

About the project

MED COLOURS is a EU Project co-funded by the Interreg Euro-MED programme.

Launched in **January 2024**, MED COLOURS has a total duration of **51 months**, during which **it aims to push MED cities towards a new generation of logistics and urban planning** to enable the transition to decarbonised and smart cities.

By developing new Sustainable Urban Logistics Plans (SULPs), MED Cities will plan resilient, sustainable, integrated, and collaborative innovation-driven solutions for the **Functional Urban Areas (FUAs)**. This would help reducing the negative impacts of freight and logistics activities.

Our partners

The MED COLOURS consortium consists of a total of **14 partners** from **7 different European regions: Italy, Belgium, Greece, Spain, Portugal, Slovenia and France.**

The project is **coordinated by ITL**, the Institute for Transport and Logistics Foundation based in Bologna, Italy.



**Interreg
Euro-MED**



Co-funded by
the European Union

MED COLOURS



MEDiterranean COLlaborative LOGistics for the URban Space

PROMOTING GREEN LIVING AREAS

Who we are

- Institute for Transport and Logistics Foundation (ITL)
- European Network of Logistics Competence Centres (Open ENLoCC)
- Hellenic Institute of Transport (HIT-CERTH)
- Zaragoza Logistics Center (ZLC)
- Local Public Company Lyon Confluence (SPL)
- MemEx
- Municipality of Livorno
- University of Maribor
- Municipality of Koper
- Lisbon City Council (CML, Câmara Municipal de Lisboa)
- Lisboa E-Nova – Lisbon's energy and environment agency
- Municipality of Ferrara (*Transfer Phase*)
- Municipality of Granada (*Transfer Phase*)
- Municipality of Maribor (*Transfer Phase*)

For more information

Visit our website and follow us on social media:

 <https://medcolours.interreg-euro-med.eu/>



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Our mission

Climate change is the foremost worldwide challenge.

Some contributing factors are **traffic congestion**, which costs the European economy €100 billion per year (1% of its GDP), **air pollution**, affecting people's health, and **transport emissions** (those from freight count 25% of total urban transport emissions).



Project duration

01/2024 – 03/2028



Total budget

€ 3.467.256,00



Interreg Funds

€ 2.773.804,80

Importantly, **the EU Green Deal targets** to reduce emissions in cities by 55% by 2030 and be climate-neutral by 2050 **cannot be met only by vehicles decarbonisation goals**.

For this reason, **MED COLOURS' joint territorial ambition is to enable urban freight distribution in MED-FUAs from a low carbon environmental perspective and, at the same time, give cities a boost in sustainable development and human well-being.**

MED COLOURS supports the **digital and environmental transition** in **nine cities** and their related FUAs in the MED area: **Livorno, Cesena, Ferrara, Thessaloniki, Koper, Maribor, Lisbon, Lyon, and Granada.**

What we do



By developing **6 new SULPs** and **5 Pilot Actions**, MED Cities will plan **resilient, sustainable, integrated, and collaborative innovation-driven solutions** for the FUAs.

The overall goal is to help MED cities reducing the negative impacts of freight and logistics activities.

Our Pilots

KOPER PILOT

The Municipality of Koper aims to improve the liveability of the old city center by restricting freight traffic and delivery hours, while piloting a **free, on-demand electric delivery service with zero-emission vehicles** and dedicated pickup and drop-off points nearby.

LISBON PILOT

Lisbon City Council is **transforming the historic centre by analysing demand and supply, developing scenarios, and planning logistics solutions in Baixa Pombalina**, aiming to create sustainable, efficient, and competitive services with stakeholder involvement.

LIVORNO PILOT

The Municipality of Livorno is piloting a **logistics experiment in the Venezia district with smart loading bays, sensors, and incentives for low-emission vehicles**, aiming to improve efficiency, air quality, and expand the solution.

CESENA PILOT

MED COLOURS in Cesena focuses on last-mile logistics by developing a **digital tool to monitor freight traffic, analyse data, and test future scenarios in the city centre**, supporting more sustainable and efficient logistics planning.

LYON PILOT

The Lyon pilot focuses on a new mixed-use development with an **underground space dedicated to people and goods mobility**, providing adaptable services that promote low-carbon transport and improve accessibility.



More efficient urban logistics, for a more sustainable future.