



MED COLOURS

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Newsletter 3/2025

PROMOTING GREEN LIVING AREAS

The latest from MED COLOURS

An 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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About MED COLOURS Project

MED COLOURS is a European project co-funded by the Interreg Euro-MED programme.

It addresses one of the key challenges of our time: **reducing the environmental impact of urban freight transport while supporting the transition to climate-resilient and sustainable cities.**

Urban freight is a major source of emissions and congestion, especially in Functional Urban Areas (FUAs). To meet EU Green Deal targets, cities must go beyond vehicle decarbonisation and rethink how goods move through urban space. MED COLOURS empowers cities to develop **next-generation Sustainable Urban Logistics Plans (SULPs)** - resilient, integrated and innovation-based strategies designed to reduce environmental impact and enhance urban quality of life.



Project duration
33 months



Total budget
€ 2.667.400,00



Interreg Funds
€ 2.133.902,00

The project involves partners from **Italy, France, Spain, Greece, Slovenia, and Croatia**, and focuses on real-world testing through pilot actions in selected MED cities: **Cesena, Livorno, Lyon, Lisbon, Thessaloniki** and **Koper**. These pilots aim to validate new planning tools, technologies, and governance models to make urban logistics more efficient and sustainable.



Key objectives:

- Promote low-carbon freight systems in MED FUAs.
- Strengthen cooperation across public and private actors.
- Enable access to funding for climate-resilient logistics solutions.
- Foster knowledge exchange and alignment with other EU projects.

Latest news

Second in-person meeting of the MED COLOURS consortium in Lyon to make urban logistics more sustainable in MED cities



The MED COLOURS Consortium, coordinated by ITL (Institute for Transport and Logistics Foundation), met once again in-person on the 15th and 16th of May in **Lyon, France**. The meeting was hosted by the project partner Société Publique Locale – Lyon Confluence (SPL Lyon Confluence).

It was a fruitful two-day meeting in which partners discussed the current state of advancements of the project activities, milestones and joint strategies for upscaling a new generation of logistics and urban planning that can enable the transition towards decarbonised and smart cities.

The consortium meeting closed with a **site visit to the Hôtel Logistique Urbain – HLU Lyon Gerland**, a logistic hub located in the southern outskirts of the city. Inaugurated in 2024, it represents one of the biggest logistic hubs in France with an innovative and low-emission building aimed at fostering a more sustainable last-mile delivery in the Lyon metropolitan area.



[➤ READ MORE](#)





Latest news

University of Maribor and Municipality of Koper represented MED COLOURS project at national Interreg EURO MED event



The **University of Maribor** and the **Municipality of Koper** attended the official launch of the **Slovenian Territorial Antenna**, which took place on April 16th in Ljubljana. The event was organised by ZRS Bistra Ptuj, with support from the Slovenian National Contact Point for Interreg Euro-MED and brought together projects active in Slovenia under the Green Living Areas mission.

It was a dynamic and inspiring gathering, focused on knowledge exchange, showcasing achievements, and exploring future opportunities for transnational cooperation and the scaling of innovative solutions.

The University of Maribor, together with the Municipality of Koper, presented the MED COLOURS project by addressing the central question: **“How can we make urban life more people-friendly for residents, visitors, and businesses?”**.

One of the key insights shared was the role of smart urban logistics as a pathway toward more liveable, sustainable cities.

By exchanging ideas and best practices the MED COLOURS project contributes to more decarbonised and people-centred urban environments.

Key takeaways from the event included:

- **A strong call for enhanced national-level collaboration and knowledge-sharing.**
- **New institutional connections**, paving the way for joint activities and future events.
- **Emphasis on transnational cooperation** and scaling local solutions to the wider Mediterranean area.

The Slovenian Territorial Antenna launch underscored the value of both, local and cross-border, cooperations in advancing sustainable urban development. By connecting regional efforts with European networks, events like this strengthen the impact of projects such as MED COLOURS and foster a shared commitment to creating greener, more inclusive living areas across the Mediterranean region.



The latest progress from MED COLOURS

Where are we today?

The MED COLOURS project is transitioning from planning to action, entering a pivotal phase. With feasibility studies completed, the pilot cities - Cesena, Livorno, Lyon, Lisbon, Thessaloniki and Koper - are **now in the pilot implementation phase**. Five MED COLOURS cities will test innovative solutions for **sustainable urban logistics**, with the goal of **reducing emissions, improving efficiency, and enhancing quality of life** across Mediterranean urban areas.



Each city is working to define its own **Sustainable Urban Logistics Plan (SULP)**, tailored to local needs but guided by a shared methodology. These plans will serve as blueprints for **resilient, low-carbon freight systems** and are being developed through an integrated approach that brings together innovation, policy, and stakeholder engagement.

