



# Advancing urban logistics innovation in GRETA FUAs

Welcome to the fourth edition of the GRETA Project Newsletter! In this issue, we would like to share an update on our ***Territorial Needs and Gaps Analysis*** and the latest developments from **pilot actions in GRETA FUAs**. You'll also find insights from our **January workshops** – during which partners and external actors exchanged insights on microhubs, consolidation centers and curbside management – as well as **news about upcoming project meeting** in Budapest and an **online workshop** on stakeholder governance. Finally, don't miss our [new project video](#), now available on the GRETA website.

**Delivery of the *Addendum to the Territorial needs and gaps* and updates on the pilot actions in GRETA FUAs**

Territorial needs and gaps analysis was drawn to assess **mobility and freight transport challenges in *Functional Urban Areas (FUAs)*** and serve as a baseline for the pilot actions' development. However, during the data collection process it emerged that although FUAs had access to general mobility data, **detailed information on urban freight transport was largely missing**. To overcome this gap, the GRETA consortium collected additional data from existing sources, such as traffic counter data, statistical information on registered vehicles, and air quality data from automatic monitoring stations. Furthermore, the consortium developed **two specific questionnaires** – one designed for companies receiving freight and another for logistics providers delivering goods within the pilot areas. These surveys allowed to gather additional data on freight flows, CO<sub>2</sub> emissions, daily cargo trips, freight kilometers and the distribution of cargo by size (including FTL, pallets, parcels and letters).

The insights gathered from these surveys have been analyzed and integrated into an **addendum to the initial document** presenting a **collective analysis** encompassing all the main outcomes from the GRETA FUAs. This analysis represents a step forward in understanding the complex dynamics of urban logistics, also highlighting the **transnational nature of the challenges** that are faced by authorities and operators across Central Europe, of which the lack of detailed data on logistics flows is a prominent one



**Reggio Emilia FUA:** development and testing of an innovative microhub made of individual spaces to be destined to each transport operator to serve the shops located in the city centres with sustainable last mile deliveries with ZEV (i.e. e-cargobikes).



**Maribor FUA:** creation and testing of a micro consolidation centre for last mile deliveries equipped with ZEV (e.g. e-cargobikes, trolleys, trailers) to serve as an alternative option for deliveries in the pedestrian zone outside the delivery window.



**Poznan FUA:** development and testing of a transshipment microhub holding parcels and cargobikes for last mile deliveries with ZEV in the city center by the transport courier GLS.



**Verona FUA:** creation and testing of a curb management framework to regulate the access of lastmile deliveries vehicles in the city center through the management and remote reservation of parking spots.



**Budapest FUA:** deployment and testing of a curb management model to differentiate road usage and optimize the use of space in the city center, tested through demo activities based on the framework (e.g. mobility points, car parking loading bays, taxi station, etc.).

In **Reggio Emilia FUA**, a microhub has been set up at the city's fruit and vegetable market warehouse to serve as a central node for last-mile deliveries by e-cargobikes in the urban center. The planning phase has terminated, and all structural works have been completed. The containers have been equipped with electricity and fitted with movable platforms ensuring smooth access for e-cargobikes.

Following the successful tender process, two transport operators have been selected to start the pilot, and discussions are ongoing to involve two additional operators so that all four available testing spaces will be utilized.

During the last FQP meeting on March 12<sup>th</sup> the selected operators visited the microhub location and received their keys, kicking off the pilot's official launch in mid-March. While data related to project's technical analysis and evaluation will be collected until June 2025, the service is expected to run until the end of the project, with prospects to discuss its potential extension with the operators even beyond the GRETA's timeline.

Additionally, preparations are underway to organize a hybrid press event with the deputy mayor that will further highlight the innovative approaches developed in Reggio Emilia.



*Images of the physical infrastructure of the microhub in Reggio Emilia FUA*

In **Maribor FUA**, the pilot action concerns the establishment of a Micro Urban Consolidation Centre (MUCC) as an innovative alternative for city logistics in the pedestrian zone. The MUCC is designed to consolidate the deliveries by integrating parcel lockers and movable freight containers, hence enhancing last-mile efficiency.

