



MED COLOURS

Interreg  
Euro-MED



Co-funded by  
the European Union

Newsletter 1/2024

PROMOTING GREEN LIVING AREAS

# Introducing MED COLOURS

The new EU Project  
co-funded by the **Interreg Euro-MED**  
that aims at upscaling  
to a new generation of **urban logistics**  
and planning enabling the transition  
to **decarbonised and smart cities**





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# The MED COLOURS Project in a nutshell

## Climate change is the foremost worldwide challenge.

Among the contributing factors, some of the most pressing include 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).

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.**

**MED COLOURS is a EU Project co-funded by the Interreg Euro-MED that aims at upscaling to a new generation of urban logistics and planning enabling the transition to decarbonised and smart cities.**

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

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.



COLOURS will jointly validate:

- 1) strategy for continuous cross-monitoring of SULPs**
- 2) New Resilient SULPs**
- 3) Solutions for innovative and sustainable urban logistics.**

This would foster the more effective implementation of existing sustainable policies and improve access to funding/investment for climate-resilient living areas.



**Project duration**  
**33 months**



**Total budget**  
**€ 2.667.400,00**



**Interreg Funds**  
**€ 2.133.902,00**

## The MED COLOURS Project in a nutshell

MED COLOURS supports the digital and environmental transition in **six cities** and their related FUA in MED area:

- **Livorno** (ITALY)
- **Cesena** (ITALY)
- **Thessaloniki** (GREECE)
- **Koper** (SLOVENIA)
- **Lisbon** (PORTUGAL)
- **Lyon** (FRANCE)



Transition is built upon a **quadruple helix approach** supported by the liaison with other European Projects in the same field.

**MED COLOURS will adopt a new approach to urban freight planning** introducing new collaborative concepts and disruptive/enabling technologies.

The project outcomes will go beyond existing practices through long-term transition scenarios to achieve the targets set in the EU green Deal in MED Area.

**Transition is not an easy task and it is possible to have it in a sustainable way only with collaboration and cooperation.**

The MED COLOURS joint territorial challenge is **to improve freight transport in MED-FUAs in a low carbon & environmental perspective**, towards a net zero carbon economy and resilient Europe, while ensuring its vital role to boost sustainable development and management of living areas.



**New SULPs**



**Cities involved**



**Pilot Actions**

## About us: the project partners

The **Institute for Transport and Logistics (ITL)** is the Lead Partner of the MED COLOURS project. ITL is a no profit body founded on 17th December 2003. Its purpose is to contribute to the development and promotion of logistics and transport systems in the Region Emilia-Romagna through research, consultancy and training.



**Open ENLoCC (European Network of Logistics Competence Centers)** is an open network of regional logistics competence centres in the field of logistics, run by public authorities or similar bodies. The main task of the network is the international exchange of experience and knowledge between its participants and the promotion of a higher level of cooperation with European institutions.



The **Hellenic Institute of Transport (HIT)** is a non-profit organization founded in 2000 as part of the **Centre for Research and Technology Hellas (CERTH)**. HIT's mission is to provide state of the art research and to create innovation in the field of transport, on issues related to the planning, development and operation of land, maritime, air, and multimodal transport systems and services.



**Zaragoza Logistics Center (ZLC)** is an international center of excellence for research and education in logistics and Supply Chain Management affiliated to the Massachusetts Institute of Technology and the University of Zaragoza. ZLC actively engages with industry and the public sector to develop and disseminate knowledge, enhancing economic growth and business competitiveness through innovation.



Created in 1999 by Lyon Metropolitan Authority and chaired by the Mayor of Lyon Mr Grégory Doucet, the **Local Public Company (SPL) Lyon Confluence** is the developer of a district in the south of Lyon's Peninsula: La Confluence. SPL manages the Lyon-Confluence urban project and its property development, conducts studies, manages public spaces, carries out eco-retrofitting operations and coordinates European innovation projects.



## About us: the project partners

**MemEx** is an engineering consultancy company, specialised in Public Transport, ITS systems, Urban and Port Logistics, Smart Cities, and Sustainable Mobility. It offers technical assistance for ITS systems and digital solutions for Local Administrations, Transport Companies, and more. MemEx excels in managing EU-funded research and innovation projects, partnering in smart and sustainable transport, and urban logistics.



The **Municipality of Livorno** is a territorial public body, which among its various competences deals with sustainable urban mobility. It adopted its SUMP in 2021, which underlines the main logistics problems. The Municipality, also, approved its UVAR (Urban vehicle access regulation) scheme to restrict vehicle access to urban areas. With a population of 157,024 inhabitants, Livorno is a wide city-port and the third-largest city in Tuscany.



The **University of Maribor** is the second largest public university in Slovenia and consists of 17 faculties, one of which is the Faculty of Civil Engineering, Transportation Engineering and Architecture. The faculty provides education and undertakes international, national and regional scientific and R&D projects. The Transport Economics Centre (TEC), part of the project, has been involved in over 30 EU funded project in different programmes, focusing on transport and logistics-related initiatives.



The **Municipality of Koper** represents the local government for Koper and its hinterland. Its main tasks, derived from national legislation, encompass a wide array of services including social affairs, tourism, public transport, waste management, and environmental protection. This diverse range of responsibilities ensures the well-being and development of both the city and its surrounding areas.





