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SPOTLOG presentation



Last update on: **28 February 2025**

SPOTLOG objective

How to implement efficient and sustainable logistics systems?

Taking the advantage of different perspectives through the stakeholders and partners present in the project, **SPOTLOG** addresses specific Policy Instruments creating socially responsible logistics systems, based wherever possible on zero-carbon modes; and promoting the importance of a cultural change arose with a proper education to green transformation.



Mar 2023

May 2027

MEUR
1.95
EU Funding

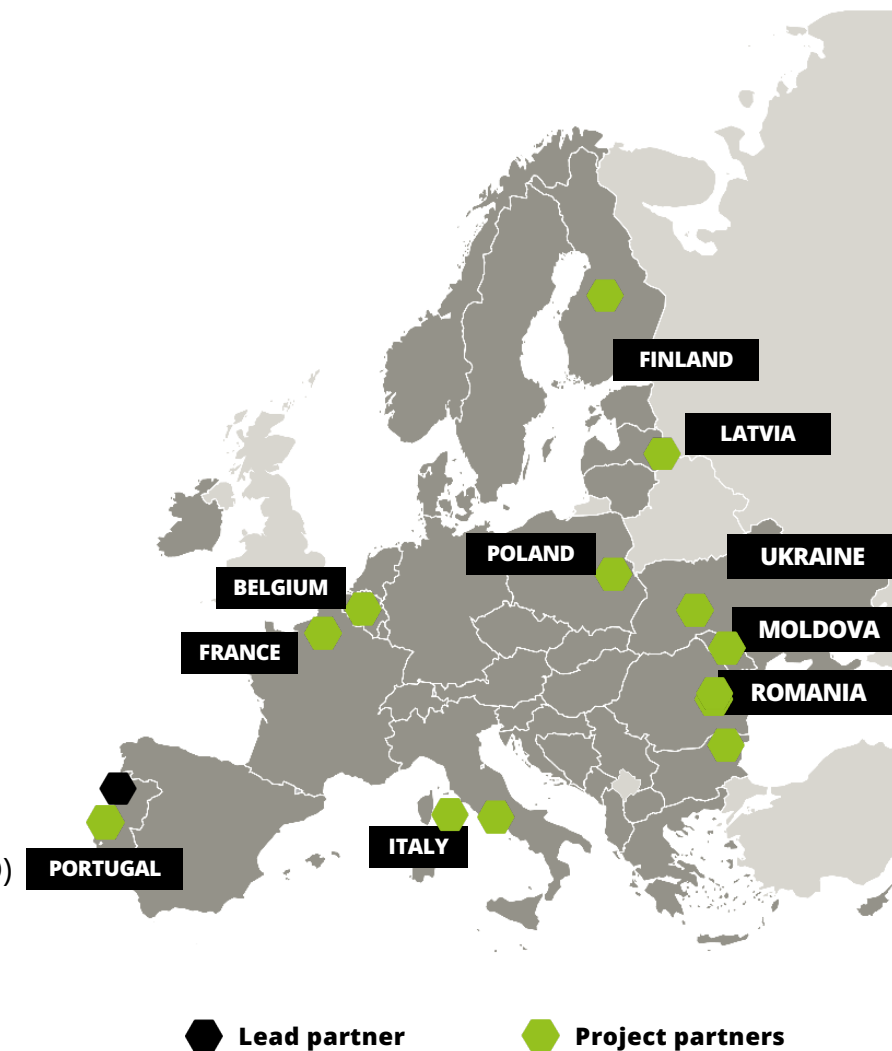