At the same time, MED COLOURS is:

- **Finalising guidelines for sustainable and resilient urban logistics planning**, which will soon be available to all interested cities and practitioners in the Mediterranean and beyond.
- **Preparing the launch of pilot actions**, where real-life experiments will test smart, clean and collaborative freight solutions.
- **Building bridges with major European knowledge platforms and networks**, ensuring that lessons learned can be shared and replicated.

Why it matters

By moving from planning to action, MED COLOURS is proving that **climate-neutral urban logistics is not only possible, but practical and scalable**. The pilots will provide real evidence of what works, offering inspiration and concrete tools to other cities facing similar challenges. MED COLOURS is generating knowledge and concrete tools that will soon be available to inspire and support other cities in the transition to low-carbon, resilient urban logistics across the Mediterranean and beyond.

Stay tuned as we begin to share these outcomes and pave the way for more sustainable urban futures!

Updates on project activities

MED COLOURS Lisbon's stepstone: Baixa Pombalina logistics demand



The city of Lisbon has made a significant step, driven by MED COLOURS, towards achieving the goal of facilitating the logistics transition within the Low Emissions Zone (LEZ) during the 2025-2030 period.

The study, **“characterization of Lisbon downtown logistics demand”**, now completed included a door-to-door surveys, targeting **700 merchants and service providers** within the designated future LEZ area in the historic centre of downtown Lisbon.

The objective of this report is to provide a comprehensive overview of the demand-side logistics profile of the Lisbon downtown area, encompassing data on:

- **Number of suppliers**
- **Average number of deliveries per week**
- **Average number of deliveries per day**
- **Type of goods:** volume (packaging format), weight, handling requirements
- **Type of vehicle** (whether an owned vehicle and where it is parked)
- **Delivery process:** timings, average duration, urgency, parking location, human resources involved, equipment, and logistics materials

The baseline study outlines the **logistics requirements and key patterns** associated with supply flows — schedules, volumes, nature of goods and logistics materials, storage space — as well as the **existing facilities and infrastructure supporting local logistics**, including goods reception points and loading/unloading zones.

This work will support the development of multiple potential scenarios, laying the groundwork for informed decision-making regarding the future regulatory framework governing logistics operations. Furthermore, it may contribute to considerations around the establishment of a logistics consolidation centre (beyond the scope of MED COLOURS).

Updates on project activities

Pilot Cities in Action: Local Solutions for Sustainable Urban Freight

From zero-emission delivery services to smart loading bays and logistics hubs, the MED COLOURS pilot cities are testing innovative approaches to reshape urban freight in the Mediterranean.

Each city is addressing its own local challenges with targeted actions:

- **Koper** is piloting an on-demand electric delivery service for residents and tourists;
- **Lisbon** is preparing its Low Emission Zone for a logistics transition;
- **Lyon** is integrating urban logistics into a new underground mobility hub;
- **Cesena** is developing a digital tool to support smart and sustainable logistics planning;
- **Livorno** is rethinking access rules and implementing sensor-equipped micro-hubs.

MED COLOURS supports cities in the MED area to develop **smart and sustainable urban logistics solutions**:

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



Explore the dedicated factsheets
to learn more about each city’s pilot action, goals, and expected outcomes.

[KOPER](#) >

[CESENA](#) >

[LISBON](#) >

[LYON](#) >

[LIVORNO](#) >

Upcoming events

Meet MED COLOURS on the European stage

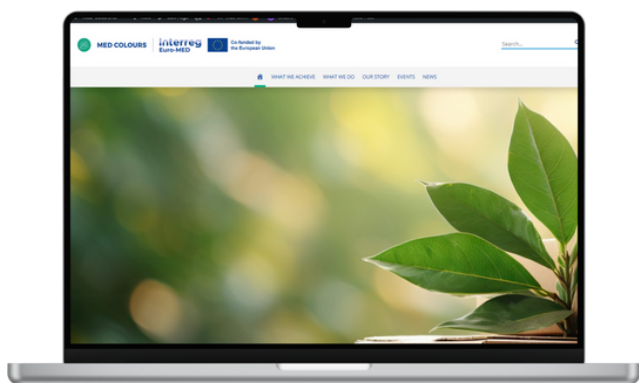
In the coming months, MED COLOURS will take part in two major European events focused on sustainable mobility and logistics innovation. These moments are key opportunities to share progress, exchange knowledge, and engage with public authorities, experts and practitioners from across Europe.

 **ALICE Logistics Innovation Summit**
Brussels, 23-24 October 2025

 **POLIS Conference 2025**
Utrecht, 26-27 November 2025

We look forward to meeting you there and discussing how to shape the future of urban freight in the Mediterranean and beyond!

Stay tuned for more details and follow us on our official website and social media channels for further updates.



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OFFICIAL WEBSITE TO
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MED COLOURS suggested readings for a more resilient and sustainable Urban Logistics

Starting in September, the MED COLOURS project launched the column “**MED COLOURS recommended reading for a more resilient and sustainable Urban Logistics**”, dedicated to the topic of resilient and sustainable urban logistics.

