

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

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**DELIVERABLE n. 7.1**

**TRANSFERABILITY PLAN FOR LOCAL GOVERNMENTS ON ENERGY SAVING AND SUSTAINABLE DEMAND MANAGEMENT IN URBAN FREIGHT TRANSPORT SECTOR - SUMMARY (English)**

**Dissemination level: PUBLIC**

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**Workpackage n. 7**

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## **INTRODUCTION**

### **Objective**

C-LIEGE project aims to develop, test and transfer experiences of successful soft measures and tools in the area of urban freight transport that will reduce urban freight traffic and pollutant emissions, generating related energy savings.

### **Exercise of transferability**

While there is plenty information available on urban freight transport soft measures used in many cities as shown in C-LIEGE database and toolbox, in most EU studies less attention is given to the methodological approach for the successful transfer of these measures.

In the real world what can be observed is the implementation of measures usually imported from elsewhere where they were part of a successful case, often without a careful assessment of whether transferability conditions are ensured, ending up as failures. Rather than attempting to identify generalised measures that “will work everywhere”, the transferability process adopted in C-LIEGE focuses upon the particular features of the location to which the measure is being transferred, under the implicit assumption that each context is different and following a step by step procedure.

The exercise of transferability is all about looking properly at the enablers (success drivers) and the conditioning barriers affecting the adoption of measures. For this, it is necessary to systematise what barriers to policy implementation exist in each target case.

In C-LIEGE seven pilot sites i.e. Stuttgart (Germany), Emilia Romagna (Italy), Hal Tarxien (Malta), Newcastle and Leicester (United Kingdom), Szczecin (Poland), Montana (Bulgaria) have undertaken this assessment of transferability and this contributed to the definition of the framework supporting the adoption of urban logistic processes in new settings.



C-LIEGE developed a transferability plan with clear guidance on how to select and transfer a measure successfully that support the adoption of C-LIEGE tools and model at a local level, giving an answer to:

- How to evaluate the city in what urban logistics is concerned?
- How to select and transfer a good practice to our city?
- Transferability process: what is important to pay attention?

### **Transferability Methodology**

The most promising way to follow a transferability process is a step by step procedure at the local level and this transferability approach is constructed around a “10 step process”, as it is presented in the figure below.

