

PROJECT JOURNAL 1



Green logistics for a just net zero carbon economy in the North Sea Region

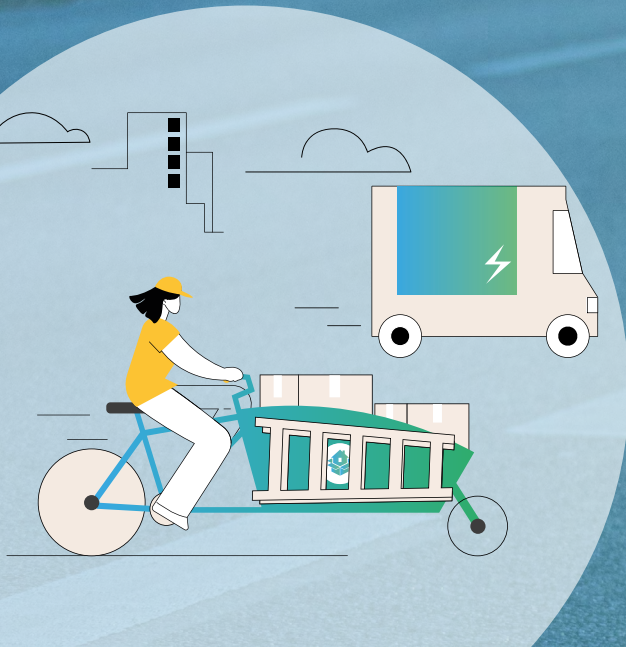
Developing Just & Green Logistics Policies Without Leaving SMEs Behind

What is GLEAM NSR?

GLEAM NSR is a Better Governance project of the Interreg North Sea Programme designed to **facilitate the development and implementation of ambitious policies and governance frameworks to support sustainable urban logistics in cities**. This initiative is dedicated to ensuring that both larger enterprises and small and medium-sized enterprises (SMEs) are equipped to thrive in this environment. The project will create or upscale multi-level, multi-stakeholder collaboration platforms where the inputs of governments, academics, industry actors, and citizens will be used to develop more efficient and equitable policies and actions.

Over the course of a **three-and-a-half-year project** spanning from 2023 to 2027, the GLEAM NSR consortium will collaborate intensively to share best practices, enhance existing strategies, and scale-up local initiatives, especially regarding the role and needs of SMEs in the transition to green logistics. With a steadfast commitment to fostering just and green logistics, the project's primary objective will be to ensure that local authorities comprehensively grasp the needs of SMEs and craft climate-neutral transportation policies that are both impactful and widely embraced.

Budget: €2.9 million



MAILING LIST

WEBSITE

Interreg
North Sea



Co-funded by
the European Union

GLEAM NSR

HIGHLIGHTS

January - October Highlights

Since launching the project in January 2024, partners have been busy working on mapping their existing urban logistics ecosystems and policy instruments. Understanding the current context, who is involved, and how is crucial for authorities to develop policy measures that meet the needs of SMEs and the diverse landscape of those involved in urban logistics.

The consortium has come together in person on two occasions. We first met during the Kick-off meeting in January, hosted by our lead partner the University of Groningen. This was the occasion for everyone to convene and discuss project objectives and the work plan for the beginning of the project. The City of Mechelen hosted our second meeting in October, where partners were able to share their experiences and findings mapping the urban logistics landscapes in their cities and discuss how we will move forward with the inclusion of SMEs.

Gleam NSR Lunch & Learns

In June we hosted the first GLEAM NSR Lunch & Learn webinar where the University of Groningen and LNC shared preliminary findings on digitalising logistics and policy instrumentation. SME United also explained why it is so essential to include SMEs in the the development of policy solutions for urban logistics.

Join us for our next GLEAM NSR Lunch & Learn on November 14th, where will hear from the cities of Rotterdam, Aarhus, and Leuven about their experiences mapping the urban logistics ecosystem in their cities.

