B5  TOWARDS SUMP

and the case of Graz

Peter König, B.I.M. Mobility Consulting
NOVELOG Objectives

- Foster a SULP methodology
- Integrated Planning Process
- UFT Knowledge generation
- Multi-stakeholders Engagement

NOVELOG Tools for guiding SULP development & implementation
12 NOVELOG Cities

• Different Cities
• Different Priorities
• DifferentNeeds
• Different Maturity
• Different Mixture of Measures

But the same objective:
A more sustainable & liveable city
Data collection framework

Pillar 1: Profile of major supply chains served in the urban area under study

Pillar 2: Mapping of urban freight and service trips activity

Pillar 3: Organisational and legal framework

Pillar 4: Procedural and technological methods and innovations
NOVELOG tools

**Facilitate interaction & consensus** among stakeholders regarding the current & future state of their UFT environment

All UFT measures are not applicable to all cities: **assess the applicability of certain UFT measures** to certain types of cities

**Assess the impact** of a wide spectrum of UFT measures in real-life environments

**Guide implementers of UFT measures** on the most appropriate **business models** for their successful introduction & sustainable operation
NOVELOG & Graz

Partners:
City of Graz, EU-Unit
B.I.M. Mobility Consulting

June 2015 – May 2018
City of Graz

- 280,000 inhabitants
- More than 60,000 students
- More than 130,000 daily commuters
- Ca. 500,000 persons in metropolitan area
- Situated in a basin, therefore problems of air pollution
Pilot case + case studies

SUMP exists, but no SULP

Pilot:
Delivery service “bring mE” by cargo bike from shops in the centre to customers

Case studies:
• Open locker system
• Hub for centre and new housing areas
Pilot business model

+ Involvement of many different stakeholders (chamber of commerce, shops, carriers, dep. of City of Graz, experts)
+ Usage of existing data/researches
+ Idea: Foster shopping in the city centre when being there, continue one’s way without bags, purchases will brought to the customer’s addresses at the same evening by cargo bike
+ Transport was not co-financed
  – Increasing of costs by national legal changes (employees instead of freelancers)
  – No active promotion of the service by shop-owners/clerks
Status in Graz

+ Abandoning delivery service by Autumn 2017, but some big shops still offer the service to their costumers
+ Awareness raising at the involved stakeholders
+ Site Visit to Padua / Vicenza for operating hubs
+ Cases studies (locker system, hub) are now projects for implementation, co-financed on a national level
Stakeholders

Stakeholder’s Category

Supply Chain Stakeholders
(Transport Operators, Freight Forwarders, Retail chains, Shop owners e.tc.)
- Proportion: 25%

Public Authorities
(Local % National government e.tc.)
- Proportion: 25%

Other Stakeholders
(Industry % Commerce Associations, Research % Academia, Consumer Associations e.tc.)
- Proportion: 38%

Experts
- Proportion: 12%
Recommendations based on NOVELOG

+ NOVELOG-Toolkit exists to get to know new UFT-measures
+ Consider “the whole thing”, not only some aspects
+ Chose carefully the stakeholders, you want to involve – you need active multipliers!
+ Coordination and cooperation of all stakeholders
+ Prompt action, don’t hesitate (change and risk management)

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Results

EU-project NOVELOG:

• Big success for the City of Graz
• Pilot project (“bad” practice = good experience) and work out of case studies
• Realisation of case studies by national follower projects

Foto: Stadt-Graz.at
Thank you!

Peter König
B.I.M. Mobility Consulting & Engineering
koenig@bim.at | +43 664 5041315