

Welcome to

VREF Conference on Urban Freight

in Gothenburg on the 5th and 6th of March 2015

Session 1: Long term visions for attractive cities - where does freight fit in?

Freight does not seem to feature strongly in longer term visions of the city. This session will focus on the planning perspective and address the main forces driving urban design and land use planning. What do we need to do, and how, to introduce freight as part of these processes.

Session 2: What research is missing in order to integrate freight into long term plans?

There is a gap in longer term research for urban freight - this makes it hard to identify how it should be adapted to fit future urban requirements. The need to consider behavioural change and the importance of modelling will be addressed.

Session 3: Engaging with relevant stakeholders

Urban freight policies and research frequently concentrate on carriers and tend to ignore the importance of receivers in shaping freight demands. This session will discuss how to engage with all the major business stakeholders. Examples and cases include the importance of Business Improvement Districts, Freight Partnerships.

Session 4: Urban freight and public involvement

Urban freight policies and research have typically not found ways to engage public interest. As a result policies and initiatives may fail to take account of the views of residents, consumers and other private stakeholders. This weakens the possibility to successful implementation. What should be done and how can this be changed?

Day 1 - 5th of March 2015

VREF Conference on Urban Freight

08:30 <i>Registration and coffee</i>		
09:00-09:20	<p>Welcome by VREF</p> <p>Introduction</p>	<p>Anders Brännström, <i>Chair of the VREF Board</i></p> <p>Michael Browne, <i>University of Westminster</i> and Maria Lindholm, <i>Chalmers University of Technology</i></p>
09:20-10:20	<p>1st session: Long term visions for attractive cities - where does freight fit in?</p> <p>Using proxies to describe the metropolitan freight landscape</p> <p>The social functions of the street: Past, present and future challenges</p>	<p>Genevieve Giuliano, <i>VREF CoE Metrofreight, University of Southern California</i></p> <p>Fredrik Rosenhall, <i>Inobi</i></p>
10:20-10:40 <i>Coffee break</i>		
10:40-12:10	<p>Livable London 2030: developing a long term freight strategy</p> <p>The place of freight in the Paris region's three master plans (transport, land use and energy)</p> <p>Panel discussion</p>	<p>Ian Wainwright, <i>Head of Fleet and Freight Programmes, Transport for London</i></p> <p>Laetitia Dablanç, <i>IFSTTAR</i></p> <p>with above speakers plus Johan Casselbrant, <i>Kanozi</i>, Daniel Firth, <i>Stockholm City Traffic Administration</i></p>
12:10-13:15 <i>Lunch (with exhibition)</i>		

13:15-14:15	<p>Break out sessions:</p> <p>1. Business Models</p> <p>2. Using open (and big) data to improve urban logistics</p> <p>3. Urban freight transport and Urban Form</p> <p>4. Cities as living labs</p>	<p>Mats Abrahamsson and Maria Björklund, <i>Linköping University</i> and Birgit Hendriks, <i>Eco2city</i></p> <p>Per Olof Arnäs, <i>Chalmers University of Technology</i>, Daniel Rudmark, <i>Viktoria Swedish ICT</i> and <i>Högskolan Borås</i> and Jonas Bohman, <i>Mindconnect</i></p> <p>Anna Kaczorowska, <i>Chalmers University of Technology</i> and Laetitia Dablanç, <i>IFSTTAR</i></p> <p>Lori Tavasszy, <i>Delft University of Technology/TNO</i>, Joeri Jongeneel, <i>City of Rotterdam</i>, Marijn Slabbekoorn, <i>DHL Netherlands</i> and José Holguin-Veras, <i>RPI</i></p>
14:15-15:15	<p>2nd session: What research is missing in order to integrate freight into long term plans</p> <p>Urban design: making freight and logistics work within the urban setting</p> <p>Research for urban freight policy planning and development - the business perspective</p>	<p>Peter Plumeau, <i>RSG</i></p> <p>Britta Gammelgaard, <i>Copenhagen Business School</i></p>
15:15-15:40	<i>Coffee break</i>	
15:40-17:10	<p>Research needs</p> <p>An overview of urban logistics challenges. The ALICE-ERTRAC perspective</p> <p>P&G Supply Network Innovation Center</p> <p>Panel discussion</p>	<p>José Holguin-Veras, <i>VREF CoE Sustainable Urban Freight Systems</i></p> <p>Emilio Gonzalez, <i>ITENE</i> and <i>ALICE</i></p> <p>Sergio Barbarino, <i>P&G</i></p> <p>with above speakers plus Julius Menge, <i>Berlin</i>, Anders Berger, <i>Volvo Advanced Technology & Research</i>.</p>
17:10-17:30	<p>Round table discussion with participants</p> <p><i>A rapporteur at each table will summarise as part of the output of the conference</i></p>	<p><i>Participants will be asked to discuss a question based on the themes arising during the day</i></p>
19:00	<i>Dinner</i>	

