

BESTFACT BEST PRACTICE CASE QUICK INFO URBAN FREIGHT

N°CLI-139

NAME OF CASE

SMART URBAN LOGISTICS – National initiative to initiate and support pilot projects in Austria

KeyWords:

Access to transport networks, infrastructure and nodes; Freight consolidation and transshipment; Implementation of low emission technologies; IT-technologies and solutions; Innovative vehicles, vessels and equipment; ICT, transport optimisation; Communication between authorities: cooperation, procedures, legal frameworks; Communication between businesses and authorities: coordination, consultation; Business models

Case Logo or Picture:



Description:

The aim of the "Smart Urban Logistics" initiative is to build up an Austrian networking platform to boost and promote intelligent solutions in the field of urban logistics.

The intention is to make stakeholders aware of the topic, to create acceptance for innovative technologies, to initiate a communication process, to support further discussions and to be the incentive for the start of pilot projects that help to design future cities.

Benefits:

The project supports the aims of various goals and strategies declared by the European Union and the Austrian Republic, for example, the Europe 2020 strategy published by the European Commission in 2010 and the Zero Emission vision in Austria. The project addresses the main issues set out in the EU Urban Mobility Package "A call to action on urban logistics" which are:

- focus and strategy on urban logistics
- coordination of urban logistics actors
- data and information on urban logistics

Starting Point/Objectives/Motivation:

Before the implementation of the "Smart Urban Logistics" initiative there was no common information or stakeholder platform in order to coordinate and interlink between different activities targeting innovative urban freight solutions in Austria.

Furthermore, public perception of any previous urban logistics project was virtually non-existent. No public relations activities concerning urban freight transport projects took place and no stakeholder processes were established.

Solution

The entire initiative has been set-up as a long-term programme for several years and consists of three phases:

→ Phase 1: Development of a strategic roadmap concept and implementation of a stakeholder platform.

→ Phase 2: Elaboration of supporting topics in order to evaluate framework conditions and to prepare information for implementation activities:

- Topic 1: Requirement analysis of cities
- Topic 2: Best Practice Toolbox
- Topic 3: Framework conditions and policies
- Topic 4: Management of the Stakeholder process

→ Phase 3: Set-up of coaching and implementation activities in cities with the goal to initiate pilot projects.

Together with the development of a common strategic roadmap concept, a "Smart Urban Logistics Platform" was founded and implemented in order to accompany the initiative.

Success Factors:

One of the core areas of a "smart city" is its management of mobility and traffic, and freight traffic in particular. In this area, new, intelligent structures are required to improve the quality of life for humans and to guarantee the city as an efficient enterprise. As part of the "Smart Urban Logistics" platform, activities for the support and development of efficient freight traffic in areas with high population densities are therefore initiated and supported.

Supported Strategic Targets:

Efficient public spending; Ideal utilisation of infrastructure; Competitive logistics and transport system; Acceptance and influence; Balanced provision of goods and services; Increased amenity value; Increased efficiency / productivity of logistics processes; Increased company profitability; Increased competitiveness; Increased quality; Limited climate change; Reduced emissions; Conservation of resources

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Case Description (Cont.):

Within "Smart Urban Logistics" there are four main approaches:

- The logistic approach which embraces measures for the optimization of processes and services.
- The cooperative approach which aims at developing and implementing projects in a collaborative framework of different partners.
- The technological approach which aims at further development and implementation of (new) technologies.
- The regulative approach which deals with the possibilities and impacts of subventions and restrictions in urban logistics.

Case Description (Cont.):



More information:

Contact details:

www.smartcities.at/foerderung/smart-urban-logistics/

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Transport mode or supply chain elements:

The initiative addresses all elements of the supply chain and is not dedicated to any specific branch, industry or process.

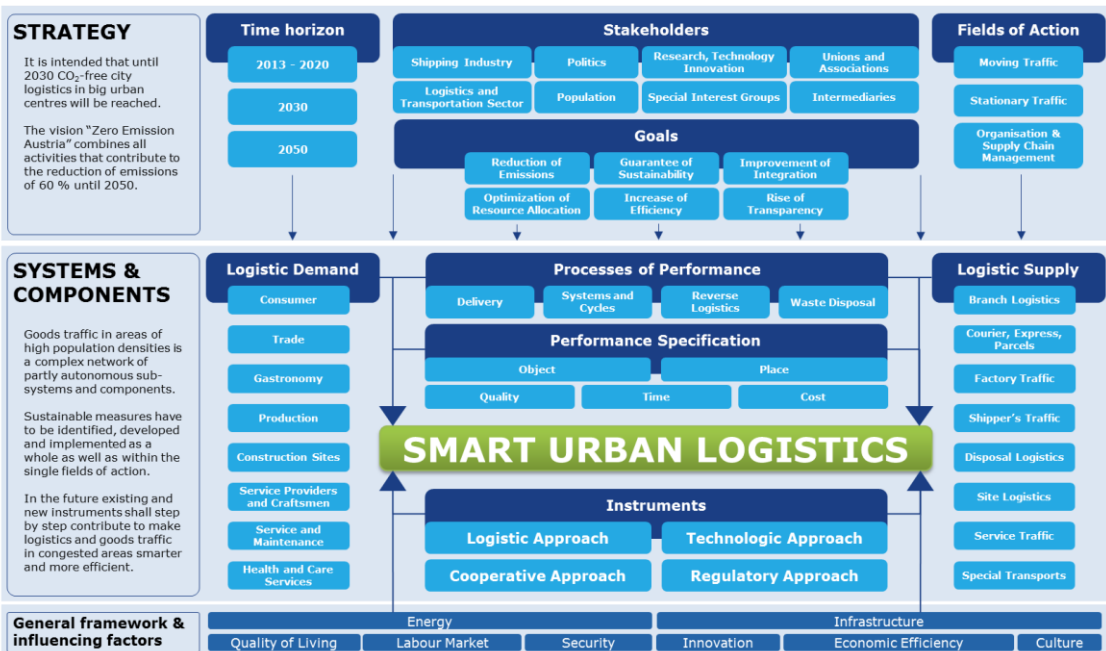
Main actors involved:

- public authorities (ministry, funding, administration, research, etc.)
- private companies (logistics, forwarders, trade, industry, etc.)
- associations of cities
- experts on logistics and traffic planning
- universities and research institutes

Pictures:

SMART URBAN LOGISTICS

Efficient freight traffic in agglomerations



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