



MED COLOURS

Interreg  
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the European Union

Newsletter 2/2024

PROMOTING GREEN LIVING AREAS

# The latest from MED COLOURS

The new EU Project  
co-funded by the **Interreg Euro-MED**  
that aims at upscaling to a new  
generation of **urban logistics**  
and planning enabling the transition  
to **decarbonised and smart cities**



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## The MED COLOURS Project in a nutshell

### Climate change is the foremost worldwide challenge.

Among the contributing factors, some of the most pressing include **congestion**, which costs the European economy €100 billion per year (1% of its GDP), **air pollution**, affecting people’s health, and **transport emissions** (those from freight count 25% of total urban transport emissions). The **EU Green Deal targets to reduce emissions in cities by 55% by 2030 and be climate-neutral by 2050**, cannot be met only by vehicles decarbonisation goals.

**MED COLOURS is a EU Project co-funded by the Interreg Euro-MED that aims at upscaling to a new generation of urban logistics and planning enabling the transition to decarbonised and smart cities.**



By developing **new SULPs**, MED Cities will plan **resilient, sustainable, integrated, and collaborative innovation-driven solutions for the FUAs**. This would help **reducing the negative impacts of freight and logistics activities**.

MED COLOURS’ joint territorial ambition is **to enable urban freight distribution in MED-FUAs from a low carbon environmental perspective** and, at the same time, **give cities a boost in sustainable development and human well-being**.



**Project duration**  
**33 months**



**Total budget**  
**€ 2.667.400,00**



**Interreg Funds**  
**€ 2.133.902,00**

COLOURS will jointly validate:

- 1) Strategy for continuous cross-monitoring of SULPs**
- 2) New Resilient SULPs**
- 3) Solutions for innovative and sustainable urban logistics.**

This would foster the **more effective implementation of existing sustainable policies** and **improve access to funding/investment for climate-resilient living areas**.



## The MED COLOURS approach

**MED COLOURS will adopt a new approach to urban freight planning** introducing new collaborative concepts and disruptive/ enabling technologies.

Transition is not an easy task and it is possible to have it in a sustainable way only with collaboration and cooperation.

Transition is built upon a **quadruple helix approach** supported by the liaison with other European Projects in the same field.

**The project outcomes will go beyond existing practices through long-term transition scenarios to achieve the targets set in the EU green Deal in MED Area.**

The MED COLOURS joint territorial challenge is **to improve freight transport in MED-FUAs in a low carbon & environmental perspective**, towards a net zero carbon economy and resilient Europe, while ensuring its vital role to boost sustainable development and management of living areas.

### KEY NUMBERS OF MED COLOURS:

**6**  
New  
SULPs



**6**  
Cities  
involved



**5**  
Pilot  
Actions



# The latest progress from MED COLOURS

## Where are we today?

In the last edition of this newsletter, the first of the MED COLOURS project, we presented the MED COLOURS project, the objectives of the Consortium and the pilot actions we will implement to achieve them.

Six months on, the MED COLOURS project has already made **significant strides**, moving forward with various activities across partner cities. **Here is an update on the main results and ongoing activities.**

### Advancing feasibility studies

The cities involved in the pilot projects of the MED COLOURS project - **Cesena, Livorno, Lyon, Lisbon, Thessaloniki** and **Koper** - are currently completing **feasibility studies and preparatory activities** for the implementation of the pilot projects.

Project partner **CERTH** played a key role, facilitating discussions between partners on key activities such as guidelines for key performance indicators (KPIs). Input from the cities is also being collected to ensure that progress is in line with the project timeline.

Once this first study phase is completed, **all the cities involved and their partners will meet in January 2025** to consolidate the results, marking a significant milestone in the project.