www.interregeurope.eu/spotlog

SPOTLOG partnership

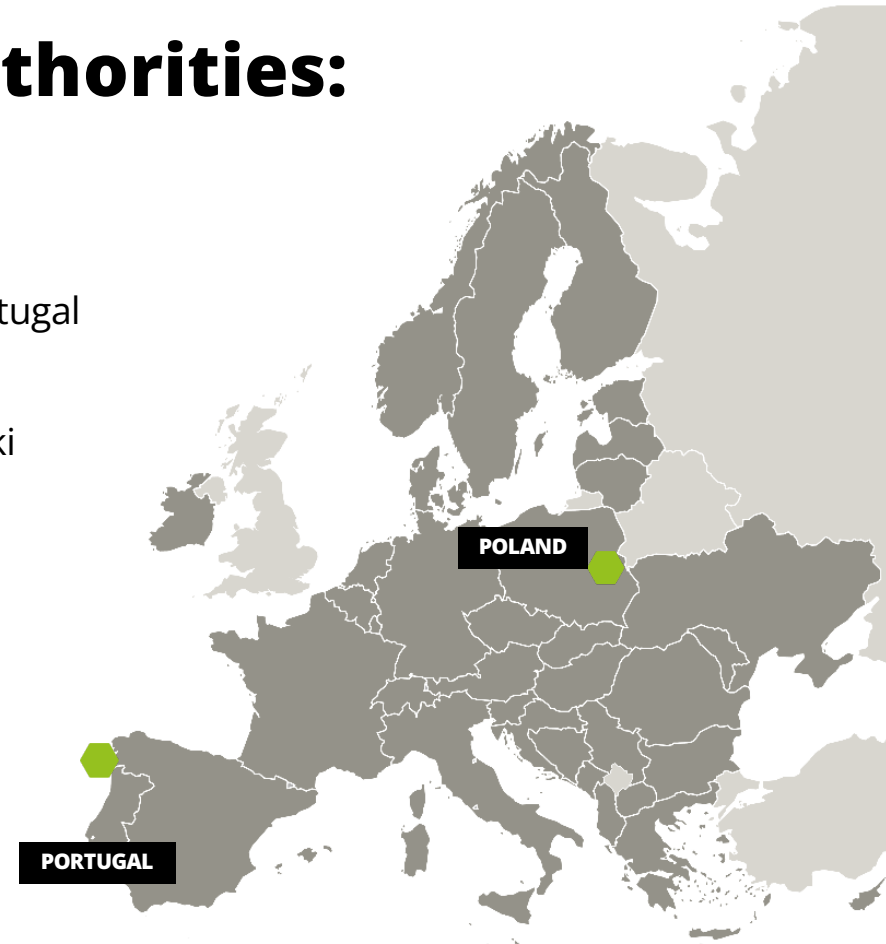
13 project partners from 10 regions working together:

- **Regional University of Aveiro (PT) - Lead Partner**
- Fundão Municipality (PT)
- TTS Italia (IT)
- Smart Cities of Romania Cluster (RO)
- Tampere University of Applied Sciences (FI)
- Mazovia Energy Agency (MAE) (PL)
- Municipality of Rimini (IT)
- Vidzeme Planning Region (LV)
- Constanta Metropolitan Area Intercommunity Development Association (RO)
- City of Mechelen (BE)
- Lille Municipality (FR)
- Ialoveni City Hall (MD)
- Municipal Institution City Institute Lviv (UA)



SPOTLOG Associated Policy Authorities:

