

Greening Regional Freight Transport in FUAs

Reggio Emilia



High share of diesel vans



Urban congestion



Low stakeholder involvement



Air pollution in the city centre



Lack of data on urban freight and space usage



Micro-Hub



Accessible and flexible microhub



Agreed and enhanced last-mile logistics



Co-design with stakeholders



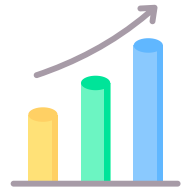
Cargo-bike delivery by private operators



IMPROVED DELIVERY
HABITS AND PRACTICES



REDUCED TRAFFIC IN THE
CITY CENTER



FLEXIBLE AND
SCALABLE MODEL

440 km

TRAVELLED BY CARGO BIKE SINCE
THE START OF THE PILOT

528

DELIVERIES BY CARGO BIKE SINCE
THE START OF THE PILOT



Reggio Emilia is “Velopoli,” a city that has chosen to place urban cycling at the heart of its mobility policies.



Underused public spaces are offered to logistics operators in exchange for sustainable delivery commitments.



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GRETA-urban-logistics

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