

Horizon Europe GREEN-LOG project – the adventure towards an era of optimised zero emission last-mile logistics

The world is experiencing an unparalleled growth in last-mile transport following the unprecedented growth of e-commerce. During the past decade, e-commerce has risen at a faster than ever rate with sales ratios being tripled from 2014 to 2020. The steep curve is expected to continue in the years to come, fueled by a multitude of factors related to societal changes and technological advancements.

This new reality brings a number of challenges to urban and peri-urban ecosystems and puts immense pressure on courier companies for seamless servicing of higher volume home deliveries. Against this backdrop, the EU-funder Horizon Europe GREEN-LOG project, which was launched on 1 January 2023, brings together 29 high-profile partners from all over Europe, namely Belgium, Cyprus, Estonia, Greece, Italy, Luxembourg, Romania, Spain, Sweden, and the United Kingdom, to accelerate the shift to a new era of economically, environmentally, and socially sustainable city logistics.

The GREEN-LOG approach provides a cutting-edge simulation environment for scenario building combining different solutions to enable the integration of last-mile delivery interventions with the highest possible impact on environmental sustainability and traffic reduction, also considering their financial viability.

GREEN-LOG will offer **Logistics-as-a-Service platforms** for interconnected city logistics, **automated delivery concepts** using autonomous vehicles and delivery droids, **cargo-bike-based innovations** for sustainable micro-consolidation, and **multimodal parcel deliveries** integrating public transportation. The solutions will be supported by networked city logistics dataspaces that supply dynamic services for proactive ecosystem optimisation while respecting the interests of stakeholders including consumers, businesses, and the city.

The approach will be deployed and validated in five **Urban Living Labs (LLs)**:

- **LL#1 Athens (Greece)** | Multi-stakeholder collaborations for shared MCCs and optimized cargo-bike use
- **LL#2 Barcelona (Spain)** | Multimodal last-mile deliveries
- **LL#3 Flanders - Gent, Leuven, Mechelen (Belgium)** | Last-mile Urban Logistics-as-a-Service
- **LL#4 Oxfordshire (the UK)** | Next generation last-mile delivery integrating cargo-bikes and AVs
- **LL#5 Ispra (Italy)** | Next generation last-mile delivery integrating delivery robots

These Living Labs will provide an inclusive set of demonstration sites that cover EU regions with different Urban Logistics characteristics, and varying challenges related to sustainability, congestion and urban density, economic growth, social change and business ecosystem. GREEN-LOG Living Labs will act as city platforms for nurturing social innovation, understanding of user needs, habits and preferences, co-designing, and deploying of last mile delivery solutions while allowing the most effective exchange of ideas.

Three **follower cities** that experience rapid economic and social change, namely **Arad (Romania)**, **Helsingborg (Sweden)**, **Valga (Estonia)**, will be involved in testing the transferability of the proposed innovations.

To materialise its objectives, GREEN-LOG follows a multidisciplinary approach, bringing together in a consortium SMEs, universities and research institutes, a large company coordinating the project, major last-mile logistics operators, city authorities, a city logistics association and an association of EU cities.

GREEN-LOG is co-funded by the **European Climate, Infrastructure and Environment Executive Agency (CINEA)**, a funding body which was launched in 2021 to advance the European Green Deal through high-quality programme management.

GREEN-LOG is a project under the **CIVITAS Initiative**, an EU-funded programme working to make sustainable and smart mobility a reality for all. Read more - civitas.eu.

Further information about GREEN-LOG is available on our website: www.greenlog-project.eu.

Stay tuned for more developments towards an era of optimized zero emission last-mile logistics!

PROJECT KEY FACTS	
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Website:	www.greenlog-project.eu
Coordinator:	Netcompany-Intrasoft S.A.

Get in contact with GREEN-LOG:

info@greenlog-project.eu

Get in contact with the Project Coordination Team:

Ms Amalia Ntemou (Project Manager – Netcompany-Intrasoft)

Amalia.NTEMOU@netcompany-intrasoft.com

Ms Dariya Rublova (Dissemination & Communication Manager – Netcompany-Intrasoft)

Dariya.Rublova@netcompany-intrasoft.com



Visit our website:
www.greenlog-project.eu

Contact us:
info@greenlog-project.eu

Find us on:
 GREEN-LOG
 @GREENLOG_HE

Project coordinator:
Netcompany-Intrasoft



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