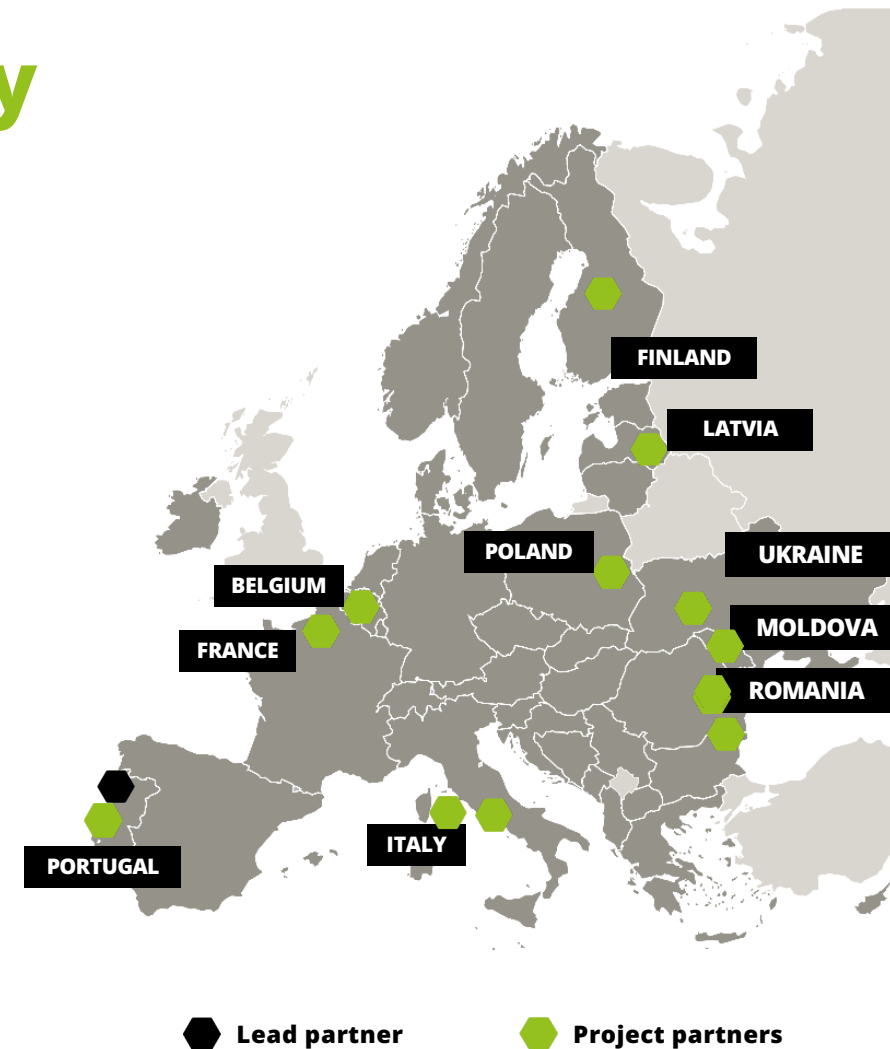
- Centro Regional Coordination and Development Commission - Portugal
Centro (PT)
- Marshal's Office of the Mazovian Voivodeship - Poland - Warszawski
stołeczny (PL)



 Associated partners

SPOTLOG addressing 7 Policy Instruments

- Operational Programme Centro 2030
- Sustainable Urban Mobility Plan - Municipality of Rimini
Sustainable Urban Mobility Plan for Constanta
- National Growth Pole – Constanta Metropolitan Area
- Mazovian Voivodeship Regional Operating Programme
- 2021-2027 – Urban Mobility in Mazovia
- Vidzeme Planning Region Development Programme
2022-2027 Mechelen Mobility Plan (SUMP) and the covenant for sustainable urban logistics
- Lille Sustainable Last-Kilometer Urban Logistics Action Plan



SPOTLOG key outputs



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68%
of initially
planned



60%
of initially
planned

Policy highlights in Rimini - Italy - 1



Policy highlights

Collaborative and Socially
Responsible Last-Mile Logistics

The Incentivizing Green Transformation in Last-Mile Delivery: A combination of regulatory measures, financial incentives, and public awareness campaigns is necessary to accelerate the adoption of green technologies and practices in last-mile delivery. This includes promoting the use of cargo bikes, electric vehicles, and other low-emission modes of transportation.

Integrating Sustainable Last-Mile Logistics into Urban Planning: Urban planning plays a crucial role in facilitating efficient and environmentally friendly last-mile deliveries. By incorporating considerations such as delivery hubs, designated loading zones, and pedestrian-bike friendly cities can create a more sustainable and liveable environment.



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Policy highlights in Rimini - Italy - 2



Policy highlights

Collaborative and Socially
Responsible Last-Mile Logistics

Fostering Public Awareness and Education on Sustainable Last-Mile Logistics: Raising public awareness about the benefits of sustainable last-mile delivery and the available options is essential for driving behavioural change. Gamification, Educational campaigns, targeted communication, and user-friendly platforms can help individuals and businesses make informed choices that contribute to a greener future.

Measuring the Impact of Sustainable Last-Mile Logistics Initiatives: A robust evaluation framework is crucial to assess the effectiveness of last-mile logistics policies and projects. By tracking key indicators related to environmental impact, social equity, and economic efficiency, policymakers can make data-driven decisions and optimize future initiatives.



