



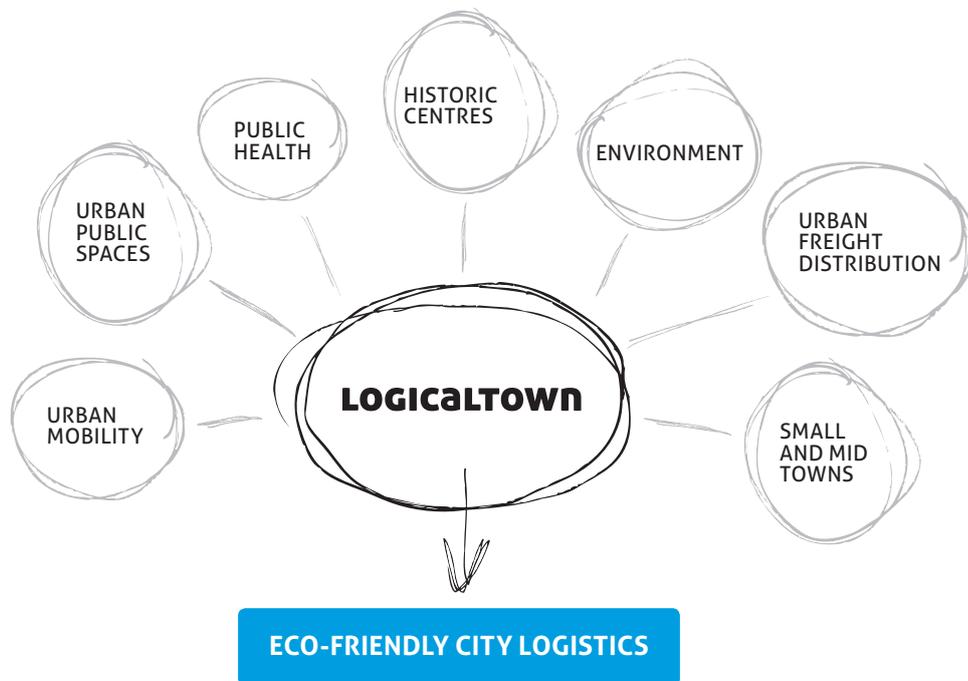
LOGICALTOWN

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LOGICAL
TOWN
**POSITION
PAPER**



THE AIM OF THE LOGICAL TOWN ASSOCIATION
IS TO PROMOTE, DISSEMINATE AND EXCHANGE
BEST PRACTICES, RESULTS AND KNOWLEDGE
RISING AWARENESS AND SPREADING THE
CULTURE OF **ECO-FRIENDLY CITY LOGISTICS**
IN ORDER TO ACTIVATE AND IMPROVE NEW
EXPERIENCES ABOUT **SMART URBAN FREIGHT**
DISTRIBUTION AND OPTIMIZE URBAN MOBILITY
DEVELOPING CITY LOGISTICS THAT IS SUSTAINABLE,
ENERGY-EFFICIENT AND RESPECTFUL
OF THE ENVIRONMENT, IN PARTICULAR FOR
SMALL AND MID-SIZED URBAN CENTRES





BACKGROUND

European small- and mid-sized historic towns are increasingly facing the issues related to the effect of freight distribution in the city centres. Freight transportation and city goods distribution, together with private traffic, are known factors of energy consumption and environmental degradation in European urban centres.

Recent studies show that freight transport in Europe is over 30% of the total freight transport in tons/km, it takes up 20% of the route network (equivalent vehicles) and produces 60% of the total particulate emissions. About 70-80% of the light commercial vehicles operate in urban areas producing 40% of air pollution and 40% of costs resulting from traffic congestion. Since over 70% of the European population lives in urban areas, urban freight transport, as a main component of traffic and motorised transport, has therefore significant health impacts.

Based on gathered evidence, there is a growing consensus on the view that more sustainable urban freight operations and significant benefits in terms of energy efficiency can be achieved by an appropriate mix of different measures such as: Urban Consolidation Centres, optimised urban freight transportation and delivery plans, clean vehicles and low emission technologies, restrictions and public incentive policies, last mile and value added services, integration of city logistics processes within the overall management of urban mobility. Further to this, an even stronger opportunity for a cleaner urban logistics system is offered by proper use of the latest "green vehicle" technologies.