[Register here](#)

Date: November 14, 2024

Time: 12:00-1:00 pm CET

THE CONSORTIUM

The GLEAM NSR consortium is composed of **11 members led by the University of Groningen**

- Knowledge partners:** University of Gothenburg
- Public authorities:** Aarhus
- Policy partners:** LNC, Copenhagenize
- Industry partners:** VIL, SMEUnited

Map locations: Rotterdam, Mechelen, Leuven, Le Havre Seine Metropole, Aarhus, University of Groningen, University of Gothenburg.



DIGITALISATION & POLICY INSTRUMENTATION

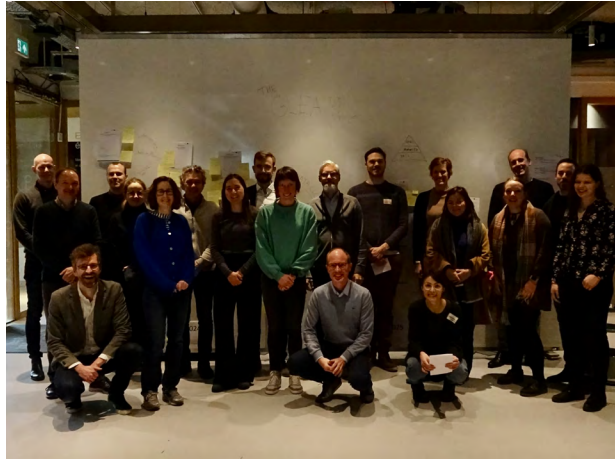
Initial Findings

The first areas of focus for GLEAM NSR cities and knowledge partners has been mapping urban logistics ecosystems and policy instruments, with a particular focus on SMEs. While SMEs play a significant role in CO2 emissions, they often struggle to adapt to rapidly evolving policies. In the EU, 24.3 million SMEs exist, of which 22.7 million have fewer than 10 employees. These businesses, ranging from parcel delivery services to service logistics (such as plumbers and electricians) have different types of movement within the city. Ensuring that their input and views are considered when assessing different policy options is essential for creating effective and inclusive solutions.

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At this early stage of the GLEAM NSR project, efforts are focused on creating a framework to classify logistics data available in each partner city. This includes the number of vehicles and routes driven by these vehicles. As for its potential use, GPS tracking data on delivery vehicles dwell times can inform the planning of loading and unloading zones. In cities like Groningen, pilot applications have already been introduced to book these zones, improving logistics efficiency. This demonstrates how cities can leverage data to improve urban logistics and offer useful services to companies operating within them.

Additionally, the project has begun taking stock of policy measures, aiming to identify different actions across



Partner Meeting 1 - January 2024, Groningen

Partner Meeting 2 - October 2024, Mechelen



GLEAM NSR partner cities. Preliminary findings show that logistics policies - ranging from incentives for zero-emission vehicles to parking regulations - are rarely implemented in isolation. However, the engagement of SMEs in policy making remains limited. The GLEAM NSR project plans to address this by building institutional capacity for more effective stakeholder engagement and supporting the creation of multi-level governance platforms to foster better dialogues between SMEs and policymakers.

Finally, early analysis of 58 German Green City Master Plans by LNC revealed that SMEs are under-represented in such strategies aiming to reduce air pollution and promote low-emission mobility, where they are only mentioned in the context of subsidy programs for e-vehicles. This underscores the need for more targeted support and involvement of SMEs in green urban logistics policymaking

Source: GLEAM NSR Lunch & Learn Webinar, June 4th 2024

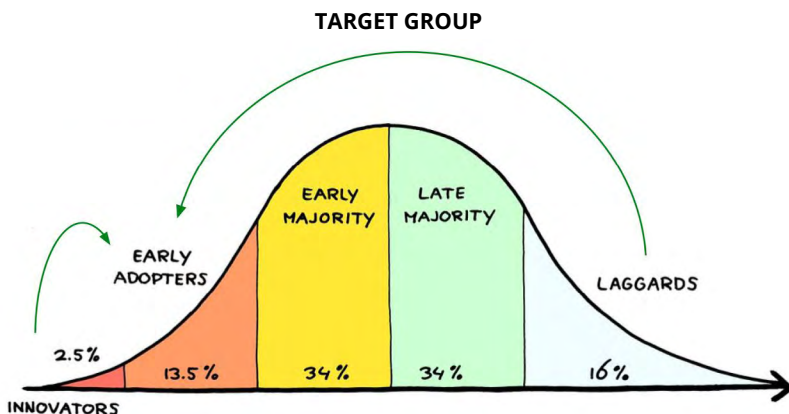
Logistics policies are rarely implemented in isolation, yet the engagement of SMEs in policy making remains limited