Policy highlights in Warsaw - Poland

Policy highlights

The Last Mile Challenge:
Achieving Sustainability
Through Innovation

Enhancing the sustainability of last-mile deliveries: by modernizing the approach, increasing convenience, and making it more accessible for everyday users is important to make innovations socially approved

Zero-emission solutions in last-mile delivery: To speed up the adaptation of zero-emission technologies and practices in green last-mile delivery, it's essential to implement a mix of regulatory actions, financial incentives, and public awareness campaigns. This involves encouraging the use of bikes, electric vehicles, and other low-emission transportation options.

Incorporating Eco-Friendly Last-Mile Logistics into Urban Development: Urban development is key to enabling efficient and green last-mile deliveries. By integrating elements like delivery hubs, dedicated loading areas, and infrastructure that supports pedestrians and cyclists, cities can foster a more sustainable and livable environment.

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Policy highlights in Constanta – Romania - 1

Policy highlights

The Future of Urban Logistics:

Optimising Interfaces and
Leveraging Smart Technologies

Universal Swappable Battery: A game-changing solution for promoting low-carbon urban transportation and alleviating range anxiety in electric delivery vehicles, with the potential for seamless integration with the needs of delivery companies operating in a variety of environments.

Smart Tool Platform for Urban Logistics: A comprehensive platform that uses AI and data-driven insights to optimise logistics networks and improve communication across the supply chain, with the potential to integrate with other digital platforms for comprehensive city logistics management.

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Policy highlights in Constanta - Romania - 2

Policy highlights

The Future of Urban Logistics:

Optimising Interfaces and
Leveraging Smart Technologies

15min City Concept: A framework for developing sustainable urban environments in which essential services and amenities are easily accessible within a short distance, reducing the need for long commutes and transportation, and reflecting the experiences of last-mile delivery companies in low-density areas.

Real-world Examples: Xicos, Vidzeme Planning Region (in collaboration with the University of Riga), and Rimini Municipality presented successful implementations of sustainable urban logistics practices, emphasising their potential for replication and adaptation in other contexts.

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Policy highlights in Mechelen - Belgium



Policy highlights

Scaling up innovative urban logistics solutions



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The need for policy following the transition curve: Policy is crucial in guiding the transition curve of sustainable logistics, helping stakeholders move from initial resistance to eventual adoption of efficient practices. As logistics systems evolve, clear policies can ease the shift by addressing challenges, incentivizing innovation, and ensuring collaboration. Effective policy frameworks support long-term sustainability while navigating the complexities of this transformation, such as SUMP and SULP.

Cities experience diverse goods flows: including consumer products, raw materials, and services, each with unique logistics needs and challenges. To optimize urban logistics, tailored policy approaches are necessary for each flow, addressing specific demands such as speed, environmental impact, or cost-efficiency. A one-size-fits-all policy cannot meet these varied requirements, making customized solutions crucial for sustainable urban logistics.

Policy highlights in Lille - France



Policy highlights

Driving Change: Sustainable Logistics Solutions for Medium-sized Cities

Encouraging sustainable last-mile deliveries through regulation: Need to put in place the correct set of regulations framework to make more sustainable last-mile logistics practices economically competitive compared to traditional methods.

Integrating Sustainable Last-Mile Logistics into Urban Planning: Urban planning plays a crucial role in facilitating efficient and environmentally friendly last-mile deliveries. By incorporating considerations such as delivery hubs, designated loading zones, and pedestrian-bike friendly infrastructure, cities can create a more sustainable and liveable environment.



SPOTLOG benefits regions



“The SPOTLOG Main Interregional Exchange of Experience Events always confirm to be an important moment towards policy improvement, demonstrating common challenges but also inspiring and scalable opportunities in the urban logistics ecosystem and exploring the potential for collaboration and innovation among public and private stakeholders to achieve a more sustainable and efficient urban freight transport.”

Jorge Bandeira, University of Aveiro, **Portugal** – Project Lead Partner

Learn more about SPOTLOG

Key links

- **Project website**

www.interregeurope.eu/spotlog

- **Project video**

Introduction: <https://www.youtube.com/watch?v=Fnhok4FxCP4&t=51s>



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This project is implemented in the framework of the **Interreg Europe** programme and co-financed by the **European Union**.

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