Recent developments include a decisive meeting with the vice mayor, during which he agreed to install a mobile micro consolidation center in a square located in the city center, with two additional sites under evaluation – one adjacent to the farm market and another on the opposite side of the river. Having solved all technical and logistical challenges, the municipality is now setting up the last details related to the procurement phase and implementation of the digital support system to manage the MUCC and installation of the physical infrastructure.

The pilot is expected to be launched by the end of May 2025 whose implementation is supposed to proceed beyond June, potentially prolonging it over the summer months to ensure a more comprehensive assessment of the MUCC solution's impact.



*Freight Quality Partnership meeting and draft initial idea of the MUCC in Maribor FUA*

In **Poznan FUA**, a microhub supporting cargo bike-based last-mile deliveries is being established. The facility is designed as a transshipment point where parcels arriving from a central distribution center are unloaded, sorted, and partially loaded onto cargo bikes. The remaining ones are stored temporarily until the next delivery round in the microhub, which also serves as a cargo bike garage.

The location has been confirmed, and municipal permissions have been granted, whereas the containers have been delivered to the site. Pilot implementation begun in collaboration with GLS Poland, and the microhub is set to operate under a temporary six-month permit. Although the pilot was scheduled to end on April 9, 2025 – a possible extension until the end of May 2025 is now being considered for a more comprehensive data collection.

During the pilot, relevant information will be gathered to assess both the financial and environmental benefits of cargo bike deliveries compared to direct truck deliveries and unsupported cargo bike operations.



*Initial design and delivered version of the microhub and cargo bike used in Poznan FUA*

In **Verona FUA**, the pilot action aims at enhancing curbside management to reduce congestion and pollution by optimizing loading bay usage and integrating sustainable delivery solutions. Zailog is working in close collaboration with the Municipality of Verona and AMT3 to implement an advanced system that includes sensor installations for real-time monitoring of loading/unloading slots and a remote booking platform for scheduling deliveries.

An IT provider has been selected, and municipality mapping is underway to identify optimal sensor locations. Due to issues related to sensors, the planned installation and starting of the pilot activities may be delayed to June 2025. Hence data collection will probably be extended until the end of summer 2025

