



**Buck
Consultants
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SURFLOGH

SMART • URBAN • FREIGHT • LOGISTICS • HUBS

<https://northsearegion.eu/surflogh>

Urban Nodes Forum

Budapest, 4th April 2019

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Interreg
North Sea Region
SURFLOGH

European Regional Development Fund



EUROPEAN UNION

About BCI: www.bciglobal.com

- For business
 - Location choice and site selection
 - Footprint optimisation
 - Supply chain optimisation
 - Distribution strategies
 - Real estate strategy and development
 - Business strategy
- For public bodies and agencies
 - Regional strategies
 - Regional marketing
 - Freight policy
 - City logistics
 - Intermodal transport and infrastructure
 - Cost-benefit analyses



SURFLOGH: Project partners



Borås
(70,000)

Edinburgh:
SESTran
Napier
(500,000)

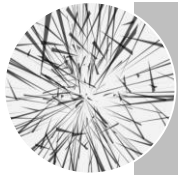
Groningen
(230,000)

Drenthe

Mechelen
(90,000)

Start: late 2017
End: early 2021

Corporate challenges...



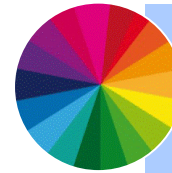
Highly fragmented demand and supply



Smaller quantities



High variable demand



More diverse products



Shorter fulfilment lead times



Mobile destinations



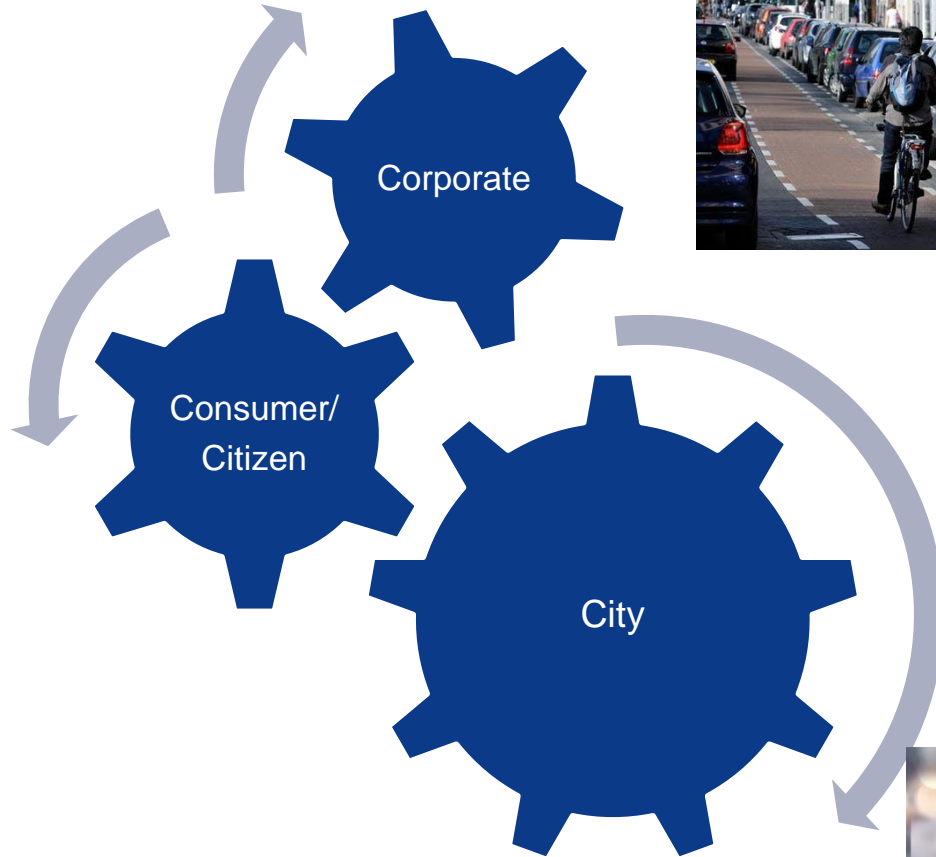
Shorter delivery windows



Less repeat purchases

Source: Georgia Institute of Technology/ National University of Singapore, 2017

...are also urban challenges



Project: Work Packages

Innovation meetings
Hackatons
Experimenting labs

City freight innovation labs

Develop new models, technologies and services for the last mile



Analysis of goods flows

Mapping of transport patterns and goods flows: base line analysis

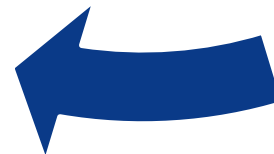
Develop mapping tools for data collection and freight flows



Evaluation

Business models for urban freight hubs

Develop (standardised) business models from the City Labs, best (and not so good) practices



Freight hubs in practice: the pilots

Backbone of the project: Action!

Pilots lead to a report with learning experiences and hopefully to continuation

Some highlights from the pilots

- **Edinburgh:** cargobike delivery pilot
- **Mechelen:** building a tool which provides insight into the total logistics chain, additional services a hub can provide and potential cost savings (for retailers and transport companies), locker pilot
- **Borås:** development of a hub serving the inner city
- **Drenthe:** start of a hub serving the city of Groningen
- **Groningen:** signing a multi-stakeholder city covenant towards ZE city logistics in 2025
- **Key:** involve and connect all relevant stakeholders and emphasise on common goals, added value and advantages

Save the Date:

'Sustainable City Logistics in Action' - SURFLOGH Midterm Conference

Hope to see you in **Edinburgh** the **29th of May** to meet the project partners and get more into detail

More info: contact me personally

<https://northsearegion.eu/surflogh>

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- **Question: How do you see your role in sustainable city logistics?**
 - As a consumer
 - What is your behaviour in for example e-commerce?
 - As a citizen
 - How do you want to see your city?
 - From your professional role
 - What can you bring?
 - What do you need? F.i. from the EU