Once a month, through our social channels and website, the column will present **articles, insights** and **studies** of particular interest for the topics related to the project, with the aim of **increasing knowledge of the topics and stimulating debate and knowledge exchange**, essential ingredients for achieving the objectives of our project.

Find out about all the latest articles published:



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READ MORE



The report is available [by clicking here.](#)

A recent study by João Reis, researcher at INESC TEC, highlights how Edge Intelligence (EI) – **the use of smart, decentralized computing close to data sources** – can revolutionize urban logistics by making last-mile delivery more responsive, efficient and sustainable. Instead of relying solely on cloud computing, **Edge Intelligence processes data locally** (e.g. in delivery vehicles or at urban hubs) **enabling real-time decision-making**. This results in faster response times, reduced network loads, and lower emissions.

From route optimization to real-time demand prediction, **EI allows logistics operators to dynamically adjust delivery paths, reduce empty runs, and better coordinate urban traffic**. The result? Lower congestion and carbon footprint, key priorities for MED COLOURS cities. When combined with green delivery methods like Cargo Bikes or Pick-up Points, Edge Intelligence amplifies their impact, paving the way for holistic, tech-enabled solutions in city logistics.

MED COLOURS suggested readings for a more resilient and sustainable Urban Logistics



According to a new global report by FedEx, **81% of e-commerce consumers expect their purchases to be delivered to their homes.** As online shopping continues to grow, this shift in customer expectations places **increasing pressure on last-mile delivery systems and calls for more sustainable and innovative urban logistics solutions.**



The study highlights how delivery speed, convenience and sustainability are becoming central in consumer decision-making. This transformation opens a **window of opportunity for cities and logistics operators to rethink traditional delivery models, making room for smarter, greener alternatives,** especially in densely populated urban areas.

Alternative delivery methods, such as Out of Home deliveries to Lockers and Pick-up Points, are gaining ground across Europe as more flexible and sustainable options for consumers, reducing traffic and emissions. At the same time, green solutions like Cargo Bikes are transforming the last mile, offering a cleaner and more space-efficient alternative to traditional delivery vans.



The article is available [by clicking here.](#)

MED COLOURS suggested readings for a more resilient and sustainable Urban Logistics




How can
#CargoBikeSharing

transform
#UrbanMobility?

At the heart of modern cities, Sustainable Mobility is one of the most pressing challenges to reduce pollution and improve quality of life. An innovative solution for Urban Logistics comes from **Cargo Bike Sharing**, a system that provides shared Cargo Bikes as an efficient alternative to motor vehicles for Urban Logistics and daily transportation.

A recent study conducted by Kaja Zimmermann and Yuliya Voytenko Palgan from the International Institute for Industrial Environmental Economics (IIIEE) at Lund University analysed **two successful cases in Austria and Germany**, demonstrating that cargo bikes could replace up to 51% of intra-urban motorized trips. This not only reduces CO2 emissions but also improves urban life quality by decreasing traffic and noise pollution.



 The article
is available
[by clicking here](#)



How can
#TransportPolicy
contribute to
community wellbeing?

The way we move in cities affects not only efficiency and emissions, but also our quality of life, social equity, and access to opportunities. However, **integrating community wellbeing into Urban Logistics and transport planning remains a challenge.**



A recent study, *"Improving Community Wellbeing through Transport Policy: a literature review and theoretical framework, based on the Capability Approach"* by Marco van Burgsteden, Anna Grigolon & Karst Geurs (09 Jul 2024 – Transport Reviews), explores **how the Capability Approach can help policymakers assess transport policies beyond traditional metrics like speed and congestion**. Instead, it emphasizes fair accessibility, social justice, and urban resilience, ensuring that transport policies enhance wellbeing rather than just mobility.



The article is available [by clicking here](#).

MED COLOURS suggested readings for a more resilient and sustainable Urban Logistics



As e-Commerce continues to expand, the environmental challenges it poses are becoming increasingly evident. particularly from the perspective of Last mile Logistics. A **more sustainable approach to online shopping is emerging through re-Commerce**, which involves buying, selling, exchanging or renting used items. Second hand online platforms are gaining significant popularity: the European re-Commerce market is expected to grow to €120bn by 2025 (+60%) and its share of e-Commerce will grow from 10% to 14%.

The incremental growth of re-Commerce-related parcels will thus enable the transformation of last-mile logistics. How? Two last-mile experts, Marek Rozycki and Professor Arkadiusz Kawa, attempted to answer this question in their article for *Parcel and Postal Technology International*.

Their insight shows that the functioning of the circular economy, especially online, is unthinkable without an effective logistics process. This requires an integrated approach, flexibility and sustainable solutions.



[The article is available by clicking here.](#)

Follow us on our social channels and website to stay updated on the next episodes!

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 energy, urban mobility, circular systems (water, food, waste), and through communication and education. Lisboa E-Nova aim at making Lisbon one of Europe's 100 Smart and Climate Neutral Cities via climate action, citizen inclusion, and resilience.





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Contacts

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