

Project Partnership



Italy (IT)
www.fondazioneitl.org



Italy (IT)
www.comune.re.it



Italy (IT)
www.cei.int



Italy (IT)
www.zailog.it



Hungary (HU)
www.bkk.hu/en



Slovenia (SI)
www.um.si



MESTNA OBČINA MARIBOR

Slovenia (SI)
www.maribor.si



Poland (PL)
pit.lukasiewicz.gov.pl



Poland (PL)
www.poznan.pl



Germany (DE)
www.th-wildau.de



Belgium (BE)
www.openenlocc.net

Interreg
CENTRAL EUROPE



Co-funded by
the European Union

GRETA

GREENING REGIONAL FREIGHT TRANSPORT IN FUAS



interreg-
central.eu/projects/greta/



GRETA-urban-logistics



@Greta_centralEU

Contacts

Coordinator
Institute for Transport and Logistics Foundation (ITL)
European Project Unit

Contact Person: Mr. Giuseppe Luppino
Mail: projects@fondazioneitl.org
Address: Via Aldo Moro, 38 40121 Bologna (IT)





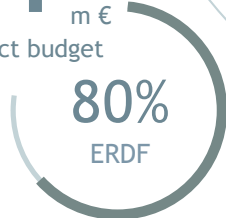
About the project

E-commerce is booming, and with it comes an increase in freight transport. This is putting a strain on our cities, with higher emissions, noise, and congestion. The GRETA project is working to decarbonize the last mile of freight transport by piloting the use of zero-emission vehicles like cargo bikes.

The project partners are reorganizing urban spaces to make them more efficient for freight deliveries. They are also working to develop new curb management strategies that will reduce the number of delivery vehicles on the road.

GRETA is a solution for a more sustainable future. By reducing emissions and congestion, we can make our cities cleaner, quieter, and more livable.

2,71 m €
Project budget



6
Countries

8
Regions

11
Partners

5
Pilots

04.2023
Start date

03.2026
End Date

How will GRETA achieve this?

Analysis of Freight Delivery Needs in Functional Urban Areas

The GRETA project will analyze the needs and gaps in freight delivery in functional urban areas (FUAs). This will be done by reviewing previous projects, updating results and data, and conducting new research. The goal is to improve the knowledge and competence of partners and target groups on sustainable freight and logistics measures.

Piloting Sustainable Urban Freight Solutions

The GRETA project will pilot sustainable urban freight solutions in five functional urban areas (FUAs). This will be done by testing new technologies, practices, and policies. The goal is to develop and implement solutions that can be scaled up to other cities. The piloting activities will focus on the use of zero-emission vehicles, optimization of delivery routes, use of shared spaces and the development of new *curb management strategies*.

Supporting the Policy Transition to Green Urban Freight

The GRETA project will support the policy transition to green urban freight by stimulating the wider uptake of GRETA results through industry innovation and action plans, leveraging synergies with ongoing projects, informing macro-regional strategies and developing a GRETA Transferability Platform. The goal is to create a more favorable environment for the implementation of sustainable freight solutions in FUAs.

Pilot Actions

The GRETA project will pilot sustainable urban freight solutions in five functional urban areas (FUAs): Maribor (SI), Reggio Emilia and Verona (IT), Poznan (PL), and Budapest (HU). The solutions will be placed in proximity of functional areas, make use of zero-emission vehicles (ZEV) and cargo bikes, and will reorganize the urban space with the application of *curb management*.