### Looking ahead

The collaborative efforts made by the whole MED COLOURS team over the past months, and the steady progress on several fronts, demonstrate the resilience of the project and the **commitment to foster innovation in urban mobility.**

**Stay tuned for further updates as MED COLOURS continues to make an impact!**

MED COLOURS supports the digital and environmental transition in **six cities** and their related FUA in MED area:

- **Livorno** (ITALY)
- **Cesena** (ITALY)
- **Thessaloniki** (GREECE)
- **Koper** (SLOVENIA)
- **Lisbon** (PORTUGAL)
- **Lyon** (FRANCE)



## Updates on project activities

### Self-assessment of innovation readiness and digital maturity by MED COLOURS cities



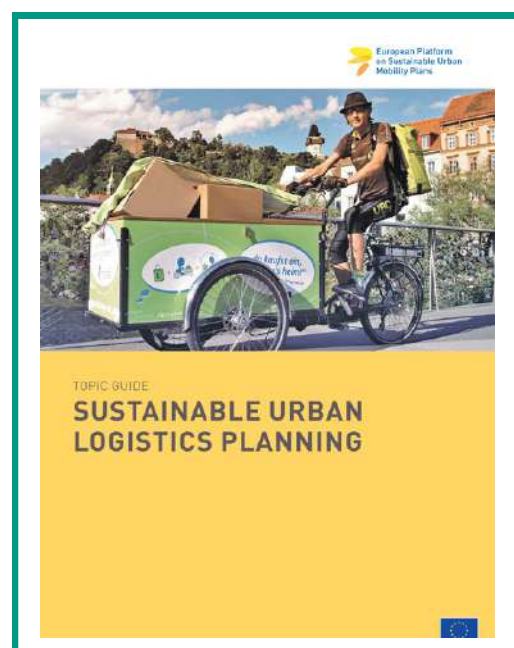
As part of the MED COLOURS activity for joint methodologies and tools supporting sustainable urban logistics planning, led by CERTH, MED COLOURS cities are engaging in a self-assessment process to evaluate their maturity to adopt innovative urban logistics solutions through a twofold approach.

The first part of the process, initiated in November 2024, utilizes a **digital tool originally developed under the HORIZON 2020 SPROUT project**, which is continuously being enhanced through two ongoing HORIZON Europe projects, **URBANE** and **DISCO**. Adopting an ecosystem approach, this tool defines and evaluates key components of urban logistics systems.

The second part of the methodology employs past experience and lessons learnt through a **SUMP/SULP assessment**, which is used to identify enablers and barriers towards the implementation of innovative urban logistics solutions.

The insights gained will enable MED COLOURS cities to better understand their maturity level in adopting innovative, sustainable urban logistics solutions and identify their specific needs, with particular attention to the unique characteristics of the Mediterranean region.

The findings from this process will be incorporated into the **updated guide on resilient Sustainable Urban Logistics Plans (SULPs)**, which integrates the Sustainable Urban Logistics Planning topic guide from the EU Guidelines for Sustainable Urban Mobility Plans (SUMPs).





## Updates on project activities

Paving the way for 2025: MED COLOURS prepares pilot cities for action



**Starting in July, pilot cities have been supported by knowledge partners and led by ZLC and ITL to produce a set of pre-feasibility studies.**

The primary objectives of these studies have been to **clearly define the scope and elements of each pilot, conduct a preliminary analysis of potential risks, and develop mitigation strategies to ensure implementation and sustainability.** Additionally, initial city-specific indicators have been specified, and data sources have been identified.

A **financial analysis of the required funds** has been conducted, and **preliminary agreements with private and public entities** have been advanced to facilitate a seamless transition to the implementation phase beginning 2025.



## Updates on project activities

### MED COLOURS joined the ALICE Logistics Innovation Summit 2024



**On the 6th and 7th of November, the ALICE Logistics Innovation Summit 2024 was held in Brussels.**

During the event, we had the opportunity to present the MED COLOURS project to a distinguished audience of key stakeholders, policy makers, industry leaders and innovators from across Europe.

The ALICE Summit 2024 offered the ideal platform to share the objectives of our project with a broader audience, highlighting our mission to improve urban logistics and urban planning towards a transition to decarbonised and smart cities. Through MED COLOURS we aim to pave the way for a new generation of Sustainable Logistics solutions, supporting the transition to cities that prioritize environmental responsibility and intelligent infrastructure.