## About us: the project partners

**Lisbon City Council (CML, Câmara Municipal de Lisboa)** is the municipality's executive body. Its mission is to define and implement policies that promote the development of the municipality of Lisbon in areas such as health, education, housing, the environment, spatial planning and urbanism, mobility, transport and communications, civil protection, sports and culture.

**Lisboa E-Nova – Lisbon's energy and environment agency** is a private non-profit leading the city's energy and decarbonisation transition in urban mobility, circular systems (water, food, waste), and through communication and education. We aim at making Lisbon one of Europe's 100 Smart and Climate Neutral Cities via climate action, citizen inclusion, and resilience, with our technical experience and expertise.





## Updates on project activities

MED COLOURS SULPs benchmark to compare urban logistics policies and needs in cities involved with available best practices and create resilient SULPs.

In the framework of the MED COLOURS project, the "knowledge" partners, **led by the University of Maribor**, will transfer to the "operational" partners the project's legacy, consisting of the experience built up through the results of previous projects and the knowledge base developed in the EU thematic initiatives to which they contributed.

The transfer will take place by adapting the methodological and practical knowledge to the real expectations of the existing policy instruments (SULPs or urban logistics measures in SUMP) of the cities involved, with the aim of translating the specific and common needs, challenges and conditions faced by the MED COLOURS regions into operational objectives to be addressed in the next planning process.

Available data, data sources and data management tools to support decision-making were then mapped in each city. As a result of this activity, **Deliverable D.1.1: MED COLOURS SULPs benchmark** was produced.

The primary objective of this report is **to benchmark urban logistics policies and needs in MED COLOURS cities** against best practices available as results of most relevant EU projects and EU initiatives. This will define, among others, **a common Sulp characterization for the MED area and help to create resilient SULPs.**

### FIRST RESULTS BENCHMARK ANALYSIS OF STRATEGIC DOCUMENTS - MED COLOURS CITIES

- **Increasing demand for urban freight deliveries** and the resulting issues of **congestion, energy use, emissions, and noise** are of major concerns.
- **CO2-free city logistics, increased efficiency, congestion reduction, enhanced liveability, and preservation of urban environments** are the most frequently addressed goals..
- **Regulatory measures, infrastructure measures, and measures related to new technologies** are the most frequently addressed.
- **Lack of data on logistics processes, lack of tools for effective urban logistics planning** is observed in COLOURS cities.
- **Best practices from 16 EU projects and 5 EU initiatives** have provided **a set of innovative approaches, tools, and knowledge bases** for cities to overcome challenges and develop resilient Sustainable Urban Logistics Plans (SULPs).





## Updates on project activities

First in-person meeting of the MED COLOURS consortium in Bologna to develop a new generation of logistics and urban planning



The MED COLOURS Consortium, coordinated by ITL (Institute for Transport and Logistics Foundation), successfully kicked off its **first in-person Collaborative Planning Project Meeting on the 5th and 6th of June in Bologna.**

The meeting brought together all the partners involved in the project to discuss future project activities, milestones and joint strategies for upscaling towards a new generation of logistics and urban planning enabling the transition to decarbonised and smart cities.

In fact, the meeting was an important opportunity **to discuss the actions and strategies to be implemented in the coming months** to implement 5 Pilot Actions and 6 SULPs in the MED cities involved in the project: Livorno, Cesena, Thessaloniki, Koper, Lisbon and Lyon.

But that's not all: the aim of the meeting was also to **share experiences, knowledge, good practices and to create synergies and establish possible collaborations with other European Projects** that share the same vision as MED COLOURS Project. During the meeting, participants engaged in productive discussions to develop pilot actions and improve stakeholder involvement.



## Latest news

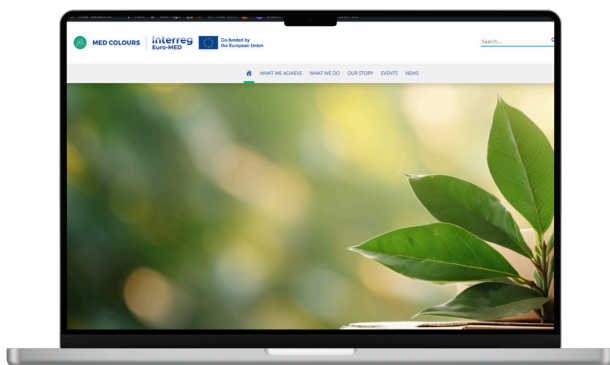
### THE MED COLOURS PROJECT KICKED OFF ON 20th MARCH

The MED COLOURS project was officially launched on the 20th of March 2024 with an **online kick-off event**. The event, moderated by the Lead Partner, ITL, was attended by all project partners to start discussing the strategies and actions to be implemented to achieve the set objectives.



### MED COLOURS JOINED THE INTERREG EURO-MED GREEN LIVING AREAS THEMATIC COMMUNITY KICK-OFF EVENT IN TURIN

On the 10th and 11th of April, in Turin, MED COLOURS joined the **kick-off event of the Interreg Euro-MED Green Living Areas Thematic Community**, organised by the C4LA project in cooperation with the D4LA project with the aim of creating the Green Living Areas Community by introducing the partners of the various projects of the Interreg Euro-MED Programme to each other's activities in order to build synergies.



**THE OFFICIAL WEBSITE  
OF THE MED COLOURS  
PROJECT IS ONLINE!**

**Visit it now!** 



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## Contacts

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[www.medcolours.interreg-euro-med.eu](http://www.medcolours.interreg-euro-med.eu)



### Follow us on our social channels



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