ECOSYSTEM MAPPING

Rotterdam

The city of Rotterdam has taken a two-fold approach to understanding their urban logistics landscape. They have put in place a strong **2-way communications strategy** to dialogue with companies on how to transition to cleaner logistics solutions while also developing modeling tools for Sustainable urban mobility planning and monitoring (SUMPs). Recognizing that early adopters of new cleaner transport solutions were large logistics companies, the city's communications strategy targets the laggards (see graph below). Often the laggards aren't against transitioning, but many are **SMEs that lack the capacity and/or resources to make the change**. Diverse communications methods, including community building, have been used to reach different populations where they are at:

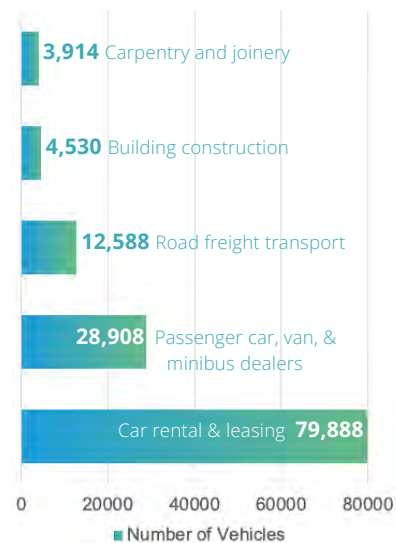
- **Campaigns:** Increasing awareness on the street
- **Community:** Logistiek 010 platform hub for knowledge and experience sharing, 3100+ member companies
- **City-wide events:** Plug In 010 to showcase electric vans
- **Neighborhood events:** Local Plug In pilot projects
- **Personal Advice:** Ecostars program, 1150+ companies mostly SMEs



Aarhus

The City of Aarhus decided to focus in on analyzing the ownership and use of motor vehicles by SMEs in the municipality to better support their transition to green motor vehicles. The area is home to many company headquarters that own vehicles used by employees across the country, making it challenging to use ownership as an indicator of vehicle usage and trips. Findings indicate that **SMEs in the area own a total of 48% of all motor vehicles**, a high percentage given the number of large companies also headquartered there. If you break down the results by type of vehicle, the proportion of vans is highest among the smallest companies, while the proportion of trucks and semi-trailers is highest among companies with 50-250 employees. Finally, the largest companies have the most passenger cars. Across company size, most **company-owned vehicles travel between 10-15,000 km a year and 99% of them run on fossil-fuels**, demonstrating a strong need to transition to electric vehicles in the area. The large majority of cars are owned by the car rental and leasing of light motor vehicles industry, a sector that needs to be further clarified.

VEHICLES DISTRIBUTED BY INDUSTRIES IN AARHUS



Leuven

Part of the City of Leuven's efforts to map their urban logistics ecosystem has involved a study to gain insight on current logistic flows for all segments. Quantitative and qualitative data from the city and stakeholders from each logistics segment were combined with simulations of delivery profiles for the analysis. The study revealed that **retail food, catering, waste collection, and facility deliveries cause disproportionately more emissions than their share of vehicle kilometers**. However, based on overall findings, sustainable city logistics projects will focus on four segments due to their impacts in terms of emissions and safety:

- **Catering:** high use of refrigerated trucks which are slow to electrify, largest share of deliveries.
- **Construction logistics:** large share of trucks and largest share of kms and trips.
- **Service logistics:** high share of total kilometers driven and increasing demand in the city.
- **Retail non-food:** high mileage share and 55% of trade sector, efficiency gains are important due to competition from large online players.

SHARE OF EMISSIONS BY SECTOR IN LEUVEN