MED COLOURS Coordinator, **ITL (Institute for Transport and Logistics Foundation)**, along with our partners **OPEN ENLoCC** and **Centre for Research & Technology Hellas (CERTH)**, had the pleasure of connecting with other inspiring European Horizon Projects focused on City Logistics. This exchange of ideas and experiences has been invaluable as we collectively work toward the future of sustainable Urban Logistics.





## Updates on project activities

First MED COLOURS Workshop on stakeholder engagement and capacity building for last mile urban logistics in Lisbon

On 14th November the first MED COLOURS project event was held in Lisbon, hosted by partner Lisboa E-Nova, in collaboration with Lisbon Municipality – CML.

The workshop, focused on “Stakeholder Involvement and Capacity Building for Last-Mile Urban Logistics”, brought together local and national logistics stakeholders working in Lisbon, plus industry and international stakeholders at the Centro de Informação Urbana de Lisboa (CIUL).



### Highlights from the Workshop

The MED COLOURS last-mile logistics workshop began with opening remarks from **Carlos Contente de Sousa**, administrator at Lisboa E-Nova, who outlined the goals of MED COLOURS and Lisbon’s commitment to achieving climate neutrality.

Following, **Fernando Rosa** from Lisbon Municipality, explained the role of the MED COLOURS project for the municipality and the city, and its objectives. **Bernardo Pereira**, mobility specialist at Lisboa E-Nova, moderated the workshop, with technical assistance from Lisboa E-Nova officials **Filipa Cabral Sacadura**, **João Gameiro**, and **Marta Peixinho**.





## Presentation and Discussion Panels

The MED COLOURS Workshop brought together industry leaders, researchers, and policymakers to discuss advancements in sustainable urban logistics.

Speakers included:

- **Lorenzo Cello (ITL)** and **Teresa de la Cruz (ZLC)**, who introduced the project and its goals.
- **Anna Paulides (PostNL)**, who shared insights on zero-emission logistics in the Netherlands.
- **Francisco Simões Travassos (CTT)**, discussing CTT's efforts in digitalization and emission reduction in courier, express, and parcel operations.
- **Pedro Ventura (Camisola Amarela)**, highlighting delivery challenges and solutions from the perspective of Lisbon's first cargo-bike delivery operator.
- **Nádia Morais**, presenting the Bicultura Veloteca bicycle library project.
- **Teresa Santos (Portuguese Secretary of State for Mobility)**, announcing a cargo-bike purchase subsidy.
- **Rosa Félix (IST)**, presenting research on app-based meal deliveries done cycling in Lisbon, social setting and comparative impacts with other modes.
- **Maria Rebelo (CTT)**, showcasing CTT's sustainability efforts in postal, courier, express, and parcel deliveries and a new electric cargo tricycle.
- **Gil Nadais (ABIMOTA)**, discussing Portugal's bicycle industry, its manufacturing and technological potential for logistics and urban policies.
- **Samuel Pierce (CIE)**, providing European perspectives on cargo-bike logistics.
- **Michel van Eijnatten (Fulpra)**, presenting heavy-duty cargo bikes.
- **José Mota (Light Mobi.e)** and **Nuno Peixoto (2AB)**, displaying innovative cargo-bike solutions.



The workshop wrapped-up with a round table featuring **Maria Rebelo (CTT)**, **Anna Paulides (PostNL)**, and **Fernando Rosa (Lisbon Municipality)**, discussing challenges and innovations in Lisbon's logistics system. **Miguel de Castro Neto (President of Lisboa E-Nova)** closed the session emphasizing the importance of the city's logistics sector in achieving Lisbon's commitment to climate neutrality.

The workshop ended with an exhibit of innovative cargo-bike solutions and live demonstrations, capturing media attention and engaging participants well beyond the closing session. The event was a resounding success, fostering meaningful discussions and paving the way for innovative solutions to the complex challenges of urban deliveries.



