

## Good Practice

1. General information	
<b>Title of the practice</b>	<i>Stadsleveransen</i>
<b>Does this practice come from an Interreg Europe Project</b>	<i>No, It comes from Smartset, Efficient Urban Freight Transport., Cofunded by the Intelligent Energy Europe</i>

<b>Specific objective</b>	<i>Improving low-carbon economy policies</i>	
<b>Main institution involved</b>	<i>Gothenburg Municipality in collaboration with property owners and collaborating companies.</i>	
<b>Location of the practice</b>	<b>Country</b>	Sweden
	<b>NUTS 1</b>	Södra Sverige
	<b>NUTS 2</b>	Västra Götaland
	<b>NUTS 3</b>	

2. Detailed description	
<b>Detailed information on the practice</b>	<p><i>Transports of goods, both on long distances and within cities contribute to a substantial part of the total emissions generated from the transport sector, as well as congestion. Up to 20% of traffic, 30% of street occupation and 50% of greenhouse-gas emissions are generated by freight. Yet freight and distribution schemes are often structured in traditional ways. These systems lead to sub-optimisation of freight transports, with low load factors and an unjustified amount of tonne-kilometres generated by the vehicles used. The need for more efficient solutions that leads to less transport kilometres and a more sustainable economic model is obvious. The latter is foreseen to be the key factor of a long-term success in implementing a working model for urban freight transport and thus supply all involved stakeholders with the correct incentives to change their distribution networks.</i></p> <p><i>The Gothenburg initiative is based on a freight terminal located just near the city centre in Gullbergsvass, in a facility owned by an in-house company of the municipality.</i></p> <p><i>A new electric powered vehicle (Alkè), able to tow up to three trailers, was put into service in 2014. The cost for the vehicle was integrated in the total operations cost, which the Municipality has co-financed. The project started with small scale operations managed by a security company in a small facility in the actual inner city area, and then in 2014 the logistics operator Paketlogistik took over the responsibility as operator. The current operations are financed and economically sustained by three main stakeholders: two major transport companies and the municipality. Furthermore, the advertising revenues contribute to the sustainability of the operations.</i></p> <p><i>The services provided to transport operators are:</i></p> <ul style="list-style-type: none"> <li>• <i>Common goods reception for shops and other businesses (non-food) in the city centre</i></li> <li>• <i>Reception check and consolidation of goods</i></li> <li>• <i>Delivery to shops according to time schedule</i></li> <li>• <i>Pick up of outward goods</i></li> <li>• <i>Trained personnel managing the reception/registration and the deliveries</i></li> <li>• <i>Short-time storage, and split shipments</i></li> </ul> <p><i>Gothenburg Municipality in collaboration with property owners and collaborating companies are the main stakeholders.</i></p>



	<p>Objectives for for the different stakeholders</p> <ul style="list-style-type: none"> <li>• Gothenburg; Quality of life in the city and competitiveness</li> <li>• City Centre Real Estate Association; Attractiveness of the city centre</li> <li>• Logistic Operator; Market expansion and profitability</li> <li>• Users of the service; Optimise their freight distribution activities</li> <li>• Other customers; Advertise their business</li> </ul>
<b>Resources needed</b>	<p><i>It is not only the payment of fees (by the users of the distribution service and of advertising customers) that reflects the exchanges of value between players. In fact, it is not only the distribution service and advertisements that generate value out of the city logistics scheme. As the matrix shows, other players have objectives that the initiative helps achieving: there is further value, in the contribution to the sustainability, competitiveness and estate value of the city centre, which public bodies and real estate association are willing to provide financial support in exchange thereof. EC-funded projects can be exploited in order to lay the ground for a durable and effective Freight Network. The concertation process must be focused on different, even levels of discussions.</i></p>
<b>Timescale (start/end date)</b>	2013-2016
<b>Evidence of success (results achieved)</b>	<p><i>The air pollution in the centre of Gothenburg has decreased by 68 tonnes of carbon dioxide after only a year since "Stadsleveransen" began with its environmentally friendly transportation in the city.</i></p> <p><i>With relatively small and slow-moving electric vehicles and bicycles around 500 packages per day are distributed from a terminal to shops and offices around the inner city. The vehicles are specially designed to work smoothly in limited street spaces and be safe to drive when they interact with pedestrians and cyclists. The vehicles are quiet and they do not release any greenhouse gases.</i></p> <p><i>In addition to environmental benefits, "Stadsleveransen" has become an economically viable sustainable business with increased delivery volumes (increasing 10-fold since the start of the project - 2016) and provides a desirable space to advertise on. The practice is considered replicable in other European cities. "Stadsleveransen" is supported financially by advertising spaces on the delivery vehicles as well as from fees from transport companies.</i></p>
<b>Difficulties encountered/ lessons learned</b>	
<b>Potential for learning or transfer</b>	<p><i>As this practice was subject to EU funding through Smartset, (Efficient UrbanFreight Transport, Cofunded by the Intelligent Energy Europe) it has already been transferred to partners within Smartset. By introducing the good practice in the SMART-MR project further interest and transfer can be achieved.</i></p> <p><i>The projects chief benefit is that the goals and objectives are easely understood and transfered to the agenda of other cities and towns. Combining drivers of different stakeholders resulted in shared benefits for all. This market driven business model has proved successful and especially when the process focused on different but even levels of discussions between stakholders.</i></p>
<b>Further information</b>	<p><a href="http://smartset-project.eu/">http://smartset-project.eu/</a> ;</p> <p><a href="http://forlivochrorelse.se/en/smart-city-delivery-scheme-inspiring-europe/">http://forlivochrorelse.se/en/smart-city-delivery-scheme-inspiring-europe/</a></p>
<b>Contact details</b>	
<b>Name</b>	Per Kristersson
<b>Organisation</b>	GR
<b>Email</b>	per.kristersson@grkom.se