

Sustainable Urban Logistics Plans in Norway - NORSULP

Smart MR workshop
Oslo, June 27-28 2017

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“How can the public sector facilitate and not hinder sustainable urban logistics?”

Key challenges in urban logistics*

Lack of focus
and strategy,
unclear
responsibilities

Lack of
coordination,
insufficient
dialogue

Lack of data
preventing
long-term
planning

* European Commission, Commission Staff Working Document SWD (2013) 524 final.

SUSTAIN PROFIT ABILITY



“Most of the tested concepts have very **positive impact for the society as a whole**, leading to a positive impact both for the citizens and the local authorities. These measures, however, tend to come at a **price for the private partner** that owns the demonstration and usually bears most of the costs.”

www.straightsol.eu / <http://youtu.be/YT-2qojVAXA>

«One challenge when delivering with clean vehicles in London is the different rules for parking in different boroughs»



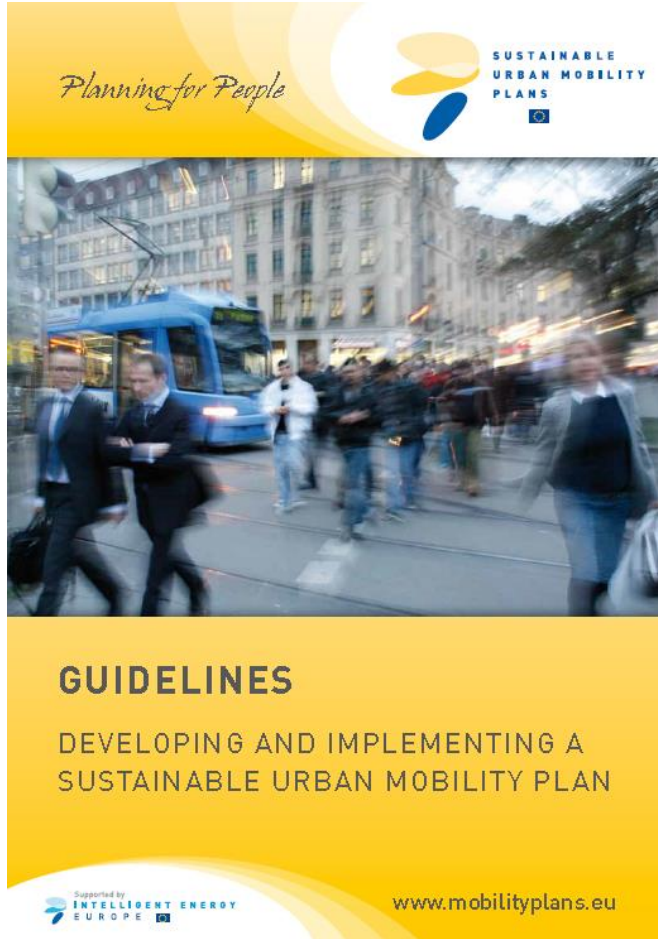
CITYLAB workshop in London, May 12, 2017

Sustainable Urban Logistics Plan

“Holistic planning strategy for urban freight which ensures efficient and sustainable logistics operations within urban areas“



Sustainable Urban Mobility Plan



ENCLOSE
ENERGY EFFICIENCY IN CITY LOGISTICS SERVICES
FOR SMALL AND MID-SIZED EUROPEAN HISTORIC TOWNS

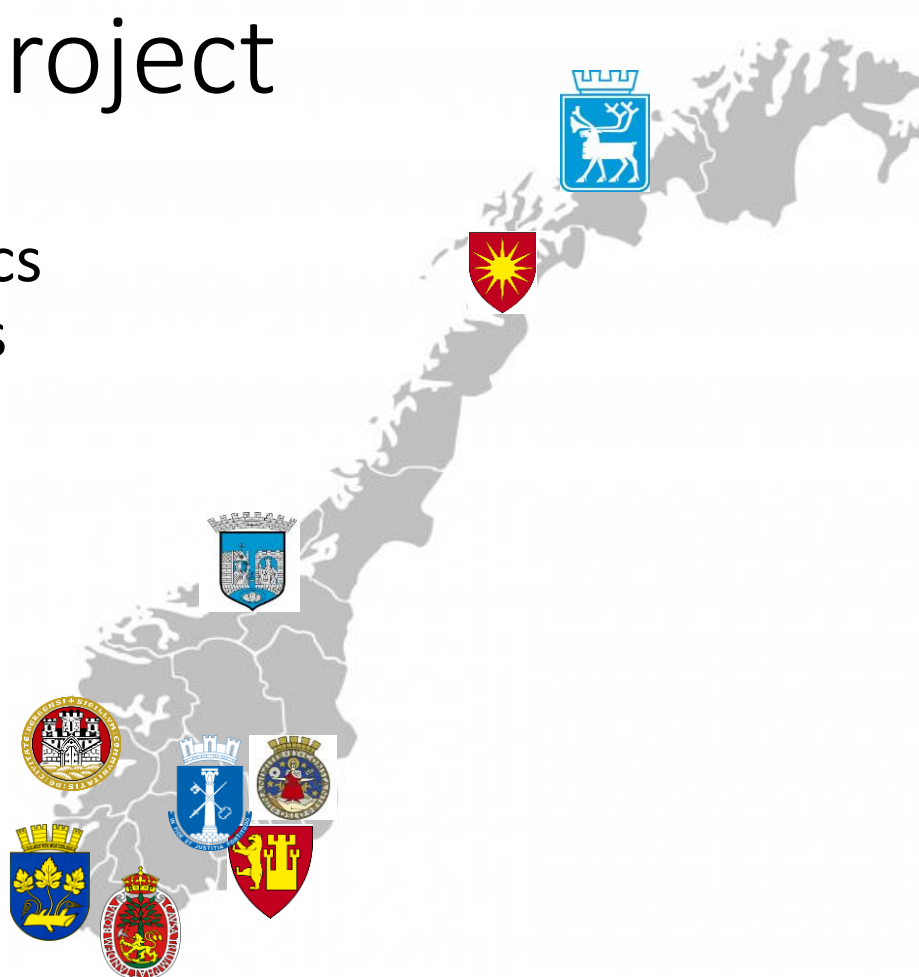
SULP PORTFOLIO
Sustainable Urban Logistics Plan
developed by 9 European Cities for
enhancing the Sustainable Urban Mobility