## MED COLOURS suggested readings for a more resilient and sustainable Urban Logistics

Starting in September, the MED COLOURS project launched the column “**MED COLOURS recommended reading for a more resilient and sustainable Urban Logistics**”, dedicated to the topic of resilient and sustainable urban logistics.

Once a month, through our social channels and website, the column will present **articles, insights** and **studies** of particular interest for the topics related to the project, with the aim of **increasing knowledge of the topics and stimulating debate and knowledge exchange**, essential ingredients for achieving the objectives of our project.

Find out about all published articles:



In recent years, **Cargo Bikes** have emerged as champions of Last Mile Delivery, reshaping Urban Logistics and enabling a significant step towards cleaner, greener and more resilient cities. The integration of these vehicles, which are clearly more sustainable than traditional last mile delivery vans and enable a more efficient use of space in urban logistics, represents a new era for companies that want to optimise their operations and reduce their environmental impact. However, the challenges are considerable: without a coherent national framework, municipalities struggle with complex regulations and infrastructural constraints.

To try to respond to these issues, **Arup** and **Tour de Force**, drawing upon **real-world case studies in Rotterdam**, have produced the “**Space for Cargo Bikes**” report, a guide offering practical insights into how cities can successfully integrate cargo bikes into their urban logistics environment.



The report is available [by clicking here](#).



## MED COLOURS suggested readings for a more resilient and sustainable Urban Logistics



**Urban freight** produces an outsized share of cities' transport-sector air pollution and greenhouse gas emissions. Urban last-mile delivery is expected to grow by nearly 80% by 2030, increasing sectoral emissions and potentially creating more traffic congestion, noise pollution, traffic accidents, and safety concerns for pedestrians and cyclists. For these reasons, urban freight transport is a key component of climate action planning. Leading cities are already developing and implementing pathways to tackle freight pollution.

**C40 Knowledge Hub** analyzed key strategies and best practices that city leaders should consider to minimize the impacts of urban freight transport and create a healthier, cleaner freight transport system. Some of the main points highlighted include:

- **Set strategic goals** to help make the case for freight intervention and shape the city's approach;
- **Develop an evidence base** to build and communicate the case for action and develop an effective plan;
- **Implement a combination of approaches** to support the shift to an efficient, zero emission freight system;
- **Work closely with businesses** to ensure they understand and prepare for policies that will affect their operations;
- **Integrate freight** into wider transport and energy planning frameworks.



The article is available [by clicking here.](#)

## MED COLOURS suggested readings for a more resilient and sustainable Urban Logistics



Logistics is vital for a thriving City Economy. However, the management of **urban logistics** must urgently evolve as congestion, pollution and increasing pressure on Urban Spaces reach critical levels. One of the issues to be managed is certainly the space required for **loading and unloading at the curbside**, which often leads to chaotic and unsafe situations. Cities must manage scarce public space in a sustainable and efficient manner. For logistics, this requires a shift from the 'first come, first served' approach to a system of booked and guaranteed spaces and 'pay-per-use' models.

The solution: in 2023, **Coding the Curbs** (an **EIT Urban Mobility project 2023**) implemented 3 Smart Zones together with the cities of Bucharest (Romania), Groningen (Netherlands), and Riga (Latvia), marking the arrival of Europe's first-ever bookable and multifunctional loading and unloading bays. Through a custom-built booking application, logistics companies can now reserve curbside space in advance. This system ensures that goods are loaded and unloaded safely, without delays or unnecessary driving, reducing the risks posed by illegal parking and enhancing the sustainability of the Logistics Chain.



The article is available [by clicking here](#).

**Follow us on our social channels and website to stay updated on the next episodes!**

## Latest news

# el canal.

MARÍTIMO Y LOGÍSTICO

In the Spanish magazine *El Canal Marítimo y Logístico*, **Carolina Ciprés, ZLC's Research Director**, explained the innovation development projects and their objectives, including the MED COLOURS project, in which ZLC is a partner.

