



GREEN-LOG Digital Control Tower

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 GREEN-LOG



Co-funded by
the European Union

Problem statement



Fragmented Operations

Limited collaboration and siloed systems
High costs, fuel waste, and delayed deliveries



Lack of Real-Time Visibility

Limited real-time tracking and predictive system intelligence
Low transparency across stakeholders



Inflexible Logistics Systems

Poor adaptability to traffic, policy, and demand changes
Poor optimisation and service quality concerns



Environmental & Urban Pressure

Congestion, pollution, and high CO₂ emissions
Inefficient routing and limited adherence to sustainability policies

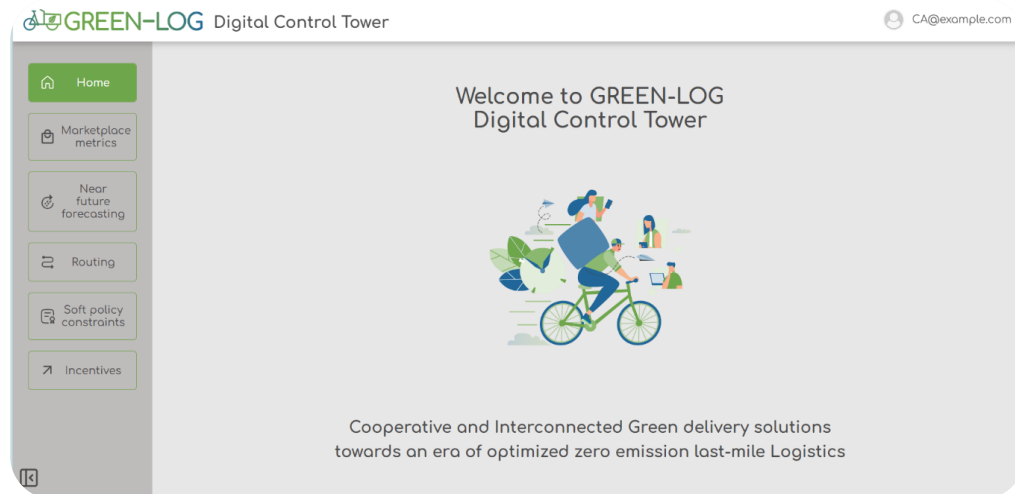
The solution

GREEN-LOG Last Mile Digital Control Tower (DCT)

An integrated innovative solution designed to tackle the growing challenges of urban last mile logistics caused by e-commerce expansion

This solution aims to enhance visibility and transparency among various stakeholders

Netcompany



Cooperative and Interconnected Green delivery solutions towards an era of optimized zero emission last-mile Logistics (GA)

An **integrated platform** that combines:



Real-time monitoring of delivery assets



Policies set by cities to promote sustainability in dense urban environments



Advanced data-driven analytics to enhance operational coordination across complex delivery ecosystems

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The users



Local Authorities

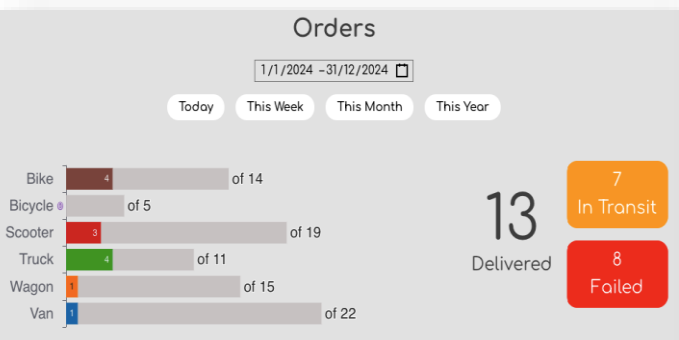
- ✓ Gain insights about users' behaviour based on data from LaaS Marketplace
- ✓ Set and enforce urban policies (Low-Emission Zones /LEZ)
- ✓ Set and promote sustainable options via incentives



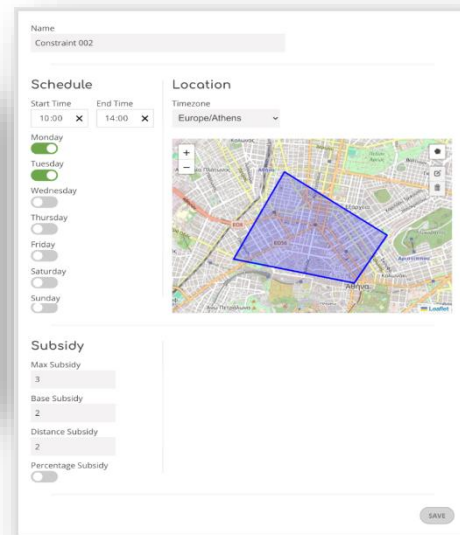
Logistics Service Providers

- ✓ Gain insights by predicted near-future parcel demand and traffic congestion patterns
- ✓ Receive **optimised** daily and **event-triggered plans**