*Including the methodology/guidelines
for developing the SULP in your city*

Co-funded by the Intelligent Energy Europe
Programme of the European Union

The NORSULP project

- Create guidelines for Sustainable Urban Logistics Plans for Norwegian cities
- Learn from international experiences
- Integrate user needs
- Validate in 9 cities
- Finance 2 Ph.D's



www.norsulp.no

International experiences and practices

User needs in Norway

Knowledge base for sustainable urban logistics planning

Guidelines for SULP development

Local processes in the NORSULP cities

Why NORSULP?

Urban logistics
on the agenda

Streamlining
logistics planning
in cities

Capacity building

Creating a
community for
urban logistics

Contribute to
sustainable
planning

Improved
mobility and
performance



How can sustainable urban logistics plans act as a suitable measure to improve urban logistics?

Based on preliminary NORSULP findings

The identified current situation of European sustainable urban logistics plans

Urban freight plans are designed, with a sustainability perspective, to define visions and policy measures for urban freight.

Stakeholder consultation is applied when developing urban freight plans.



The Stockholm Freight Plan 2014–2017

An initiative for safe, clean and efficient freight deliveries

Weigh the regional perspective compared to urban issues.

Government guidance and sustainable strategies provide a planning methodology and support the development of urban freight plans.

Limited evaluation of existing urban freight plans.



Godstransportstrategi
för Västra Götaland

Stakeholder perspectives on the need for a sustainable urban logistics plan

Willingness to develop urban freight plans
Perceived benefits of urban logistics planning



- There is an **overall agreement** of the **importance** of such plans and **willingness to participate** in developing them locally but...

- The responsibility for urban freight is spread across municipal agencies
- Will it result in actual real-life changes?

Benefits of engaging in urban logistics planning and why to plan for low carbon logistics

Improved knowledge among public sector stakeholder

Facilitate integrated transport planning and avoid end-user conflicts

A tool to reach European, national and locally set targets

Provide a long-term planning strategy guiding local stakeholders in their work

Act as an industry framework and provide insights to future public plans

Improve working conditions while at the same time improve climate and environment

**Move from identifying the need for a plan
and willingness for development to
implement a sustainable urban logistics
plan.**

Three key actions on how to move towards implementing an urban logistics plan:

90% “agree” or “strongly agree” that political support is crucial for success

73% strongly agree that bottom-up participation is necessary

99% “agree” or “strongly agree” that an action plan with specific measures is important

Source: [NORSULP Deliverable 2.2](#) (in Norwegian)

Key drivers and barriers for the start-up of local city logistics planning

Drivers

Integrate urban freight planning with existing plans and other ongoing processes

Engaged individuals – build relationships

National authorities and research support

Network and sharing of experiences between cities

Barriers

Capacity - Time and resources locally

Challenges in priorities - urban freight compared to pedestrians, cycling etc.

Political agenda

Fragmented responsibility and consistency in personnel

How can sustainable urban logistics plans act as a suitable measure to improve urban logistics?

- 1. Provide overall guidance*
- 2. Relatively set framework for industry*
- 3. Specify policy measures*
- 4. Facilitate stakeholder cooperation*
- 5. Increase knowledge and experiences on urban freight*

Issues to be further explored and challenges ahead for Norwegian urban logistics plans?

How to engage politicians?

Important experiences in starting-up planning processes in urban freight from your city?

In a guidance for urban logistics plans – what kind of information would you find useful?

Which format is valuable for such guidance?

Thank you!

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