

**5th European Conference on
Sustainable Urban Mobility Plans**
14-15 MAY 2018 | NICOSIA, CYPRUS



B5 TOWARDS SUMP

 **novelog** and the case of **Graz**

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NOVELOG Objectives

SUMP ---->

Foster a Sulp methodology

PILOTS --->

Integrated Planning Process

DATA COLLECTION --->

UFT Knowledge generation

NON RESPONSIBILITY --->

Multi-stakeholders Engagement

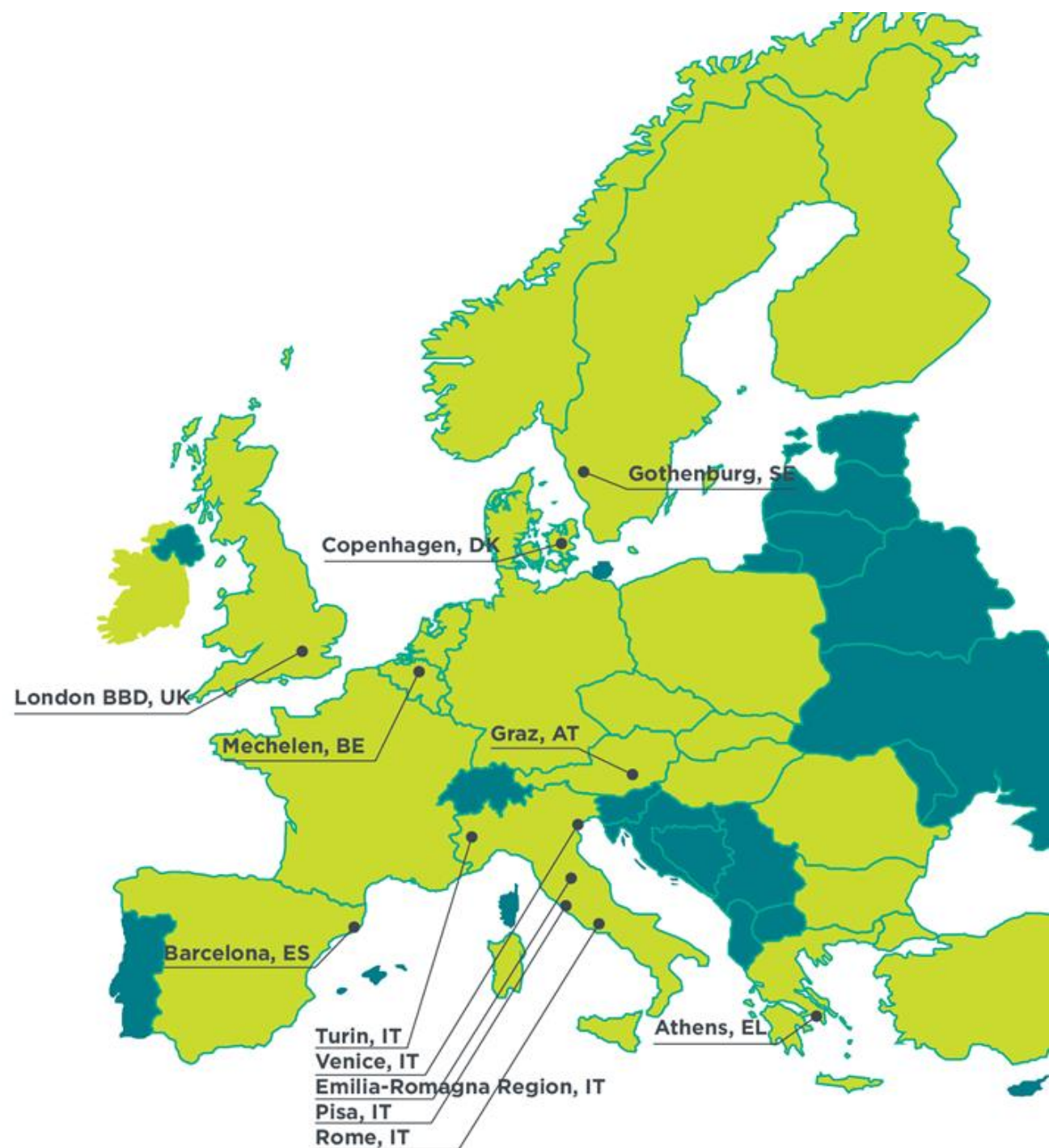
NOVELOG Tools for guiding Sulp development & implementation



