

## START emphasise the importance of public-private cooperation

Freight traffic in urban areas can cause a number of local problems. Heavy duty vehicles are for example a significant contributor to air pollution in cities. Trucks travelling in and around cities looking for appropriate loading zones and delivery bays and/or are parking illegally can also contribute to congestion. There is also the potential for conflict between freight vehicles and pedestrians, public transport vehicles and other road users. Further to this low load factors and a high number of transport movements are not energy efficient and European cities are aware that much can be gained by re-organizing freight transport. However, none of these problems can be solved without close co-operation between the city, the transport industry and, of course, the customers that are in control of the purchasing routines.

Working in partnership with these target groups is essential for the START project. Strong efforts are being made to establish local net-

works where different actors from the target groups will be included and actively involved in the development of the demonstration activities as well as in the dissemination. The START cities start on different levels when it comes to establishing local freight networks, Bristol already has a developed network where as Ljubljana has just started to bring the partners together. Throughout the course of the project and beyond, the networks will meet to discuss the logistical problems faced by each city, whilst seeking to identify possible solutions.



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## Local freight network representatives participate in Bristol workshop



A START workshop has been organised for the 30th of November 2006, to provide the opportunity for the transfer of knowledge from different local networks on the theme of collaboration between stakeholders in goods distribution. The aim will be to engage members of both the public and private sector and learn from the good experiences of collaboration in other cities and then be able to further develop the level of collaboration in your own city. This will be an excellent opportunity to involve local stakeholders and broaden their views on similar work at a European level.

A range of local, national and international stakeholders from both the public and private sector will attend the event. There will be speakers from, among others, Transport for London, BESTUFS, DHL Exel.

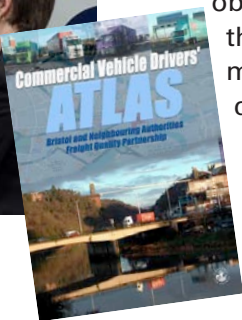
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## Development of the successful Freight Quality Partnership

Bristol's local freight network was established in 2003 in the form of a Freight Quality Partnership (FQP). The aim of the network is to promote and facilitate the efficient, economic, safe and sustainable distribution of freight in Bristol and the surrounding area. The FQP was developed in order to address a range of freight issues and to work towards achieving the aspirations of local transport policy, which seeks to balance sustainable transport with economic vitality. It was therefore recognised that it would be beneficial to have a mechanism that allowed enhanced understanding between Local Authorities and the freight sector. Helping to stimulate best practice through the exchange of knowledge and experience and increase efficiency through working together rather than in isolation. Bristol's freight network involves 17 organisations including 4 neighbouring local authorities, a range of interest groups and hauliers and retailers.

The network meets two or three times a year to discuss a variety of issues ranging from the FQP's own annual report and action plan to implementing freight initiatives and providing input for wider policy objectives. An early output from the network saw the production of the Lorry Drivers Atlas, which provides route guidance and information on height, weight and access restrictions. 5000 copies distributed through Road Haulage Association. Further actions include a new sub-regional version of the lorry drivers atlas and information boards being installed at lorry parks in strategic locations across the region.

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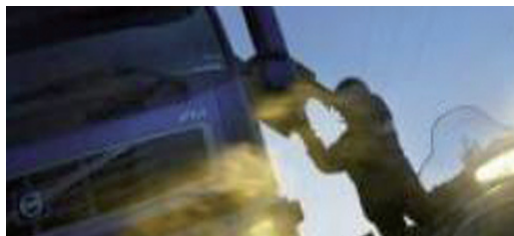
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## Collaboration with the whole logistic chain

In Göteborg the local freight network includes participants from different parts of the transport chain. The aim is to have discussions and share knowledge about city distribution and problems connected to this. The involved stakeholders are transport companies, haulage companies, trade associations and house-owners. For the City of Göteborg it is important to increase the co-operation between the public and private sector. The first meeting was held in February 2006, and the framework for the network was established. The freight network has half-days meetings, four times a year. It is the Traffic and Public Transport Authority together with the Haulage association, who host the meetings and also set up the agenda. The participants are welcome to propose speakers and discussion themes that could be of interest for the network.

The network has discussed and prepared an information brochure, which aims to be distributed to the purchasers and receivers of goods



in the city centre. The brochure contains information about the START project and a checklist proposing what the purchasing companies can do to facilitate for the goods deliveries.