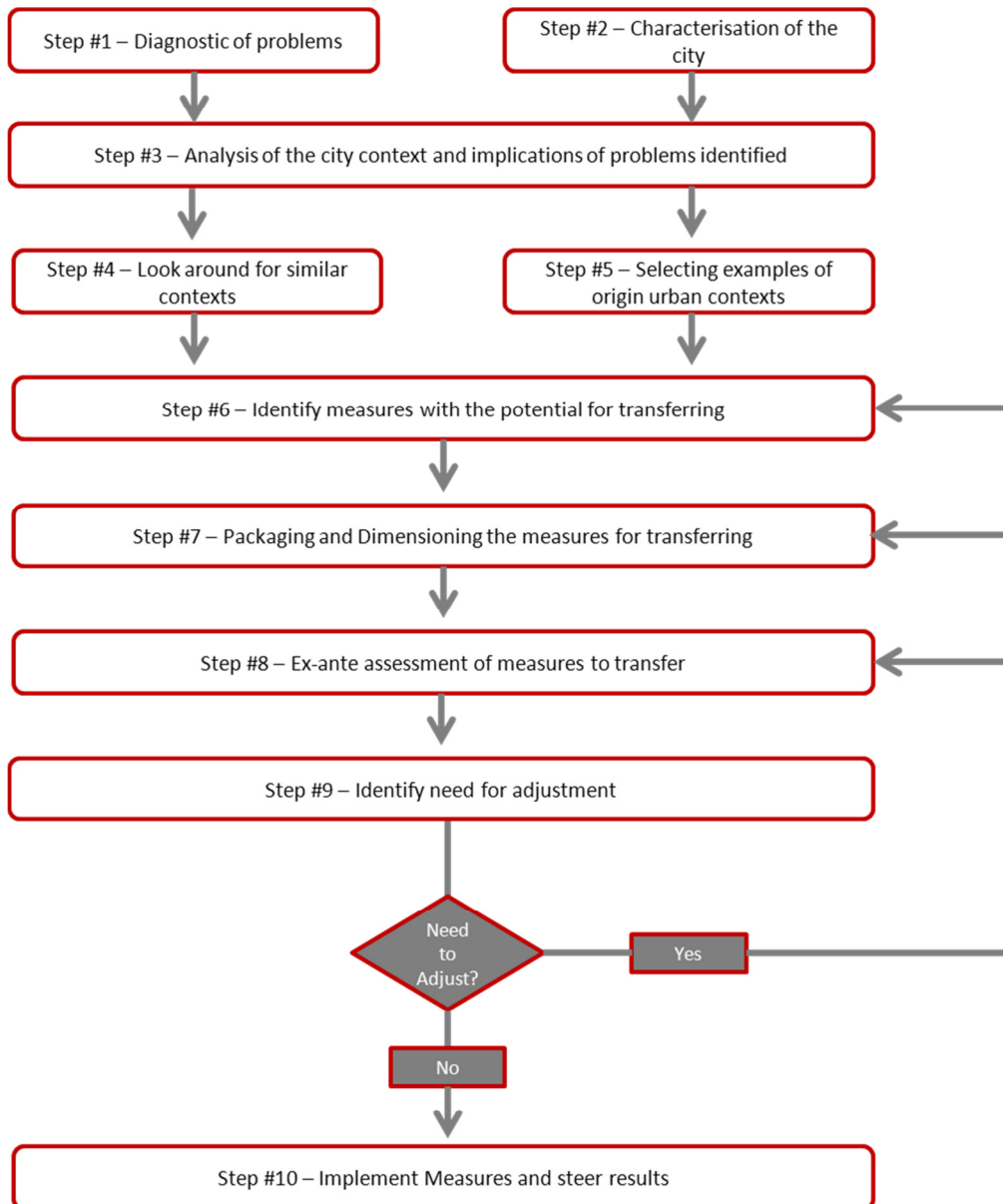


Figure 1– Transferability methodology (Source: TURBLOG 2011)

C-LIEGE adopted this process as a guidance process to the pilot implementation to make sure that the measures selected for implementation are the most suited for each case. This approach has been successfully applied and recommended in CIVITAS project METEOR.

This starts with an identification of the urban freight related problems and a detailed characterization of the urban structure in each city encompassing aspects such as geographic, structural, demographic, architectural, cultural and transport system-related factors. Both aspects will help to understand the city context and problems implication and allows being in a better position to look for similar contexts and measures to solve problems and improve energy efficiency in urban freight. For this process several roundtables with stakeholders such as city authorities, freight operators, distributors, service providers, wholesalers, were held in each of the pilot cities, according the table below. In all cases someone from the consortium acted as a facilitator of the process.

C-LIEGE site	1 <sup>st</sup> Round Table	2 <sup>nd</sup> Round Table	3 <sup>rd</sup> Round Table	4 <sup>th</sup> Round Table	5 <sup>th</sup> Round Table
1. Leicester	28 March 2012	20 June 2012	12 Mar 2013	17 Sept 2013	n/a
2. Hal-Tarxien	11 April 2012	12 June 2012	27 Sept 2012	27 Nov 2013	n/a
3. Montana	12 April 2012	19 June 2012	31 Jan 2013	22 May 2013	n/a
4. Newcastle	17 Jan 2012	4 July 2012	14 Feb 2013	09 Sept 2013	n/a
5. Emilia-Romagna	29 Jan 2013	7 March 2013	03 Apr 2013	07 May 2013	10 June 2013
6. Stuttgart	30 Nov 2011	5 July 2012	18 Feb 2013	18 July 2013	26 Sept 2013
7. Szczecin	23 Feb 2012	21 June 2012	30 Nov 2012	11 June 2013	n/a

Having a facilitator from the consortium for each pilot was a key factor for the success of the roundtables and to accomplish C-LIEGE objectives.

### **Guidance on how to select and transfer a measure successfully**

Conducting the meetings and guiding all stakeholders through a step by step approach in order to evaluate an urban area in terms of urban freight policy and solutions, a city should gather a specific amount of information that will enable the understanding of the city context through a “screening” process. This consists in the first four steps of the transferability methodology. The remaining six steps correspond to the transferability process itself.

The transferability assessment and evaluation allows verifying the chances for undertaking both quantitative and qualitative analysis, by means of a dedicated step-by-step methodology. Moreover, the transferability process also focus on how a required policy instrument for supporting an urban logistic initiative can fit in the context of a receptor city.

In the complete version of deliverable 7.1 from C-LIEGE (available for download at <http://www.c-liege.eu/downloads.html> ) it is possible to find specific guidance on what a local government should do and how to do it in each of the 10 step procedure in terms of:

- key issues to be analysed,
- barriers/enablers, and
- information that should be gathered.

### **Barriers and Critical issues when transferring a measure**

The key recommendation in C-LIEGE is that cities should look first at their current situation (i.e. problems, existing policies, how the market works, etc.) in order to reflect the level of complexity, rather than identifying a measure and then looking for a way to apply it to a location. Many cities start at step 5 ('selecting examples') instead of step 1( 'diagnostic of the problem') of the transferability process.

One of the main barriers in urban freight transport soft measures implementation is a political barrier, as urban logistics is not integrated in the policy agenda of the different levels of governments. Although feedback is often specific to the particular measures adopted in C-LIEGE pilot sites (as one would expect), three common themes do emerge which represent barriers to the introduction of either 'vertical' or 'horizontal' measures.

These are a) Financial, b) Political support, and c) Involvement/Commitment of stakeholders.

These three barriers are interlinked. Without political support, it will be difficult to secure finance. Without finance, operators and other stakeholders may see little purpose in giving up their time to become involved.

Even with political support, this does not guarantee the availability of funding. Local authorities in many parts of Europe are facing intense financial pressures resulting in the need to cut spending on a range of services. It cannot be expected that freight will be exempt from this process. Moreover, despite its economic importance, freight may not be regarded by local residents as a high priority for investment, compared to public transport, schools or old people's care, for example.