



**CiViTAS**  
Cleaner and better transport in cities

**POLICY NOTE**



Smart choices for cities  
**Making urban  
freight logistics  
more sustainable**

CiViTAS



## Smart choices for cities Making urban freight logistics more sustainable

### Preface

The objective of the CIVITAS WIKI project is to provide information on clean urban transport and the CIVITAS Initiative to European city planners, decision-makers and citizens. With its policy notes WIKI wants to inform people in cities on a number of topics that currently play an important role in urban mobility.

This fifth policy analysis focuses on the topic: 'Making urban freight more sustainable'.

Freight distribution is a vital part of life in modern cities and plays a relevant role within the whole urban mobility system. Although urban freight systems have not received much attention to date, actual demographic trends showing an increasing urbanization, together with the pervasive role of information and communication technologies and the consistent growth of e-commerce are bound to pose further challenges to the urban freight system.

Among the different components of urban mobility, urban freight logistics is in fact traditionally considered as the least sustainable because of its evident negative impacts (generating noise and pollutant emissions, increasing congestion and posing a threat to the safety of road users).

That is why it is necessary to encourage the reflection upon these issues, the sharing of experiences and best practices between cities and the raising of awareness among decision-makers in order to trigger alternative, and more sustainable, approaches to urban freight planning.

Eight policy analysis will be produced by the CIVITAS WIKI project team. Topics can be proposed by cities via the CIVITAS secretariat or through the CIVITAS thematic groups. So if you have a topic you want to know more about, please let us know!

We hope you enjoy reading this policy note,

The CIVITAS WIKI team

*This publication was produced by the CIVITAS WIKI consortium. The policy note was compiled by Tito Stefanelli (TRT), Caterina Di Bartolo (TRT), Giuseppe Galli (TRT), Enrico Pastori (TRT) and Hans Quak (TNO). Special recognition is due to Mike McDonald (WIKI advisor), Tariq van Rooijen (TNO) and Cosimo Chiffi (TRT) for the review of the manuscript and to Ivan Uccelli (TRT) for the infographics. Last but not least, a special thanks to Simone Bosetti (TRT) for his valuable coordination of the entire working staff.*





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### Designation of a City Logistics Manager (CLM)



Similar to the concept of the Mobility Manager, the function of City Logistics Manager (CLM) is designed to reduce demand in relation to the mobility of goods in urban areas. The Mobility Manager as well as the City Logistics Manager represent real intermediaries between the various local stakeholders and the public authority; their task is to reconcile the needs and demands of the different companies, businesses and associations with

those of the public authority and to select proposals for shared actions and plans.

The profile of the CLM should match the need to communicate with the diverse groups that are involved in UFT: freight carriers, engineers, environmental and traffic technicians, elected officials, retailers, as well as the public.

Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"> <li>Good level of acceptance expected due to the institutional role of the designated person</li> </ul>	<ul style="list-style-type: none"> <li>Lack of lessons learned, new tool, not yet implemented</li> </ul>

#### Functions and role of the city logistics manager (clm) - the c-Liege toolbox

The C-LIEGE (Clean Last mile transport and logistics management for smart and efficient local Governments in Europe) project filled the existing gap in know-how and professionalism in the UFL domain by designing, fine-tuning and delivering the complimentary capabilities of a **City Logistics Manager**. For the first time in Europe, the well-known role of the Mobility Manager can now be complemented with that of the CLM. **The role** of the CLM is to manage freight transport demand in urban areas through the:

- **classification and analysis** of the situation characteristic of an urban context;
- **discussion and sharing** with key local actors (e.g. trade associations, transport operators, traders, retailers, etc.) and institutions (e.g. the province or region, etc.);
- **definition of shared intervention strategies** to apply to the surveyed urban context;
- **preliminary, definitive and executive planning** of the UFL model;
- **monitoring and evaluation of impacts** of the planned and implemented UFL model.

[tinyurl.com/C-LIEGE-project](http://tinyurl.com/C-LIEGE-project)

#### TRANSPORT DEMAND MANAGEMENT