Day 2 - 6th of March 2015

VREF Conference on Urban Freight

08:30	Welcome to day 2	Michael Browne and Maria Lindholm
08:40-10:00	<p>3rd session: Engaging with relevant stakeholders</p> <p>Cooperation between urban freight stakeholders: three contrasting views</p> <p>Ten solutions for better freight logistics in the urban environment</p> <p>Off-peak Stockholm, stakeholders in collaboration</p>	<p>Diana Diziain, <i>Grand Lyon</i>, Philippe Gache, <i>LUTB</i> and Dominique Mamcarz, <i>TNT</i></p> <p>Maria Nygren, <i>Transportgruppen</i></p> <p>Peter Georén, <i>KTH</i></p>
10:00-10:20	<i>Coffee break</i>	
10:20-10:50	Panel discussion	with above speakers plus Martin Schulz, <i>Arup</i> and <i>Central London Freight Quality Partnership</i> , Jesper Örtengren, <i>Vasakronan</i> and <i>Gothenburg Local Freight Partnership</i>
10:50-11:10	<p>Round table discussion with participants</p> <p><i>A rapporteur at each table will summarise as part of the output of the conference</i></p>	<i>Participants will be asked to discuss a question based on the themes arising during the day</i>
11:20-12:30	<p>Break out sessions:</p> <p>1. Consumers' shopping logistics</p> <p>2. Assessment methods</p> <p>3. Behavioural models for freight</p>	<p>Catrin Lammgård, <i>University of Gothenburg</i> and Ulrika Holmberg, <i>University of Gothenburg</i></p> <p>Sönke Behrends, <i>Chalmers University of Technology</i> and Cathy Macharis, <i>Vrije Universiteit Brussel</i></p> <p>Iván Sánchez Diaz, <i>Chalmers University of Technology</i> and Edoardo Marcucci, <i>University of Roma Tre</i></p>
12:30-13:30	<i>Lunch (with exhibition)</i>	

<p>13:30-15:10</p>	<p>4th session: Urban freight and public involvement</p> <p>Setting the scene</p> <p>Potentials and challenges for implementing dialogue tools in urban planning</p> <p>From technocracy to citizen initiative</p> <p>Panel discussion</p>	<p>Michael Browne and Maria Lindholm</p> <p>Monica Billger, <i>Chalmers University of Technology</i></p> <p>Patrik Höstmad, <i>Yimby Göteborg</i></p> <p>with above speakers plus Johan Erlandsson, <i>Pling Transport</i>, Cathy Macharis, <i>Vrije Universiteit Brussel</i> and Jeffrey Wojtowicz, <i>Rensselaer Polytechnic Institute / VREF CoE SUFS</i></p>
<p>15:10-15:40</p>	<p>Round table discussions with participants Coffee at tables</p> <p><i>A rapporteur at each table will summarise as part of the output of the conference.</i></p>	<p><i>Participants will be asked to discuss a question based on the themes arised during the day</i></p>
<p>15:40-16:00</p>	<p>Summing up and end of conference</p>	

Break-out sessions - 5th of March, day 1

1. Business Models

The interest for city logistics is increasing among small and mid-size cities. However the process from idea to implemented business logistics system providing more environmental friendly urban goods transports is both long and difficult. One of the main barriers is an absence of business models describing division of roles between actors and financial prerequisites for cities, logistics service providers, retailers etc. The session will look into how better business models can support implementation of city logistics in small and mid size cities.

City logistics business models in theory

Mats Abrahamsson and Maria Björklund, Linköping University.

Business models in practice

Birgit Hendriks, Eco2city

Workshop: What should be included in a business model for city logistics?

2. Using open (and big) data to improve urban logistics

Digitalisation of the transport industry is accelerating rapidly. We are now producing vast amounts of (digital) data about products, goods, resources, people, infrastructure and business processes. In an urban environment, where both time and space are scarce resources, there is an ever increasing need to make better and more informed decisions. This session will look into what may come from using Big data and Open data in urban transport.