## Successful kick-off for the local freight network

In cooperation with Prometni institute, the City of Ljubljana has organized two important events in order to establish the local freight network. The first START project presentation, with introduction to the local freight network concept was held in June 2006. 25 participants from logistic and transport companies, manufacturers, service providers, retailers, research institutes, rail operator, police and city administration took part. Positive feedback was received during the debate and from the evaluation questionnaire that was distributed to participants. Potential stakeholders showed their support for the project and commitment for their further engagement in the local freight network.

The first local freight network meeting was held in October. The aim was to present local freight transport problems in Ljubljana and to receive critical feedback and exchange of opinions from stakeholders. 23 stakeholders from different organisations took part in the meeting. Some points for further discussion were concluded at the end of the presentations, for example: appropriateness of delivery time and reserved places for delivery, low exploitation of electronic access restriction system and uncoordinated deliveries of goods.

Participants were invited to sign a memorandum of understanding for the local freight network and to help the City of Ljubljana and Prometni institut with transport of goods flow analysis. Participants were also invited to take part in the international freight workshop in Bristol at the end of November 2006.

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## Artisans and freight operators at the Logistic Concertation Table

The Municipality of Ravenna established in 2004 a "Logistics Concertation Table", which brought together a wide spectrum of relevant local stakeholders, specifically all the Associations representing freight operators, retailers, artisans, the local transport company and, in addition to the Municipality, the Regione Emilia Romagna, responsible for the overall freight planning. Since then the "Logistics Concertation Table" met around two times per year.

The goal is threefold:

- analyse the critical factors hampering the system of freight distribution in Ravenna,
- identify efficient and viable solutions and the conditions for their application and
- set in motion the experimental application of selected logistics options in order to allow transit points interchanges between polluting vehicles and clean vehicles.

The START project was presented on October the 11th 2006 at the Table. An important aspect that emerged from the discussion is the need for a higher frequency of the meetings and the importance of keeping the political part separate from the technical/proactive one. In particular, each organisation or category should identify an actor who could present concrete proposals or solutions related to the discussed issues.

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## Freight network facilitate understanding and dialogue

Networking for representatives of local freight suppliers and related structures has been established in Riga. Its purpose is to facilitate a dialogue and mutual understanding with respect to freight organisation in the city among retailers, suppliers and state and municipal authorities. Mutual information exchange would allow more precise identification of the needs of the parties concerned and assistance in reaching balance between public and private interests.

Representatives from the Latvian Retailers Association, the Riga City Inspection for Heritage Protection, the Traffic, Environmental and City Development Departments of the Riga City Council, the municipal company Rigas satiksme, and the Chief Police Department of Riga were present at the first meeting in June 2006. This meeting focussed on freight delivery and waste removal issues and problems in Old Riga. Participants advised to change the allowed delivery time in Old Riga during the high season moving it to late night hours and to develop an optimum traffic organisation scheme. At the meeting in October participants discussed proposals concerning the drop-off sites within the historical centre of Riga. For successful implementation of proposals in the future, the key preconditions identified are the following: a strict implementation control mechanism, support from freight suppliers and recipients and communication of incentives to the public.

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START Short Term Actions to Reorganize Transport of goods START Short Term Actions to Reorganize Transport of goods START Short Term Actions to Reorganize Transport of goods

## Fruitful peer-to-peer workshop in Riga

In June 2006 the first of two peer-to-peer workshops was held. Experts from the partner cities discussed the historical centre of Riga and how to solve its problem with freight distribution. In the Recommendation report produced after meeting, some conclusions were drawn from the discussions stating that the future of freight delivery (especially in Riga but transferable to many cities) cannot leave aside:

- a carefully planned and fully enforced policy of traffic limitation to the city centre;
- a high level of political commitment for a smooth and continuing implementation of the policy;
- a true involvement of the main receiving stakeholders throughout the planning process;
- and finally a transparent communication campaign to inform the wider public about goals, rules and benefits of the policy

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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. The cities within the START project, Bristol, Göteborg, Ljubljana, Ravenna and Riga, combine actions such as access restrictions, consolidation schemes and incentives. These measures benefit both businesses and citizens by making goods distribution more energy efficient and hence reducing 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 in each city.



The project START is coordinated by the City of Göteborg, Traffic & Public Transport Authority. For more information consult our website: [www.start-project.org](http://www.start-project.org) or contact:  
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