



GRETA latest results in urban logistics innovation and final events

Welcome to the fifth edition of the GRETA Project Newsletter! In this issue, GRETA project is entering its **final phase**, with the Functional Urban Areas (FUAs) intensifying working together to **consolidate results** and prepare the ground for the **project's conclusion**.

Pilot actions are progressing at a different pace across the FUAs, each reflecting local priorities and implementation timelines. In parallel the recent **webinar on stakeholder governance** has provided valuable insights on how cities and operators can collaborate more effectively to advance sustainable urban logistics. Looking ahead, for **GRETA's Final Conference** and the project's third and last workshop focusing on pilot outcomes will take place in February 2026.

Webinar “Unlocking Innovation in Urban Logistics: the Role of Stakeholders’ Governance” held in May 2025

The second GRETA webinar, held online on 7 May 2025, offered a fruitful discussion on how governance and stakeholder engagement can effectively support innovation in urban logistics. The session brought together representatives from GRETA FUAs as well as speakers from synergic European projects such as GREEN-LOG, FLEXCURB and DECARBOMILE, who contributed to a lively exchange of experiences and best practices on this topic.

During his keynote speech, Professor Andrea Stocchetti (Ca’ Foscari University) highlighted the increasing complexity of urban logistics systems, where congestion, space scarcity and public resistance hinder efficiency. He emphasized the need for decentralized, flexible delivery models that leverage micro-hubs, sustainable fleets for the last mile and the logic of shared economy, moving beyond traditional approaches. Eventually, he underlined that long-term progress depends on effective cooperation among public authorities, operators, retailers and citizens.

The interactive session focused on these topics through a live questionnaire followed by a collective discussion. Participants agreed that stakeholder engagement is essential for any innovative urban logistics initiative to succeed, with “dialogue” emerging as the most frequently cited keyword. Common barriers identified included diverging priorities, limited data availability and difficulties in engaging private operators and local communities, especially small businesses. At the same time, several best practices showed that these challenges can be overcome from co-creation workshops fostering long-term collaboration

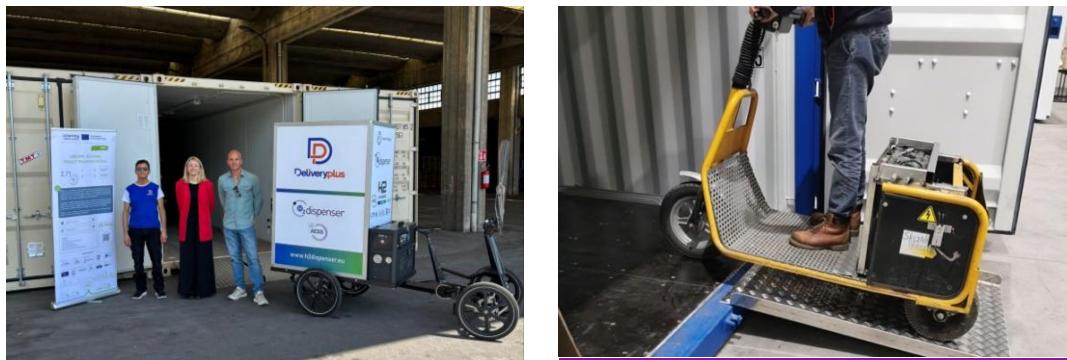
(DECARBOMILE), to video-based storytelling used to gather perspectives from couriers and shopkeepers (GREEN-LOG) to regular structured meetings that helped build trust and support new curbside rules (FLEXCURB). Digital tools - with a particular focus on data-sharing platforms and real-time monitoring systems - were also recognized as valuable enablers if embedded in a broader and coordinated governance framework. Overall, the workshop showed that effective stakeholder involvement is not a side activity but rather a fundamental condition for scaling up sustainable urban logistics solutions in the urban framework.

Update on the pilot actions in GRETA FUAs

Reggio Emilia pilot concerns a micro-hub located inside the municipal market for fruit and vegetables. The city recently completed a **new dedicated access route for cargo bikes** - funded entirely through municipal resources - which allows operators to avoid a busy road section and save around 400 metres per trip. This improvement not only enhances safety but also increases efficiency for daily delivery cycles. The **micro-hub's branding** has been finalised, giving the site a visual identity that helps make the project visible to both operators and citizens.

Although the micro-hub includes four containers, only **one is currently in use**, managed by the local operator **DeliveryPlus**. The municipality is actively trying to engage additional operators to expand the use of the micro-hub during the remaining months of the project. **Data collection** is ongoing, with initial performance indicators already being analysed to assess operational patterns, trip characteristics and potential emission savings.





