

newsletter



Bristol
Göteborg
Ljubljana
Ravenna
Riga

Short Term Actions to Reorganize Transport of goods

START Kick-Off in Göteborg

The project START, a co-financed project within the European Commission's Intelligent Energy Europe programme, has now officially begun. On the 23-24th of February the partners from five European cities; Bristol, Göteborg, Ljubljana, Ravenna and Riga gathered in Göteborg in order to outline the project and exchange experiences on how to carry out the activities within the project to achieve its purpose; making goods-transport in the cities more energy efficient.

In order to promote change and gain acceptance from stakeholders, co-operation between all actors involved is crucial. The activities within the project will therefore be formed after consultation within the local freight networks which are to be formed in every city. The local freight networks are a formalised form of co-operation between stakeholders in the local freight sector. The cities are starting up the networks on different levels, some have already established collaboration with the freight industry while others are starting from scratch. The activities in the networks will hence differ as well as the objectives they wish to achieve. During the Kick-Off meeting Bristol City Council led the discus-



The START team with participants from Bristol, Göteborg, Ljubljana, Ravenna, Riga, ISIS, Åkeriföreningen, ITL and Exel.

sion based on some of the key issues from their experience working in a network. Exel, as a representative from the transport business, pointed out that working in a network can help private partners to alleviate some of the problems they face by being able to influence the local policies.

The Deputy Mayor Anneli Hulthén expressed her support and underlined the importance of cities working together with the transport business and private companies in the field of freight and logistics.

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Peer-to-peer workshop in Riga

The next START meeting will be held in Riga on the 5-6th of June 2006. The meeting will be formed as a peer-to-peer workshop where experts from the different partners will meet and discuss a specific case. The case of discussion at the meeting will be the historical centre of Riga and how to solve its problems with freight distribution in an area characterised by compact building and narrow streets.

The discussion will be moderated by ISIS – a research institute based in Rome which within START is responsible for the evaluation of the project. The discussions will be summed up in a recommendation report based on the experiences from the participating cities.

Mario Gualdi
ISIS
+ 39 06 321 26 55
mgualdi@isis-it.com

bristol united kingdom

Tim Hapgood
Bristol City Council
+ 44 117 903 65 53
tim_hapgood@bristol-city.gov.uk

Ian Foster
DHL Exel Supply Chain
+ 44 208 606 30 00
ian.foster@exel.com



Further development of a successful consolidation scheme

Bristol is the largest urban area in the South West region and provides a centre of industry, commerce, education and culture. Bristol City Council is a local authority with responsibility for transport, planning and other public services over an urban area with a population of some 400,000. Bristol is attractive to both employers and business and in recent years has seen major re-development of the city centre, and harbourside area. This has contributed to increased usage of all modes of transport including freight highlighting problems such as congestion and pollution which need to be addressed to maintain the cities vitality.

As part of START Bristol will look to introduce access control and priority measures which improve efficiency whilst minimising the impact of freight movements in conjunction with the redevelopment of the core shopping area. The START partners Bristol City Council and supply chain experts DHL Exel Supply Chain are responsible for the successful operation of the freight consolidation scheme serving city centre retailers. Through START it is planned to further develop this scheme through offering value added services to retailers such as remote warehousing and waste/packaging collection and integrating the scheme with new retail development. Through the local freight network an incentives package of training and guidance to improve fleet efficiency will be offered as well as safe and efficient driver training.

The City Council and Exel will be hosting a freight workshop event on the theme collaboration between stakeholders in goods distribution on the 30th November 2006. START partners and experts from the freight sector will attend to share their experiences and knowledge.

göteborg sweden

Hanna Johansson
City of Göteborg
Traffic & Public Transport Authority
hanna.johansson@tk.goteborg.se
+ 46 31 61 21 58

Hans Ljungberg
Swedish Road Haulage Association
hans.ljungberg@akeri.se
+ 46 31 58 51 00



Developing the environmental zone

Göteborg is, as the second largest city in Sweden and as a transport hub with the largest harbour in the Nordic region, facing a continuous increase in transport movements in general and in freight transport in particular. In order to find solutions to this problem an environmental zone was introduced in 1996 in the city centre with access restrictions for heavy diesel-driven vehicles older than 8 years.

In START Göteborg will further develop areas within the environmental zone by combining new restrictions with a full-scale system with incentives to increase the load factor. In addition a consolidation scheme for improving the load factor will be developed on the north river shore of Göteborg.