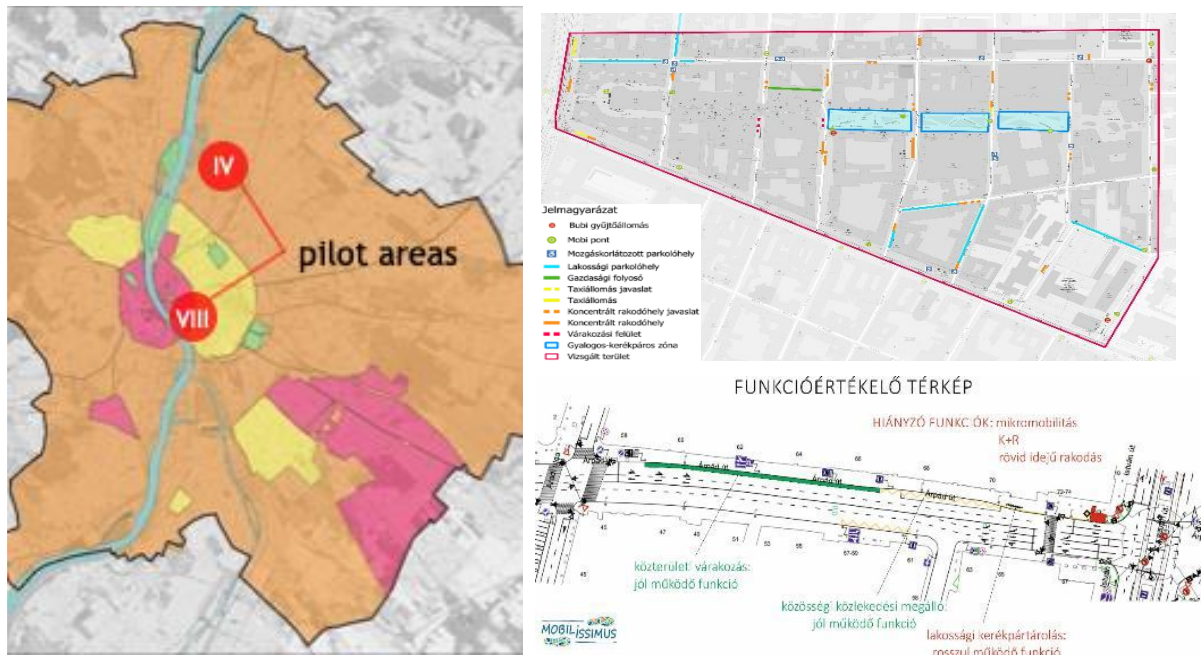


*Pilot areas involved in Verona FUA*

In **Budapest FUA**, the pilot action aims at transforming urban logistics through a comprehensive curbside management that optimizes public space for city logistics. BKK in collaboration with the Municipality of Budapest and the public road operator, focused on two pilot sites in District VIII (city center) and District IV (outer area) to assess the current

usage of spaces for deliveries in the city center. This will lead to the development of an assessment methodology to guide real-life testing and application.

The technical evaluations have been performed and are being reviewed by the municipal authorities. Although some minor modifications have caused a slight delay, the pilot implementation is now planned for April 2025 until September 2025 in close collaboration with the public road operator. BKK will test curbside functions through the installation of new signage, furniture, sensors and digital tools, resulting in comprehensive data collection and continuous monitoring to further advance towards Budapest's sustainable urban logistics goals.



## Follow-up and main outcomes from the January workshops (24th & 28th January)

At the end of January, two **workshops of the *Permanent Working Group with external projects*** provided a dynamic framework for sharing experiences, challenges and innovative solutions in urban logistics. On January 24<sup>th</sup>, the first workshop focused on **microhubs and consolidation centers**. While GRETA partners from Maribor, Poznan and Reggio Emilia presented their pilot initiatives, the session also featured innovative examples from other cities:

- In **Helsinki**, an underground loading zone has been repurposed for cargo bikes and delivery robots through the [DISCO project](#) (HORIZON Europe);
- In **Lyon**, a partner of the [MED Colors project](#) (Interreg Euro MED), developed a business plan to build an urban consolidation center under the right-of-way of the buildings;
- In **Bologna**, as part of the [URBANE project](#) (HORIZON Europe), three micro consolidation centers are being used for the transshipment of B2B and B2C goods by multiple operators installed in different parts of the city center.

On January 28<sup>th</sup>, the focus was placed on **curbside management**. Partners from Verona and Budapest shared their approaches to address issues such as limited public space, irregular parking and inefficient loading areas. In addition, case studies from other cities were illustrated:

- In **Copenhagen**, a digital system was implemented at the Tivoli amusement park by Coding the Curbs – a startup specialized in curbside management, solution provider in the [DISCO project](#) – allowing operators to book and receive information on real-time availability of loading zones.

In **Strasbourg**, a partner of the [Flexcurb project](#) (co-funded by the EIT Urban Mobility), set a system to analyze curb supply and demand to manage the access to the parking and loading area.

### Follow-up and main outcomes from the January workshops (24th & 28th January)

The GRETA consortium will gather for the **next project meeting in Budapest on April 8–9th, 2025**. This meeting will be the occasion to review ongoing pilot actions, monitor project progress and fine-tune strategies as we advance toward sustainable urban logistics.

In addition, we are thrilled to announce a **virtual workshop** entitled **Unlocking Innovation in Urban Logistics: the Role of Stakeholders' Governance** that will be held on **May 7, 2025**, from 10:00 to 12:00. This online event will focus on exploring opportunities related to the stakeholders' involvement as a driver of urban logistics innovation. Two keynote presentations will delve into the challenges and future trends in governance for urban logistics, showcasing also practical case studies of successful initiatives.

Moreover, an interactive session will engage participants in exploring effective strategies and identifying common barriers to a successful stakeholder's involvement. This session will offer an opportunity for representatives from FUAs, synergistic EU projects and local authorities to share best practices and propose actionable solutions.

If you are interested in participating to the workshop, please register at this [link](#).

Lastly, we are pleased to introduce our [new project video](#), now available on GRETA website. This video offers an engaging presentation of our main objectives and current activities, providing further insights into our journey toward a greener urban freight ecosystem.

Save the dates and follow GRETA's journey towards a greener tomorrow on our social media channels for real-time updates!

#### Learn more:

- [GRETA project website](#)
- [GRETA LinkedIn page](#)

#### Social Media Channels

 GRETA-urban-logistics  
 @Greta\_centralEU

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#### Project Partnership