Branding of the micro-hub and local operator in Reggio Emilia FUA

Maribor has secured and **validated the final location** for its micro-hub, strategically positioned at the entrance to the pedestrian area. This site is part of a wider municipal refurbishment project; therefore, the micro-hub can be installed only after the paving and asphalt works, are completed. Nevertheless, the Maribor GRETA team has ensured that the implementation of the micro-hub will align with the municipal refurbishment of the wider area. These works, funded by the Municipality of Maribor, are expected to finish by mid-December. Although the works may take longer, the Maribor GRETA team will proceed with implementation simultaneously or as appropriate, in accordance with the GRETA project schedule.

The University of Maribor and the Municipality of Maribor collaborated in developing a **visual and graphic identity** for the micro-hub, ensuring the new structure fits harmoniously into the urban context. **Public procurement** has already been launched, and although the timeline is tight, the micro-hub will be installed in December, while data collection will take place in January, providing at least a **first set of useful data** for the GRETA project.



Renders and location of the micro-hub in Maribor FUA

Poznań has completed the operational phase of its micro-hub pilot, which served as a transshipment point for parcels arriving from GLS and redistributed via cargo bikes in the city center. The data collection has been completed, using three complementary sources: namely operator data supplied by the GLS, GPS information from the cargo bikes and infrastructure monitoring (including electricity consumption and camera recordings). A substantial dataset has been compiled, and the team is now focused on aggregating both **quantitative and qualitative indicators**. Preliminary analyses have shown encouraging trends in terms of **operational reliability and environmental impact**, with a 30% reduction in GHG emissions. The full evaluation is expected to be finalised by the end of the year, providing valuable evidence for understanding the potential of a flexible cargo-bike delivery model.



Initial design and delivered version of the micro-hub in Poznań FUA and overview of data collected through GPS sensors

Verona's curbside management pilot has reached a new stage with the **installation of sensors** in the selected loading and unloading areas. The process took longer than expected due to LoRaWAN coverage issues and temporary obstacles such as construction works or parked vehicles blocking access to certain parking slots. Despite these challenges, sensor deployment is now complete.

In parallel, the city finalised the development of a **web-based application** that will allow logistics operators to check **real-time availability and book parking slots** dedicated to loading and unloading operations. In addition, a meeting with operators has been scheduled to provide indications and showcase the main functions of the IT app.

Depending on the **testing and full rollout of the IT app**, relevant data are expected to be collected within the end of the year, thus providing insights on the solutions deployed for more efficient delivery operations in the urban setting.



Pilot areas involved in Verona FUA

Budapest has completed the **installation of its pilot interventions** in two locations, namely one in the dense inner city (District VIII) and another in a more peripheral area (District IV). These sites will serve as a testing base to evaluate **practical initiatives** that follow the indications provided in the **structured methodology** for analysing curbside usage and reorganising space for short-term deliveries.

Over the next two months, the team will work closely with the public road operator to **gather detailed observations and usage data**, assessing how the new arrangements influence parking behaviour, logistics activities and overall curb performance. Despite some minor adjustments to the initial timeline, the pilot will be completed in time, allowing relevant data to feed into GRETA's general results.



Implementation of curbside management actions in Budapest FUA

Looking ahead: Save the date for GRETA final conference & workshop on GRETA pilot results

GRETA consortium is happy to announce that the **Final GRETA Conference** will be held in **Bologna on 17–18 February 2026**, hosted by ITL and organised in the framework of the [**Urban Mobility and Logistics Conference 2026**](#).

This will be a key moment to present GRETA main outcomes, reflect on what has been achieved across the FUAs, and discuss how these experiences can continue to inform policies and local strategies beyond the project's lifetime.

Within the framework of the Final Conference, GRETA will also host the **third and last workshop**, dedicated to pilot actions in GRETA FUAs. This session will bring together partners from all five FUAs to present pilots' main activities and discuss on measurable impacts including a focus on how cities can build on the knowledge gained to scale up successful solutions. It will also offer an opportunity to openly dwell upon what helped or slowed down the implementation to support the transition towards cleaner and more efficient logistics systems.

More details about the programme and registration will be shared in the coming months. In the meantime, we invite everyone interested to **save the date** as we prepare to celebrate GRETA's final achievements and look toward the future of sustainable urban logistics.

Follow GRETA's journey towards a greener tomorrow on our social media channels for real-time updates!

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