To get the support and input from the transport business the Traffic & Public Transport Authority participates in the project in co-operation with the Swedish Road Haulage Association - to form a local freight network. This network will be the basis in the work of resolving logistic problems in the city and the forum where the developments within START are being continuously discussed. The first meeting has already taken place in February where the role of the network and the future activities were discussed.

Exchanging experience for new solutions to new problems

Ljubljana has experienced a big increase of freight traffic since joining the European Union and is facing problems in the field of urban goods transportation. Ljubljana has no previous experience in working with goods management and will function as a follower city in the project where the exchange of experience with the other cities and partners is the main focus.

The experience from the other cities is very valuable for the city when establishing its local freight network. Setting up the network will be the primary task for the city with the support from another partner within START; Prometni institut, a traffic and transport research institution located in Ljubljana. The institute will also contribute with its expertise and prepare a model for future urban management of goods.

In June 2007, a peer-to-peer workshop will be organized in Ljubljana, where experts from the other cities in co-operation with the city and stakeholders will find solutions and give proposals for a city logistics model.



**ljubljan
slovenia**

Milos Bajt
City of Ljubljana
milos.bajt@ljubljan.si
+ 386 1 306 17 56

Blaž Jemensek
Prometni institut Ljubljana
blaz.jemensek@prometni-institut.si
+ 386 1 291 46 23



Implementing an automatic system for entry control

Taking into consideration the specific structure of the regional economy with a very high demand for commercial vehicles trips and therefore consequences on the urban environment has led to freight issues being given top priority.

In the city centre of Ravenna the situation with freight vehicles is troublesome with an increase in highly polluting light duty vehicles and often double parked or illegally stationed freight vehicles. The city of Ravenna will in START reorganize access restriction regulation of freight transport which will be enforced by an automatic system of entry control gantries. These regulations will be implemented in combination with the promotion of clean vehicles and the development and implementation of a new consolidation scheme.

Ravenna will carry out the activities within START with the support of ITL, an institute for Transport and Logistics with the aim of contributing to the development and the promotion of the logistics and transport systems in Emilia-Romagna and the haulage consortium CONSAR.

**ravenna
italy**

Ennio Milia
Municipality of Ravenna
+ 39 05 44 48 25 41
emilia@comune.ra.it

Guido Ferilli
ITL
+ 39 05 44 25 85 37
ferilli@economia.unibo.it

William Bissoni
CONSAR
+ 39 05 44 46 91 11
w.bissoni@consar.it



riga
latvia

Restrictions in the historical centre

For Riga the participation in START is about exchanging experiences with other cities, increasing local staff knowledge and the necessity to work out freight restrictions in the historical centre as well as proposals for coordinating goods delivery service in the city.

The main activity within START is to implement delivery restrictions in the historical centre of Riga, an area included in the UNESCO world heritage, to improve both air and environmental qualities. Restrictions have been implemented in this area before but with no successful outcome. With the help from experts from the other cities and their experiences, new possible solutions will be discussed at the peer-to-peer workshop arranged in Riga in June 2006. In addition Riga will study the possibilities to develop a freight logistic centre in Riga.

The local freight network that is to be formed, is also expected to have a positive influence on the new restrictions where representatives from the Latvian Retailers Association, Riga Port Authority, Latvian Freight Association, Latvian Roads Traffic Safety Directorate, Riga City Council Environmental Department and Riga Centre "Agenda 21" among others will participate.

Olita Sproge
Riga City Council, Traffic Department
+ 371 7012712
olita.sproge@riga.lv



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START – Future solutions for goods distribution

An efficient distribution of goods is crucial for the vitality of the centres of European cities. The current goods distribution however, causes emissions and is not necessarily energy efficient. Complementary to the long-term planning to reduce the need for transport, the cities within START, Bristol, Göteborg, Ljubljana, Ravenna and Riga, will take a short term approach and combine actions such as access restrictions, consolidation centres and incentives. These measures will benefit both businesses and citizens by making goods distribution more energy efficient and hence reduce the related air pollution. The START approach is based on close collaboration between the city government, transport companies and local businesses formalised in local freight networks, which will be established in every partner city. The networks will have periodic meetings where the activities and the progress of the project will be discussed.



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Intelligent Energy Europe

The project START is coordinated by the City of Göteborg, Traffic & Public Transport Authority.

For more information consult our website: www.start-project.org or contact:

Lisa Sundell: + 46 31 61 37 24 lisa.sundell@tk.goteborg.se

Jenny Siira: + 46 31 61 22 84 jenny.siira@tk.goteborg.se