Whilst efforts and city logistics innovation projects have been undertaken in European capitals and major cities (like e.g. Barcelona, Berlin, London, Paris, Stockholm, etc.) smaller towns have often bigger barriers to overcome (e.g. shortage of resources, adequate skills, organisational structures, institutional backing, etc...) to be able to effectively embrace innovation, adopt and implement appropriate plans and measures towards sustainable city logistics. This is a relevant issue significantly limiting the widespread adoption of energy efficient urban freight operations in Europe. Indeed, small and mid-sized cities represent a major component of the EU prevailing urbanised structure and often have additional constraints and difficulties related to their specific territorial, social and economic characteristics (e.g. presence of an historic centre, difficult mobility and freight distribution flows, higher impacts of environmental pollution on citizens and quality of life, etc.) and yet show increasing demand of effective measures and large potentials for improvements of energy efficiency and sustainability of logistics processes and freight flows in their urban centres.



The roots of Logical Town Association are to be found in the past experiences gained with the participation in the last decade to several European projects under different Programmes (from R&D framework and regional cooperation to targeted programmes on environment and energy efficiency) as well as in national initiatives. Through the years the association members have managed to gain and consolidate a solid experience on the various aspects and issues composing urban logistics planning and adoption of greener solutions suitable for the characteristics and requirements of different European Towns (relationships with urban mobility plan, legal and administrative framework, service schemes and models, organization and operation, infrastructure and green fleet, technology and systems, economic partnerships and role of the city authority, etc.).

Moreover the constitution of Logical Town Association is the result of the action carried out by the European ENCLOSE project - funded by the Intelligent Energy Europe currently led by some of the founding members of the Association - by demonstrating and assessing feasible and sustainable solutions for European small-/mid-size historic towns in order to achieve a relevant reduction of energy consumptions and significant behaviour changes of urban freight distribution stakeholders and operators.

CHALLENGES

Logical Town Association contributes with its activities on achieving sustainability, liveability and vibrancy in European small and mid sized town, facing key aspects of environmental friendly city logistics. Improvement of the quality of life in the small- and mid-sized historic towns developing and promoting sustainable city logistics in order to reduce the environmental footprint of freight distribution in the urban area represents a crucial challenge.

In fact, in order to mitigate the effects of specific and localized urban freight distribution activities, small and mid-sized historic European towns face several issues related to regulatory, organisational, operational and technological aspects specific for the planned measures and the local needs. It is common understanding that these issues should be addressed on an integrated approach taking city logistics as a whole. The developed approach may thus vary from town to town and will be influenced by the local objectives and operational strategies (e.g. smart logistics measures, freight facilities, technological innovation). The selected approach may also target the reduction of CO₂ emission by promoting CO₂-free city logistics, in accordance with the 2011 EC Transport White Paper which foresees 60% GHG emission reduction by 2050 in all European cities, by supporting clean urban transport and commuting.



ACTION PLAN

In order to put into action effective solutions for greener city logistics, Logical Town Association brings together public and private entities supporting innovation on a local level to achieve sustainable city logistics. Our members are convinced that the improvement of urban city logistics schemes and policy as well as the development of clean and energy efficient freight transport should be the main objectives of policies influencing urban and regional mobility plan. The European Commission's policy which calls for effective public intervention and to increase the capacity of local government as principal actors for the future of the urban transport policy (Green Paper "Towards a new culture for urban mobility" 2007, 2011 Transport White Paper), is therefore welcomed by the Association.

The main actions planned by the Association fall under the following six main headings:

1. Promotion of exchange experiences and collaboration among members and between member and other stakeholders.
2. Communication and dissemination toward businessmen, politicians, public sector and companies about sustainable city logistic culture as a way to address urban mobility optimization.
3. Promotion of training and up-dating of technical skills and competences required for the implementation and management of sustainable city logistic processes.
4. Networking with organization, association, foundations, private or public bodies addressing connected activities.
5. Organization and management of meetings, round tables, congresses, exhibitions, workshops, study visits and training events on the theme of sustainable city logistics and managing of all the connected communication activities in order to disseminate news and information about innovative eco-friendly urban freight distribution.
6. Participation to local, regional, national and European projects pursuing research and development activities, experimentation, training, dissemination, promotion of the specific objective of the Association.



LOGICALTOWN

Logical Town Association
for the promotion of the culture of sustainable city logistics

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