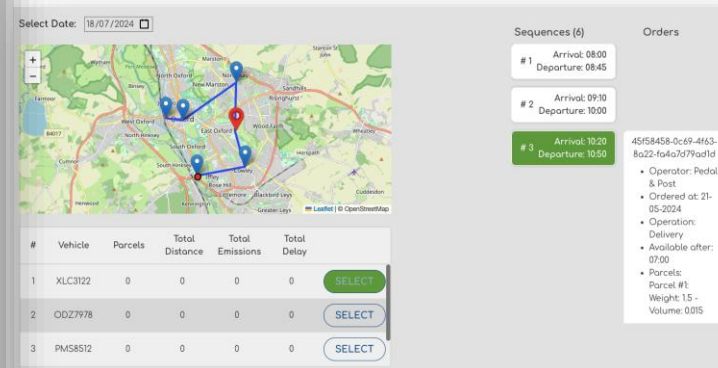
LaaS Marketplace metrics



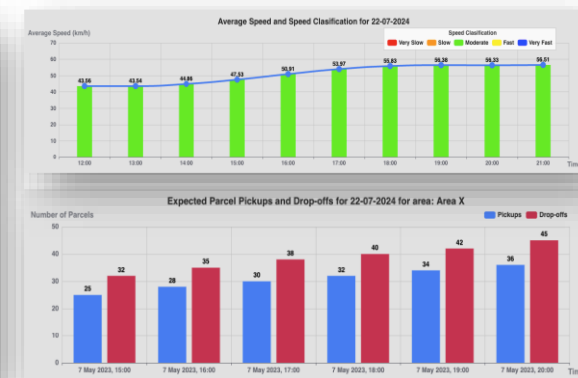
Policy Constrains



Dynamic Routing and Re-routing



Near Future Forecasting



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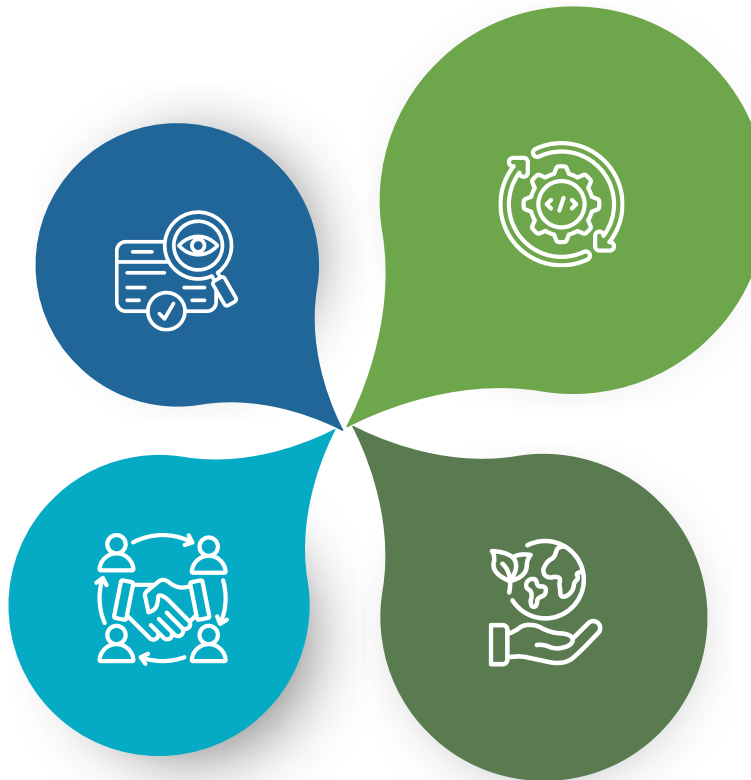
Value proposition

Enhancing Visibility and Transparency

- Provides real-time visibility for LSPs & City Authorities

Facilitating Collaboration

- Break silos to enable collective problem-solving for urban challenges like traffic congestion



Optimising Delivery Operations

- Leverages advanced analytics to optimise delivery routes
- Leverage advanced analytics to forecast demand and traffic

Promoting Sustainability

- Minimises environmental impact by set policy constrains
- Promotes adoption of eco-friendly delivery methods by giving credits
- Aligns with City's initiatives to raise consumer's demand for sustainable solutions

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Living Lab Application (1/2)

