



## Urban Logistics Innovation Day: Draft Programme

In-person event in Brussels

26<sup>th</sup> of Sept 2022, 09:00 – 17:00 at [COMET LOUISE](#)

[Registration here](#)

Urban freight transport has been increasing due to enhanced demand in e-commerce and business activities in cities. To decarbonise urban freight transport is a challenge for many cities while business and logistics operators also face challenges to increase efficiency and meet customers' demand. Innovation plays an important role in decarbonising urban freight transport and enable sustainable urban logistics. This event aims to bring innovation practitioners in urban logistics sector to promote use of innovative solutions to help cities and business to meet their sustainable goals.

### Objectives of the event:

- To showcase innovative solutions developed by the [LEAD](#) project and seek opportunities of exploitation,
- To connect ongoing innovative projects ([MOVE21](#), [ULaaDs](#), [SENATOR](#), [GREEN-LOG](#), [URBANE](#), [DECARBOMILE](#), [DISCO](#), [UNCHAIN](#), etc) on their innovative development and seek cooperation and opportunities of exploitation,
- To facilitate dialogue between public and private sectors to improve sustainability of urban freight.

The in-person event will consist of plenary sessions (presentation and roundtable discussions), break-out sessions (presentations and group discussions) and live demonstration of digital solutions.

### Draft agenda:

9:00 – 9:10 Welcome, Irene Blázquez Jiménez, EMT Madrid and Coordinator of LEAD

9:10 – 9:30 Keynote speeches:

- Paola Chiarini, Policy Officer at DG MOVE (European Commission),
- Representative from IKEA, *tbc*
- Lola Ortiz, Director, Planning and Mobility Infrastructure, City of Madrid/Chair of the POLIS Working Group on Urban Freight, *tbc*

9:30 – 10:20 Opening Session (Plenary Session I): Landscape of Innovation in Europe

- Carolina Ciprés, Director of Research at Zaragoza Logistics Centre
- Data, modelling and digital tools,
- Urban space: logistics hubs & curb-side management,
- Use of zero emission vehicles and supporting infrastructure.

10:20 – 10:50 *Coffee Break*

**10:50 - 12:15** Break-out Session Part I:

Break-out Session I A: Digital Twins & what if scenarios	Break-out Session I B: Consumer engagement & Sustainability of Urban Freight
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<p>Speakers:</p> <ul style="list-style-type: none"> <li>• Use of digital twin in urban logistics &amp; how city can benefit from the LEAD project, incl. Live Demonstration of the LEAD platform, INLECOM</li> <li>• Digital twin for region: successful case from Noord Brabant, tbc</li> <li>• Other speakers, tbc</li> </ul> <p>Dialogue between solution developers and users (TBC):</p> <ul style="list-style-type: none"> <li>- What are key challenges that can be addressed by the digital twins?</li> <li>- What if scenarios from cities &amp; how the digital twins</li> </ul>	<p>Speakers:</p> <ul style="list-style-type: none"> <li>• Proximus (Hans Schurmans)</li> <li>• UPS (Artur Drenk, Director of Sustainability Europe)</li> <li>• Sustainability score of urban freight (STAR Logistics Model) Natalia Sobrino, Professor at Universidad Politecnica de Madrid</li> <li>• Amazon tax: is the way forward for cities, tbc</li> </ul> <p>Dialogues between business and logistics operators (TBC):</p> <ul style="list-style-type: none"> <li>• What are roles of cities and e-commerce platforms (shippers) to empower consumers?</li> <li>• How to evaluate sustainability level of urban delivery to provide consistent information to users?</li> </ul>
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12:15 – 13:15 Lunch Break

13:15 – 14:45 Break-out Session Part II

<p>Break Session II – A: Zero emission vehicles and support infrastructure for the last-mile:</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• City of Milan, tbc</li> <li>• Turning Retail stores to electric vehicles charging stations, Paulo Reis, SONAE, tbc</li> <li>• Pierre Fils Programme manager Urban Logistics, B POST</li> <li>• Magnus Blinge, SCANIA</li> </ul> <p>Dialogue between public and private sectors:</p> <ul style="list-style-type: none"> <li>• How to share data to co-create policies as well supporting infrastructure?</li> <li>• What are the key challenges and how to concrete them to achieve zero emission urban logistics?</li> </ul>	<p>Break Session II – B: Discussion on Urban Space</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Public Private Partnership (PPP) for Micro-hub in Madrid, Sergio Fernández Balaguer, Head of Department EMT Madrid (LEAD)</li> <li>• Urban Logistics Centre in Oslo (MOVE21), Tina Ruohonen, City of Oslo</li> <li>• Flexible use of urban space, Paola Cossu (DISCO)</li> <li>• Urban space optimisation &amp; alignment with sustainable urban logistics, Payal Pandya, Project Manager, Dublin City Council</li> </ul> <p>Dialogue between public and private sectors:</p> <ul style="list-style-type: none"> <li>• Where to set up urban logistics hubs?</li> <li>• What kind of legislations/policies private sector would (not) like to have?</li> </ul>
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14:45 – 15:15 Coffee Break



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in Europe



15:15 – 16:45 Closing Session: Innovation Uptake and Policy Recommendation

- Roundtable Discussion on how to integrate of digital tools with SULPs Toolkit and Roadmap towards zero emission city logistics
  - Speakers tbc

16:45 – 17:00 Closing speech by ALICE-ETP Urban Logistics Chair