The detailed information for individual measures is very useful.

Main findings of the C-LIEGE stakeholder manual:

The implementation of the stakeholder manual meets many local hurdles: inefficient local authorities, bureaucracy, political differences and short-sightedness of mandates (election to election), and more. The positive effects of implementing the manual are: the opportunity to meet and discuss “face to face”, the transferability of information and data and the involvement of private and public sector and citizens. Obstacles that need to be overcome are: need to involve the whole supply chain, lack of finances and resources and lack of action which turns people away.

2nd Plenary Session: the local pilot projects and measures of the C-LIEGE cities

John Bourn of the Tyne & Wear Freight Partnership, based in Newcastle, summarized the current progress of the pilot cities in C-LIEGE. The cities are introducing a range of soft measures, including freight map and signposting (Leicester), Fleet Operator Recognition Scheme (Newcastle), access restrictions for polluting vehicles (Emilia-Romagna), allocation of additional freight parking spaces (Hal-Tarxien) or relocation of pack stations (Szczecin). All C-LIEGE pilot cities are introducing Freight Quality Partnerships and Local Freight Development Plans.

After the opening remarks the sessions chair Vassilen Iotzov from C-LIEGE partner BERMAG led a panel discussion with political and administrative leaders from four of the seven pilot cities: Newcastle’s City Councillor Nigel Todd, Mayor Zlatko Zhivkov of the Municipality of Montana in Bulgaria, Olaf Dienelt from the administration of Ludwigsburg, Stuttgart region and Mayor Paul Farrugia of Hal-Tarxien in Malta.

When asked about the role of C-LIEGE with regard to their current situation all panelists strongly welcomed the support for their UFT planning and actions, despite very different starting points. Mayor Zlatko Zhivkov of Municipality Montana emphasized the good experience made in the local project meetings discussions. C-LIEGE is very useful for the improvement of regulations without making the same mistakes of other cities again.

Mayor Paul Farrugia pointed out that the old village of Hal-Tarxien forms a heritage which is threatened by big vehicles. Olaf Dienelt from the administration of Ludwigsburg explained how the local C-LIEGE approach is integrated into an overall energy concept which aims to reduce CO₂ emissions per capita from 6 to 2 tons per year.

Newcastle Councillor Nigel Todd emphasized C-LIEGE as the opportunity to be outward facing. The free flow of ideas and experiences can and will help all involved cities with implementing better UFT planning and management.



Fig. 4 Panel discussion with political representatives from 4 pilot cities

When asked about the C-LIEGE effects Nigel Todd identified re-thinking as the important effect for the necessary 20 year planning period. For Olaf Dienelt from the administration of Ludwigsburg, C-LIEGE resembles something like a pull measure in itself. In short-term plan, C-LIEGE will entail a regulatory systematization of the urban freight transport in the Municipality of Montana. Paul Farrugia from Hal-Tarxien in Malta stressed the boost C-LIEGE gave for the work in local council. With the help of C-LIEGE a change of mentality in the planning and consensus building processes is on the way.

After the panel discussion two IEE projects were presented to the workshop. Both with the aim to show how all three projects can be combined and integrated in local UFT planning. Mark Fell, project coordinator from ECOSTARS Europe, presented an update on ECOSTARS achievements and explained how this European fleet operator recognition scheme can cooperate with C-LIEGE. According to Gary Armstrong, when presenting the IEE project CYCLELOGISTICS, 25% of all urban goods could be delivered by cargo bicycles. Gary Armstrong made a pledge for a cross promotion of both projects – in cities and on European level.

Workshop “Stakeholders meet Experts” – Session II

The second “stakeholders meet experts” session of the day – chaired by Vassilen Iotzov from BERMAG – turned into a “market place” for all seven C-LIEGE pilot cities and regions.

