

HORIZON-CL5-2021-D6-01-01-08: New delivery methods and business/operating models to green the last mile and optimise road transport

Grenoble-Alpes has a history of strong mobility policies and of fighting against atmospheric pollution. The mobility policy is mainly implemented by the SMMAG, the local mobility managing authority. The SMMAG renewed its commitments by approving a new SUMP for 2020-2030 in 2019, which was awarded the 2021 SUMP award, on the theme "zero pollution".

This SUMP has ambitious objectives in terms of the development of mobility alternatives to the car with, among other things, the establishment of a low emission zone (LEZ), today focused on professional vehicles but which could gradually expand to all vehicles. In this context, urban logistics is a transversal subject that addresses many issues at the heart of our challenges: air quality (public health, climate impacts), quality of life (noise pollution, road safety), economic attractiveness and competitiveness of businesses, town planning (maintaining logistics activities near urban centers, taking into account urban projects), ...

In order to address these challenges, the Metropole and the SMMAG, along with twenty public and private partners, signed in 2015 an [action plan for sustainable urban logistics in the Grenoble metropolitan area](#) with the objective of optimizing logistics operations to limit negative externalities while facilitating economic development. This plan made it possible to set up a monitoring body bringing together around a hundred local logistics stakeholders once a year.

The Horizon Europe call for projects "*New delivery methods and business / operating models to green the last mile and optimize road transport*" is particularly interesting because it is consistent with the guidelines and the ambition of our local action plan.

As part of this call, the SMMAG and Grenoble-Alpes Métropole wish to develop a territorial demonstrator in several fields:

1. Structuring and developing urban distribution centers / urban logistics spaces

We currently have two Urban Distribution Centers the territory to pool flows and redistribute them in an optimized way with low-emission vehicles adapted to the urban environment (*Marché d'Intérêt National* and CDU Urby). An experiment to set up a bicycle logistics activity in the city center of Grenoble will also be launched.

Opportunities in this call: this call could be an opportunity to structure the **development of new UDCs and local urban logistics spaces** and work the **viability of the business model** (public-private partnerships, financial model, etc.).

2. The development of bike deliveries and low-emissions vehicles

The SMMAG is participating in a national program (*Colis Activ'*) aiming to promote bicycle deliveries. with the ambitious target to. Although the potential for bicycle deliveries is high, not all goods are compatible with this delivery method because heavy goods vehicles remain essential for certain activities such as supermarket deliveries, bulky goods, etc. Hence the need to promote their energy transition through the development of low-emission utility vehicles and heavy goods vehicles to meet air quality challenges

Opportunities in this call:

- **Achieve the objectives set by the *Colis Activ'* program** (increase the share of active mode deliveries from 1% to 25% by 2023) **and invest in bicycle deliveries** in sectors of activity not currently covered (traders, materials for craftsmen, etc.).
- Accelerate the transition of heavy goods vehicles by **developing partnerships with manufacturers and economic players who would like to experiment with low-emission**

engines on certain vehicles that are not yet available at the present time (eg: hydrogen heavy goods vehicle).

3. User services

The action plan for sustainable urban logistics foresees the development of logistics services in the metropolitan centralities and hubs to respond to the explosion in e-commerce flows.

Opportunities in the call: working in partnership with operators to **develop new services for users in connection with local businesses and to conduct reflections and experiments on the integration of lockers in the public space**, for example by defining a type of deposit under "white label".

4. Observation of the flow of goods

GAM has already conducted studies with the local Urbanism agency (on e-commerce, logistics land). In addition to these studies, a need has been identified to create an observatory of flows and trends in urban logistics in the Grenoble region. However, it is difficult to collect data relating to the transport of goods (volumes, types of goods, etc.) and to consumer habits in terms of deliveries considered sensitive by private companies.

Opportunities in the call: **facilitate the collecting of this data and its use.**

5. Reduction of road safety risks and nuisances linked to the transport of goods

In urban areas, double-queue deliveries lead to congestion and road safety issues, especially for cyclists who are forced to move when a delivery vehicle is stopped on a cycle path. They are often due to the fact that the nearby delivery area is already occupied by another vehicle (¾ of the time by private vehicles according to a survey carried out in Grenoble in 2018).

A delivery disc device has been in place at Grenoble and Echirolles since 2017 to limit the downtime to 20 minutes on each area and to fight against their misuse.

Opportunities in the call: experiment with a **sensor system** in certain strategic areas to be able to consult their availability in real time and inform professionals or strengthen controls on certain sectors.

As part of the action plan, it is also planned to experiment with a shift in delivery times outside of network congestion periods to distinguish them from the "passenger" rush hour and thus to limit conflicts of uses and congestion effects.

Opportunities in the call: **test a new and specific organization for the reception of goods** in conjunction with the carriers and the establishments delivered.

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