



URBAN GOODS TRANSPORT POLICY MAKING & EXPERIENCES INVITATION

Date: 2 April 2014, from 13:00 to 18:00

Place: BIP, Koningstraat/Rue Royale 2-4, 1000 Brussels

The European Commission aims for essentially CO₂-free city logistics in major urban centres by 2030. Although today multiple policy measures and private initiatives are tested and implemented, it is still unclear how this target can be reached. The purpose of this workshop, jointly organized by Open ENLoCC, VUB and the Straightsol (7FP) and SMILE (MED ERDF) EU-funded projects, is to **discuss the challenges cities are facing and to show some innovative solutions**. Particular attention will be paid to the effects of off-hour deliveries and how they affect the different stakeholders.

Keynote speakers will be **Prof. Michael Browne of Westminster University in London** and **Prof. Jose Holguín-Veras of the Rensselaer Polytechnic Institute in New York**.

Since we want the presentations to be as swift as the future logistics and distribution, we opted for a particular format: except for the keynote speakers, each presentation will count 20 slides and every slide can last 20 seconds, no more, no less. The format is known as "PechaKucha" and was launched by the architects Astrid Klein and Marc Dytham in Tokyo to give the microphone to as many young architects as possible in a single night.

This time it will be experts in mobility and logistics that take the floor. They will share their views, experiences, utopic ideas and pragmatic solutions. And of course, detailed information can be shared afterwards during the networking time.

We look forward to your participation,

Kind regards

Prof. Cathy Macharis

VUB, Bruxelles

Director MOBI

Alberto Preti

ITL, Emilia-Romagna

President Open ENLoCC

Martin Brandt

KLOK, Stuttgart

Secretary Open ENLoCC

Participation is FREE, but registration is required. [Click here for the online registration form](#)





URBAN GOODS TRANSPORT POLICY MAKING & EXPERIENCES PROGRAMME

Date: 2 April 2014, from 13:00 to 18:00

Place: BIP, Koningstraat/Rue Royale 2-4, 1000 Brussels

Hosts: Cathy Macharis (MOBI, VUB) & Marleen Wynants (VUB-Crosstalks)

- 13:00 - 13:20** Introduction by **Cathy Macharis (Vrije Universiteit Brussel, BE)** & Welcome by **Joost De Bock (EU Commission DG Research & Innovation)**
- 13:20 - 13:30** The Open ENLoCC network and its Regional Competence Centres by **Alberto Preti (Open ENLoCC, Institute for Transport and Logistics, IT)**
- 13:30 - 14:00** Keynote City Logistics: The challenge of transforming good ideas and projects into everyday practices
Michael Browne (Westminster University, London, UK - SMILE MED project Scientific Committee)
- 14:00 - 14:15** Q&A
- 14:15 - 15:15** *PechaKucha Session City Logistics*
- **Martin Brandt (KLOK Stuttgart, DE)**, C-LIEGE in Stuttgart: Framework, Measures, Sustainability
 - **Robin Poté (CRITT Le Havre, FR)**, Urban Logistics! Let's use bicycle and river mode?
 - **Stane Božičnik (University of Maribor, SI)**, Rail freight for urban logistics: dream or reality?
 - **Jardar Andersen (TØI, Institute of Transport Economics, NO)**, Lessons learned in Straightsol
 - **Georgia Aifadopoulou & Eftihia Nathanail (Hellenic Institute of Transport, CERTH, GR)**, ITS Enabled Service Ecosystem for Sustainable City Logistics
 - **Philippe Lebeau (Vrije Universiteit Brussel)**, Challenges for Brussels
 - **Catrin Lammgård (Logistics and Transport Research Group, University of Gothenburg, SE)**, Parallels with Göteborg
- 15:15 - 15:40** **Break**
- 15:40 - 15:45** Intro
- 15:45 - 16:15** Keynote Freight Demand Management – The Next Frontier for Sustainable Urban Freight Systems
Jose Holguín-Veras (Rensselaer Polytechnic Institute, NY, USA)
- 16:15 - 16:30** Q&A
- 16:30 - 17:15** *PechaKucha Session Night Distribution*
- Straightsol Demo Night Distribution, **Sara Verlinde (MOBI, VUB)**
 - Stakeholder view **Delhaize, Davy Decock**
 - Stakeholder view **Colruyt, Ivan Van de Brul**
 - Stakeholder view **Leefmilieu Brussel / Bruxelles Environnement - Benoit Willocx (Brussels Capital Region)**
 - Stakeholder view **Mobiel Brussel / Bruxelles Mobilité - Marianne Thys (Brussels Capital Region)**
- 17:15 - 18:00** Final gathering, Q&A, Closing reception and networking

This workshop is jointly organised by Open ENLoCC, VUB (MOBI) and the Straightsol (7FP) and SMILE (MED ERDF) EU-funded projects. Participation is FREE, but registration is required. [Click here for the online registration form](#)