The stakeholders, attending representatives and experts displayed their cities approach on respective round tables each. All participants took the chance to walk around and meet in discussions at each of the seven tables. The driving question of this last workshop session was: What can we share and learn from each of the C-LIEGE pilot cities’ experiences?

Results and conclusions

The presentations of C-LIEGE solutions and results clearly documented that the project offers cities and regions striving for cleaner UFT a strong and comprehensive “helpful hand”. Solutions such as the C-LIEGE toolbox for the establishment of city logistics manager, the C-LIEGE push and pull measures database, the good practices database and the stakeholder engagement manual give local authorities and stakeholders adaptable and effective support tools with a high benefit-cost ratio. The discussions in 4 parallel groups confirmed the value of the support tools among stakeholders and experts:

The panel discussion of political representatives from four C-LIEGE pilot cities demonstrated the need for cooperative action. All political representatives strongly welcomed the support of C-LIEGE, despite very different starting points.

The following main conclusions were derived from the panel and “stakeholder meets experts” discussions:

- A higher awareness among participants for the high synergy potentials between the IEE projects CYCLELOGISTICS, ECOSTARS and C-LIEGE with regard to cleaner and efficient UFT.
- C-LIEGE triggers a change of mentality in the planning and consensus building processes in pilot cities.
- The need for sustainable sharing of UFT planning and management experiences between European cities and regions for more UFT effectiveness and efficiency.
- The implementation of C-LIEGE measures will function as a “show case” for other cities and regions beyond the C-LIEGE project.
- C-LIEGE is a driving force for re-thinking the necessary 20 year planning period for UFT planning.
- More pressure on cities due to increasing freight traffic and related externalities will open other cities for C-LIEGE solutions.

ANNEX: C-LIEGE Mid-Term Workshop Agenda



C-LIEGE - Clean Last mile transport and logistics management for smart and efficient local Governments in Europe

Invitation to C-LIEGE Mid-Term Workshop

4th October 2012

Venue: The Sage Gateshead, Northern Rock Foundation Hall
St. Mary's Square, Gateshead Quays, Gateshead
Newcastle Upon Tyne, NE8 2JR

Agenda

9:30 Registration

9:45 Welcome by Nigel Todd, Councillor and Deputy Cabinet Member (Environment & Transport) of Newcastle City Council

10:00 1st Plenary Session: Presentation of the C-LIEGE Results and Solutions

Chair: Gary MacDonald, Newcastle Transport Policy Manager

- Introduction to the C-LIEGE Project – *Paola Cossu, Project Coordinator, FIT Consulting srl*
- Learning from EU good practices: the UFT Good Practice Database – *Panayota Moraiti, NTUA*
- C-LIEGE push and pull measures database – *John Bourn, Tyne and Wear Freight Partnership*
- C-LIEGE Toolbox for clean and energy-efficient freight transport demand management and planning: functions and roles of the City Logistics Manager – *Luca Lucietti, FIT Consulting srl*

11:15 Coffee break

11:30 Workshop "Stakeholders meet experts" – Session I

Chair: Gary MacDonald, Newcastle Transport Policy Manager

- How to transfer C-LIEGE approach into local Strategy and City Logistics Manager as drivers for clean and energy-efficient UFT demand management and planning – *parallel discussion groups*

12:10 Lunch and networking

13:30 2nd Plenary Session: the local pilot projects and measures of the C-LIEGE cities

Chair: Vassilen Iotzov, BERMAG

- Selected measures, local round tables and communication actions: *Representatives from the C-LIEGE pilot cities (Newcastle, Leicester, Stuttgart, Szczecin, Emilia-Romagna region, Montana, Malta)*
- Possible synergies with relevant running STEER projects: ECOSTARS and CYCLELOGISTICS

14:50 Workshop "Stakeholders meet experts" – Session II

Chair: Vassilen Iotzov, BERMAG

- What share and learn from the C-LIEGE pilot cities' experiences – *parallel discussion groups*

15:30 End of the event