Big data in freight transport - an outlook

Per Olof Arnäs, Chalmers University of Technology

Open data and its potential

Daniel Rudmark, Viktoria Swedish ICT

Optimizing Urban Freight with Real Time Big Data today

Jonas Bohman, Mindconnect

3. Urban Freight transport and Urban Form

While it is "natural" to study urban spatial structures and land uses in relation to passenger transport, there has been no comparable research studying the relation between urban freight transport and urban form. First studies suggest that geographical, spatial and land use factors have influences on freight. Freight and logistics activities, conversely, also contribute to the shaping of metropolitan areas. There is a need to better understand these relationships. Urban characteristics and the spatial distribution of freight supply and demand must be better integrated into urban design, planning, land use policies and transport infrastructure development. This session will discuss the contemporary planning challenges for cities and

metropolitan areas related to freight, and the important but also difficult relationship between urban development and urban freight. We will look at several spatial scales, including building/street, neighborhood, city-wide, metropolitan and megaregional levels. At each of these levels, we will engage participants into 1. Sharing their knowledge about the relationships between urban freight and urban form (data, maps, observations...); and 2) Identifying planning and institutional challenges as well as best practices contributing to the design of a new planning agenda for urban freight.

Facilitated by: Anna Kaczorowska, Chalmers University of Technology and Laetitia Dabanc, IFSTTAR

4. Cities as living labs

If we consider the lessons from past city logistics initiatives, there is a need for a more rigorous design from several system dimensions (technical, organizational, financial, legal), a need for stronger involvement of all relevant stakeholders and a need for a better connection between R&D and deployment. Can we integrate innovation into the fabric of the city, so that R&D is positioned more at the inside of city logistics processes? Key characteristics of living labs are a cyclical approach towards innovation, shared roadmapping and knowledge production as well as collaborative, continuous experimentation. Although this may sound nice, does it actually work? What is needed to implement a living lab for logistics at the city level? We discuss this topic after 4 short “impulse presentations” from research and practice.

Living labs: a new problem, data and model environment
Lori Tavasszy, TNO/TU Delft

Rotterdam: living lab towards zero emission city logistics in 2020
Joeri Jongeneel, City of Rotterdam

Identification of dominant stakeholder perspectives in city logistics
Marijn Slabbekoorn, DHL Netherlands

The role of freight behavioral research in living labs
José Holguin Veras, Rensselaer Polytechnic Institute

Break-out sessions - 6th of March, day 2

5. Consumers' shopping logistics

Major transformations in retailing and consumption patterns are likely in the near future where the increase in electronic commerce (e-commerce) and mobile commerce (m-commerce) in recent years is just the start. These transformations will include changes in how, when, what and where products and services are bought and consumed. This digitalisation of retailing will also affect the physical stores and also the goods flows in urban environments. In this session, we will discuss this along with consumers' shopping logistics and how to ensure that shopping trips become more smooth and sustainable in the future city. Consumers perform

logistics before, during and after the shopping trips – interacting with the city, the traffic system, vehicles, stores, bags and other consumers. Departing from findings from the research project “Consumer logistics” we discuss different scenarios and possible solutions.

Digitalisation of retailing and goods flows in the city

Catrin Lammgård, School of Business, Economics and Law at Gothenburg University

Consumer logistics

Ulrika Holmberg, School of Business, Economics and Law at Gothenburg University

6. Assessment methods

In this interactive workshop we let the participants experience decision making in the urban context. Urban logistics initiatives are often planned without taking into account the interest of all urban stakeholders, i.e. the receivers of the goods, the transport companies, the citizens and the municipalities, resulting in problems during the implementation phase. This session introduces two assessment methods that explicitly take the interests of all urban stakeholders into account, i.e. the CUTS method and the multi-actor multi-criteria analysis (MAMCA) method. The importance of the inclusion of different kinds of stakeholders in the planning process is illustrated by means of an assessment exercise of the urban consolidation center project ‘Stadsleveransen’ in Gothenburg.

Facilitated by: Sönke Behrends, Chalmers and Cathy Macharis, Vrije Universiteit Brussels

7. Behavioural models for freight

The freight vehicle traffic that we observe on the streets is the result of the interactions between the multiple agents involved in freight activity (e.g., shippers, carriers, receivers). Unsustainable and inefficient distribution systems are characterised by a strong status quo bias. Practically, all innovative policies (infrastructural, organisational, regulatory, etc.) rely on the idea that freight agents will change their way of doing things; however, there is strong evidence showing that a change will only happen if the solutions proposed are aligned with their interest. Enhancing the efficiency of the freight system requires a solid understanding on how freight agents make decisions, and how they react to public sector policy. This session will look at ideas, methods, and disciplinary approaches to study freight agents’ behaviour, and create opportunities for change to promote an environmentally and financially viable behavioural change. Two introductory presentations will be followed by an open discussion with the attendees:

Freight behavioural modelling and its role on freight demand management

Ivan Sanchez-Diaz, Chalmers

Innovative policies, value creation and behaviour change

Edoardo Marcucci, University of Roma Tre