Zaragoza Logistics Center presents MED COLOURS in the magazine *El Canal Marítimo y Logístico*



El proyecto *Transform* tiene como objetivo estudiar desde un enfoque holístico, interdisciplinario, intersectorial y sensible al género el significado y el funcionamiento de las transiciones en las culturas de movilidad urbana, examinando si y en qué medida las prácticas transformadoras son mecanismos efectivos para activar y consolidar las transiciones como así como los efectos socioespaciales resultantes.



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## About us: the project partners

The **Institute for Transport and Logistics (ITL)** is the Lead Partner of the MED COLOURS project. ITL is a no profit body founded on 17th December 2003. Its purpose is to contribute to the development and promotion of logistics and transport systems in the Region Emilia-Romagna through research, consultancy and training.



**Open ENLoCC (European Network of Logistics Competence Centers)** is an open network of regional logistics competence centres in the field of logistics, run by public authorities or similar bodies. The main task of the network is the international exchange of experience and knowledge between its participants and the promotion of a higher level of cooperation with European institutions.



The **Hellenic Institute of Transport (HIT)** is a non-profit organization founded in 2000 as part of the **Centre for Research and Technology Hellas (CERTH)**. HIT's mission is to provide state of the art research and to create innovation in the field of transport, on issues related to the planning, development and operation of land, maritime, air, and multimodal transport systems and services.



**Zaragoza Logistics Center (ZLC)** is an international center of excellence for research and education in logistics and Supply Chain Management affiliated to the Massachusetts Institute of Technology and the University of Zaragoza. ZLC actively engages with industry and the public sector to develop and disseminate knowledge, enhancing economic growth and business competitiveness through innovation.



Created in 1999 by Lyon Metropolitan Authority and chaired by the Mayor of Lyon Mr Grégory Doucet, the **Local Public Company (SPL) Lyon Confluence** is the developer of a district in the south of Lyon's Peninsula: La Confluence. SPL manages the Lyon-Confluence urban project and its property development, conducts studies, manages public spaces, carries out eco-retrofitting operations and coordinates European innovation projects.



## About us: the project partners

**MemEx** is an engineering consultancy company, specialised in Public Transport, ITS systems, Urban and Port Logistics, Smart Cities, and Sustainable Mobility. It offers technical assistance for ITS systems and digital solutions for Local Administrations, Transport Companies, and more. MemEx excels in managing EU-funded research and innovation projects, partnering in smart and sustainable transport, and urban logistics.



The **Municipality of Livorno** is a territorial public body, which among its various competences deals with sustainable urban mobility. It adopted its SUMP in 2021, which underlines the main logistics problems. The Municipality, also, approved its UVAR (Urban vehicle access regulation) scheme to restrict vehicle access to urban areas. With a population of 157,024 inhabitants, Livorno is a wide city-port and the third-largest city in Tuscany.



The **University of Maribor** is the second largest public university in Slovenia and consists of 17 faculties, one of which is the Faculty of Civil Engineering, Transportation Engineering and Architecture. The faculty provides education and undertakes international, national and regional scientific and R&D projects. The Transport Economics Centre (TEC), part of the project, has been involved in over 30 EU funded project in different programmes, focusing on transport and logistics-related initiatives.



The **Municipality of Koper** represents the local government for Koper and its hinterland. Its main tasks, derived from national legislation, encompass a wide array of services including social affairs, tourism, public transport, waste management, and environmental protection. This diverse range of responsibilities ensures the well-being and development of both the city and its surrounding areas.



## About us: the project partners

**Lisbon City Council (CML, Câmara Municipal de Lisboa)** is the municipality's executive body. Its mission is to define and implement policies that promote the development of the municipality of Lisbon in areas such as health, education, housing, the environment, spatial planning and urbanism, mobility, transport and communications, civil protection, sports and culture.

**Lisboa E-Nova – Lisbon's energy and environment agency** is a private non-profit leading the city's energy and decarbonisation transition in energy, urban mobility, circular systems (water, food, waste), and through communication and education. Lisboa E-Nova aim at making Lisbon one of Europe's 100 Smart and Climate Neutral Cities via climate action, citizen inclusion, and resilience.







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## Contacts

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<https://medcolours.interreg-euro-med.eu/>



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