Output factsheet: Value-Added services for increasing LEZ attractiveness

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Lead partner	City of Vicenza
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Responsible partner (PP name and number)	City of Turin
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Summary description of the key features of the tool (developed and/or implemented)

Value Added-services tools have been developed to design, implement and assess low-carbon Value-Added services for passenger and freight transport in Functional Urban Areas (FUAs) across Europe and beyond.
Value-Added services are organizational measures enabling to boost and promote low-carbon mobility services as an effective and alternative solution to conventional fossil-fuelled transport modes reducing, at the same time, the disadvantages produced by traffic restriction policies to people living, working or visiting FUAs.
Value Added-services tools have been developed in 3 successive parts corresponding to 3 project's deliverables.
Part 1 provides a study on specific supply chains in professional urban freight transport and delivery services, enabling to support municipalities in understanding freight transport and logistics phenomena in urban areas, analysing significant good practices for sustainable logistics in urban areas (last-mile logistics), public private partnerships as well as innovative governance models including push and pull measures (value-added services).
Part 2 provides the support tool (toolbox) for overall design of low-carbon value-added services for increasing LEZ attractiveness. The toolbox provides an overall description of most promising and innovative solutions implemented in European cities, enabling competent Public Authorities and professionals to assess and evaluate technical, organisational and financial applicability of these innovative services in their own territories, taking into consideration the specific local conditions and traffic patterns. Value-Added services considered in the toolbox are based on relevant technical knowledge and experience resulting from previous and ongoing European research and development projects (e.g. CIVITAS, Intelligent Energy Europe, Horizon 2020, etc.) dealing with innovative and low-carbon mobility services and ICT-based solutions. The service covered by the toolbox are:
i) carpooling integrated with public transport (innovative apps);
ii) innovative services in passenger transport interchanges;
iii) Mobility as a Service (MaaS);

iv) Multi-users lanes (priority bus lanes sharing with freight vehicles);
v) Green last-mile logistics services (Business to business - B2B; Business to Consumer - B2C).
Part 3 is an implementing guide which provides technical description of the ICT-based tools for implementation and operation of proposed technological-driven value-added service (both passengers and freight transport).

NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

The tools have been developed and are being tested and implemented for the following NUTS (sub-regional/NUTS3 level):

- ITH32, Vicenza
- AT221, Graz
- HU221, Győr-Moson-Sopron
- ITC11, Torino
- PL633, Trójmiejski

Expected impact and benefits of the tool for the concerned territories and target groups

Value Added-services tools enable Public Authorities, transport providers as well as business operators to design and set-up tailored services and measures (both passengers and freight transport) that can counterbalance the negative effects of traffic restriction regulations for city users. Tools provide a common baseline scenario of actual dynamics and characteristics of professional urban freight transport and delivery services at urban level (Part 1), overall and transferable supporting tool (toolbox) for passenger and freight value-added mobility services self-assessment and design as pull measures (Part 2) as well as effective ICT-based tools guide for the implementation and operation of technological-driven Value-Added services (Part 3) defined in the toolbox. Expected impact and benefits of the tools are to support Public Authorities, transport providers as well as business operators in designing and set-up low-carbon mobility services at FUA level enabling to increase LEZ/LTZ/pedestrian areas attractiveness and accessibility for people and goods, well-fitting local-based needs and patterns, regulatory framework and Action Plans for integration of LEZ policies and low-carbon measures. On the other hand, these tools can potentially increase business opportunities of mobility services suppliers (including sustainable passenger and freight mobility services such as carpooling integrated with public transport, green last-mile delivery, etc.). In the medium term, the implementation of proposed value-added services will thus contribute to increase attractiveness and accessibility of urban areas for the concerned territories, favouring the shift towards low-carbon mobility and transport habits, without limiting individual mobility capability.

Sustainability of the tool and its transferability to other territories and stakeholders

The SOLEZ Value Added-services tools have been developed according with technical knowledge and experience resulting from previous and ongoing European research and development projects dealing with innovative and low-carbon mobility services and ICT-based solutions. On the other hand, the tools have been developed taking into consideration the wide spectrum of specific requirements for each of the 5 FUAs where they will be tested during the project. Therefore, the toolbox has been elaborated combining top-down and bottom-up approaches in

order to provide an effective and transferable technical supporting tool for relevant stakeholders (including both public and private sector) to design and implement low-carbon mobility service in Functional Urban Areas.
The toolbox focuses on solutions that are still innovative, but already pilot tested in at least one case in Europe, to ensure real applicability and limited set-up times for interested cities. For each proposed value-added service, specific examples, links and supporting material are provided. Despite of different local conditions and mobility patterns, the developed toolbox and ICT-based tools guide is a practitioner-oriented instruments characterized by a high level of applicability and transferability of the proposed low-carbon mobility solutions in quite different cities across Europe, being the result of broad transnational cooperation and R&D projects. Moreover, detailed step-by-step indications for verifying readiness level of the concerned urban area and supporting customization of the proposed service are provided. The tools can be used by many cities, independently from their dimension or level of expertise: each one will have the possibility to use that part of tools that better fits its needs and goals.

Lessons learned from the development/implementation process of the tool and added value of transnational cooperation

The transnational dimension of the project was essential to develop an instrument really transferable and of general use. Indeed, the development of this tool benefited also from various other European project and researches, whose results have been taken into consideration in identifying and describing the offered Value-Added services included in the toolbox. The presence of 5 different Pilot Areas from 5 different countries was important to develop supporting tools flexible, effective and transferable. The project demonstrated that the process for designing and implementing value-added mobility services for increasing LEZ attractiveness needs to be customized for the different cities and FUAs through the overall pathway and guide defined in the SOLEZ tools.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

The mentioned tools are described in the following deliverables/reports:

- **D.T2.2.1** - *Study on specific supply chains in professional urban freight transport and delivery services*
- **D.T2.2.2** - *Support tool (toolbox) for overall design of low-carbon Value-Added Services for freight and people*
- **D.T2.2.3** - *ICT-based tools supporting Value-Added Services implementation*

The documents are available on https://www.interreg-central.eu/Content.Node/SOLEZ.html in the Publication section.