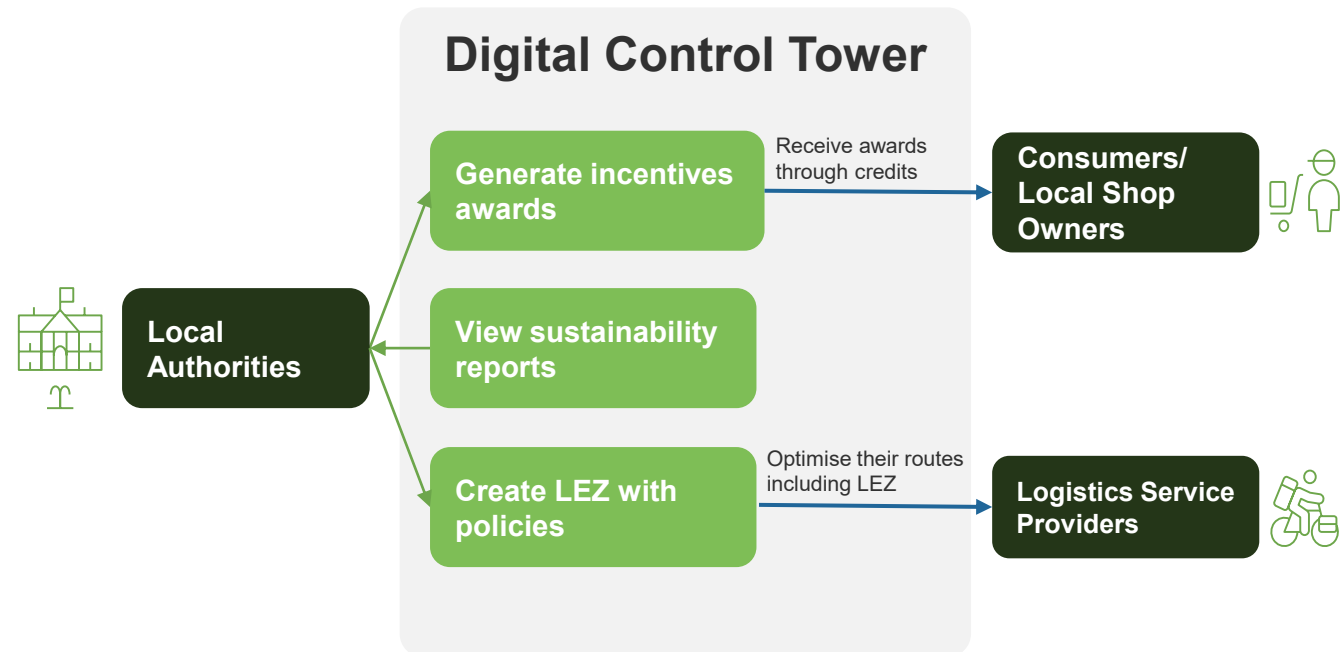
Local Authorities Services

• Flanders LL

- ❑ Provides transportation monitoring via **reports**
- ❑ Defines **local mobility rules for citizens** (local shops and consumers)
- ❑ Encourages citizens (through nudging) to support city sustainability goals via **incentives**

• Athens & Barcelona LLs

- ❑ Focuses on the logistics network **defining rules and policies for LSPs**
- ❑ **Fosters collaboration with LSPs** to align freight operations with city-wide sustainability objectives
- ❑ Supports creation and enforcement of **Low Emission Zones (LEZs)**



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Living Lab Application (2/2)

Logistic Service Providers Services

- **Athens LL**

- ❑ Coordinates joint delivery operations between two LSPs with optimised coverage and **dynamic rerouting** during traffic or service disruptions
- ❑ Increases delivery efficiency and reduce operational costs through **shipment consolidation** and **route sharing**

- **Barcelona LL**

- ❑ Designs and tests **multimodal last-mile delivery** (vans, cargo bikes, and walking couriers)
- ❑ Promotes sustainable logistics through **mode-shifting** and **vehicle optimisation**



Logistics Service Providers

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View near-future parcel demand forecasting

View near-future traffic forecasting

Create optimised daily route plan

Receive dynamic re-routing in case of a disruption event

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Next steps

Potential Clients / End Users:

- LSPs optimising delivery operations
- Municipalities and city authorities seeking sustainable urban mobility solutions
- E-commerce and retail companies adopting sustainable delivery practices
- Freight and mobility platform providers interested in multi-modal routing solutions

Next Steps:

- Expand pilot deployments to additional European cities LLs as part of the GREEN-LOG project
- Investigate interoperability with other urban digital platforms and systems
- Develop commercialisation framework and subscription models for DCT

Thank you for your attention!

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