12 NOVELOG Cities

- Different Cities
- Different Priorities
- Different Needs
- Different Maturity
- Different Mixture of Measures

But the same objective:
A more sustainable & liveable city



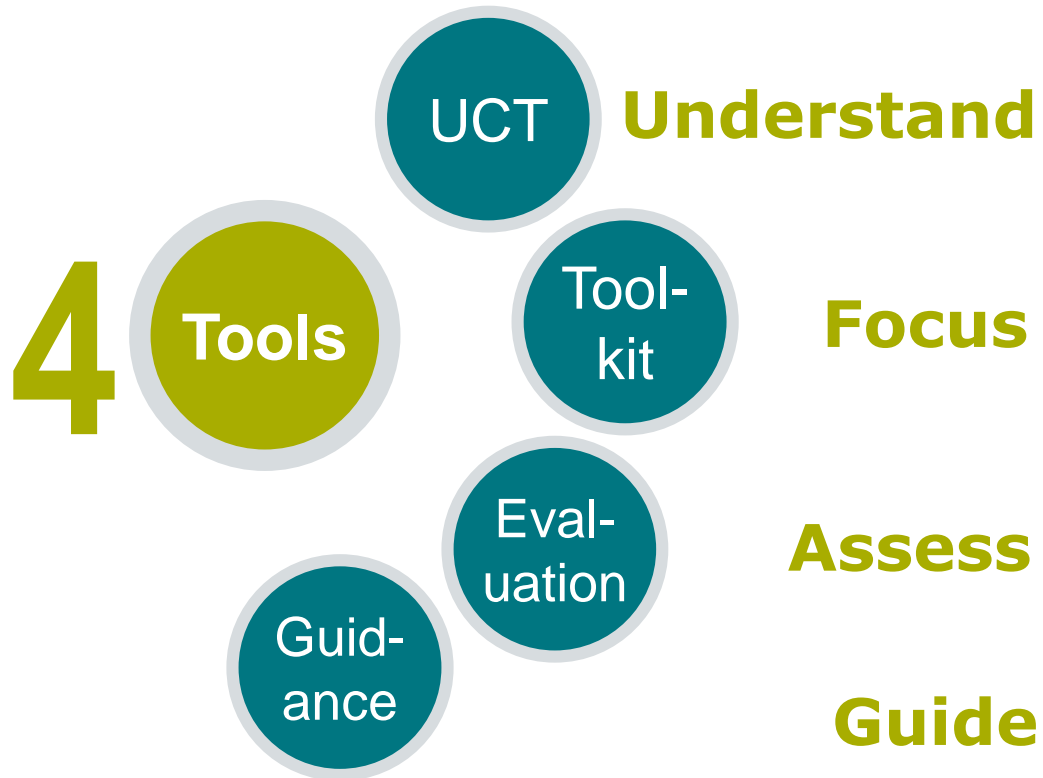


Data collection framework

- 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 be 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	Proportion
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Supply Chain Stakeholders (Transport Operators, Freight Forwarders, Retail chains, Shop owners e.tc.)	25%
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Public Authorities (Local % National government e.tc.)	25%
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Other Stakeholders (Industry % Commerce Associations, Research % Academia, Consumer Associations e.tc.)	38%
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Experts	12%
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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)

www.novelog.eu



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



Steirerwerk[Fotografie]
www.steirerwerk.at

Foto: Stadt-Graz.at

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Thank you!

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