The SMILE project notably aims at increasing major stakeholders’ knowledge of the strong impact urban logistics can bear on energy efficiency development. Project endeavours to improve and widely share knowledge of successful energy efficient urban logistics solutions that have proven to be both successful and highly applauded by critical stakeholders in the urban logistics chain, as they lead to – among other features - positive outcomes such as energy consumption reduction, reduced negative externalities, etc. The SMILE project also intends to deliver much awaited tools, information and recommendations which can serve as practical accessible tools supporting smart and efficient urban logistics-related public policy definition and implementation in regional, national and even trans-national frameworks.

This new model can save 63.9 km by day, 31.95 by tricycle which means 7,987 km, 2.05 tonnes of CO2 and 2,398 litres of fuel. In order to evaluate the pilot from the social point of view a survey was performed with 84 receivers to know the level of acceptance of the pilot.

The results of the survey clearly showed the high level of acceptance of the final customer and the society.

Success factors

- Public sector and main stakeholders involvement.
- Best practice transfer: experiences in similar cities in order to convince stakeholder to participate in the pilot.
- Identification of the main congested, problematic and hardly reachable areas.
- Defined product to be delivered: medium-high ratio price-volume, subsidised service during a pilot period to convince logistic operator and show the practical benefits.
- Design a publicity campaign to widespread the experience.

Supported strategic targets

For private actors
- Increased efficiency/productivity of logistics processes

For public actors:
- Ideal utilisation of infrastructure.
- Competitve logistics and transport system.
- Acceptance and influence.

Limited climate change, reduced emissions, conservation of resources
The urban distribution of goods contributes to an important part of the economic and commercial development of cities but also represents one of the principal causes of CO2 emissions, that’s why exploring new sustainable and efficient distribution models is nowadays essential. With this challenge in mind, the city of Valencia is trialling a new, innovative delivery system, which will be operating from October 2014 to January 2015, thanks to the SMILE project. In the framework of this pilot, two electrically assisted tricycles are delivering parcels within the historical city centre.

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In this area, the urban distribution of goods is the most complicated link of the transport chain given the complexity of the maze-like streets, one-way system, limited access and passing rights in pedestrian streets and the saturation of cargo loading and unloading in designated areas. In this context, tricycles offer an agile, silent, flexible and green alternative to traditional delivery vans. The pilot scheme is also supported by the use of a micro-distribution platform that manages the interchange of goods. Logistics operators deliver goods and parcels first thing in the morning to the platform and Vanapedal. The company managing the last-mile delivery handles their transfer to the tricycles for delivery to their final destinations.

Road/delivery van
Bike

Main actors involved: Transport operators, eco-logistics company/last mile distributor, R+D Centre, Municipality of Valencia

More Best Practice cases and information about BESTFACT can be found at: www.bestfact.net