



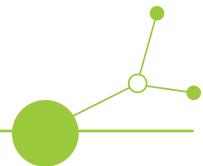
**GRETA**

# GRETA PMG Meeting and Final Conference

## 17 & 18 February 2026

### Bologna

**AGENDA**



Version 1  
09 2025





**GRETA Website**

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## The GRETA project

GRETA project aims to decarbonize the last mile delivery in Functional Urban Areas (FUAs) in Central Europe (CE) and create liveable and accessible cities for all by 2030. The project seeks to implement joint sustainable solutions in CE FUAs using zero-emission vehicles and cargo bikes and reorganize urban spaces with curb management. The pilot actions in the cities of Maribor, Reggio Emilia, Verona, Poznan, and Budapest (with Berlin FUA as an observer) have the potential to quickly deploy as pop-up measures in combination with existing measures. GRETA provides capacity-building activities, strategies, action plans, and tools for public authorities, enterprises, and relevant organizations to ensure financial, environmental, and social sustainability beyond the project's lifetime.

Last-mile delivery generates negative impacts, including emissions, noise, and congestion. Due to the Covid-19 crisis, global parcel distribution volume almost doubled, further adding inefficiencies in the peripheral areas. GRETA's FUAs recognize the problems that generate pollution, nuisance, noise, and congestion and jointed recognized three main problems: the lack of use of green zero-emission last-mile vehicles, conflicts between freight and public vehicles, and the lack of knowledge and strategies for a flexible and shared use of the curb and public space. Despite having SUMPs/SULPs, FUAs struggle to activate fitting measures while keeping their centres attractive and alive for residents and tourists.

GRETA addresses the common challenges of all CE FUAs by creating the conditions to promote ZE logistics through the use of micro-hubs, cargo bikes, light e-vehicles, and curb management strategies. Additionally, the project also focuses on paving the way to innovative concepts such as regional collaborative logistics, physical internet, and freight curb management. GRETA facilitates the dialogue towards the acceptance of a business and governance as a service model, where cities must equip themselves with a network of



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innovative services to guarantee seamless experiences for their users and a mobility plan considering different functions and priorities of the services.

GRETA's objective is to support the urban mobility transition in CE FUAs by jointly developing solutions and strategies with a huge potential for decarbonization of the last mile in line with the Green Deal and the Urban Mobility Package, abating congestion, pollution, and nuisance. The project's success relies on capitalizing on previous experiences, exploiting synergies with ongoing initiatives, testing innovative pilots, improving competences and knowledge among PPs and stakeholders.



## Final Conference 18<sup>th</sup> February 2026

Venue: UNA Hotels, Bologna Fiera, Piazza della Costituzione, 1, 40128 Bologna

Time	Length	Presentation	Partner	Speaker
09:30	00:30	Registration and welcome coffee		
10:00	00:15	Welcome speech from the Lead Partner and introduction to the agenda	LP1 - ITL	Andrea Bardi - Institute for Transport and Logistics
10:15	00:15	Presentation of GRETA project	LP1 - ITL	Fahad Anwar- Institute for Transport and Logistics
10:30	01:00	From pilot actions to practice: Results and future pathways from GRETA's FUAs	PP9- CEI	<p>Moderator: Andrea Balarin</p> <p>Presenters:</p> <ul style="list-style-type: none"> <li>Alberto Merigo - City of Reggio Emilia</li> <li>Tadej Kurent - Municipality of Maribor</li> <li>Wiktor Zuchowski-Łukasiewicz Research Network - Poznań Institute of Technology</li> <li>Paolo Lunardi - ZAILOG Scarl</li> <li>Máté Lénárt- BKK Centre for Budapest Transport</li> </ul> <p>Claudia Pamperl- Programme Officer and IT Monitoring System Manager</p> <p>Interreg CENTRAL EUROPE Joint Secretariat</p> <p>“Why cooperation is central for GRETA”</p>
11:30	00:15	Coffee break		
11.45	01.15	Permanent Working Group with external projects- 5th Workshop - Capacity Building for Smarter Urban Logistics	LP1 - ITL	<p>Moderator: Fahad Anwar, ITL</p> <p>Presentors:</p>



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Time	Length	Presentation	Partner	Speaker
				<ul style="list-style-type: none"> <li>• Riccardo Maratini - OpenEnlocc: GRETA development of training courses</li> <li>• Philip Michalk - University of Wildau: Jointly developed capacity building for CE FUAs policy makers/Transport operators</li> <li>• Wiebke Mueller - EIT Urban Mobility</li> <li>• John Limaxis - Inlecom Innovations: URBANE project (Horizon Europe)</li> <li>• Paco Gasparín - CIMNE Barcelona: Hallo Project (EIT Urban Mobility funding)</li> </ul>