



MED COLOURS

Interreg
Euro-MED



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Newsletter 5/June 2026

PROMOTING GREEN LIVING AREAS

The latest from MED COLOURS

An EU project co-funded by the **Interreg Euro-MED programme** that aims to upscale a new generation of **urban logistics** planning, enabling the transition to **decarbonised and smart cities**





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MED COLOURS comes to an end, but the journey continues

After more than two years of collaboration, experimentation and strategic dialogue, the MED COLOURS project continues to advance its mission of **shaping a new generation of sustainable urban logistics across the Mediterranean area.**

Since its launch in January 2024, MED COLOURS has brought together cities, research centres, public authorities and logistics experts with a common goal: **enabling the transition towards decarbonised, resilient and smarter urban freight systems.**



Urban freight transport plays a crucial role in the everyday life of cities, but it is also responsible for congestion, emissions, air pollution and increasing pressure on urban spaces. Starting from this challenge, **MED COLOURS set out to support Mediterranean Functional Urban Areas in developing innovative and collaborative solutions** capable of reducing the negative impacts of logistics activities while improving citizens' quality of life.

Over the course of the project, partners have worked together to:

- **Develop 6 Sustainable Urban Logistics Plans (SULPs)** tailored to the needs of **Livorno, Cesena, Thessaloniki, Koper, Lisbon and Lyon;**
- **Implement 5 pilot actions** testing innovative and resilient urban logistics solutions;
- **Foster cooperation** among local authorities, logistics operators, researchers, businesses and citizens through a quadruple helix approach;
- **Promote knowledge exchange and synergies** with other European initiatives focused on sustainable mobility and Green Living Areas;
- **Contribute to the digital and environmental transition of Mediterranean cities** through collaborative planning and data-driven approaches.

What makes MED COLOURS particularly valuable is not only the solutions tested on the ground, but also the **collaborative ecosystem** created throughout the project. Cities and partners have shared experiences, methodologies and best practices, building a common vision for the future of urban logistics in the Mediterranean region.

This newsletter offers an overview of the latest project developments, pilot activities and key achievements reached so far, while also looking ahead at the legacy MED COLOURS aims to leave beyond the project's conclusion. **The journey is not over yet:** the partnerships established, the knowledge generated and the strategies developed will continue supporting cities in their path towards more sustainable, efficient and people-centred urban logistics systems.

Final Conference

MED COLOURS Final Conference brought Mediterranean cities and experts together in Brussels to shape the future of sustainable urban logistics

On 9th June, policymakers, researchers, urban planners and logistics experts from across the Mediterranean gathered in Brussels and online for the MED COLOURS Final Conference, the closing event of the Interreg Euro-MED project dedicated to promoting more sustainable, resilient and zero-emission urban logistics systems.

Hosted at Comet Louise, the conference marked the culmination of years of transnational cooperation among Mediterranean cities and stakeholders working to address the growing environmental and social challenges linked to urban freight transport. Through presentations, roundtables and panel discussions, the event provided a platform to share project results, exchange experiences and explore future pathways for sustainable urban logistics planning.

Opening the conference, **Lorenzo Cello** (ITL Foundation, project coordinator) presented the MED COLOURS project's main achievements, including pilot actions and the development of Sustainable Urban Logistics Plans (SULPs) to support decarbonised urban freight systems in Mediterranean cities. **Danilo Čeh** (ZRS Bistra) focused on the broader governance dimension of the transition, underlining the importance of policy transfer, territorial cooperation and the ETU model promoted within the Interreg Euro-MED Mission Green Living Areas.



A central moment of the morning session was the **presentation of the “MED COLOURS Guidelines for Resilient Urban Logistics Planning”** by **Orestis Tsolakis** (CERTH). The guidelines represent one of the project's key outcomes and aim to support cities in designing Sustainable Urban Logistics Plans (SULPs) capable of balancing environmental sustainability, economic efficiency and social inclusion.



Final Conference

The debate then moved from strategy to implementation during the **roundtable “From Strategy to Action – Developing SULPs in MED Cities”**, moderated by **Andrea Lorenzini** (MemEx). Representatives from Livorno, Koper and Lisbon, together with experts from ITL Foundation, CERTH and SPL Lyon Confluence, discussed how Sustainable Urban Logistics Plans (SULPs) are becoming concrete operational tools to address the environmental, spatial and mobility challenges faced by Mediterranean cities. The discussion explored how cities are integrating urban freight into wider mobility and climate strategies through regulatory measures, infrastructure redesign, digital tools, data-driven planning and stakeholder engagement processes. Speakers also highlighted the importance of cooperation between municipalities, logistics operators and local communities in building resilient and low-emission urban freight systems.

The afternoon panel session turned the spotlight on the **concrete solutions and governance models shaping the future of sustainable urban freight**. Moderated by **Tomislav Letnik** (University of Maribor), the discussion featured contributions from MemEx, SPL Lyon Confluence, FIT Consulting and Està – Economia e Sostenibilità, covering topics ranging from logistics hubs and integrated urban planning to data interoperability, shared digital infrastructures and collaborative low-carbon delivery models. Drawing on pilot experiences from several European cities, speakers stressed the need to combine technological innovation with strong governance frameworks and stakeholder cooperation to make zero-emission urban logistics both scalable and economically viable.

The final roundtable of the conference, **“Urban Transition Scenarios Towards Zero-Emission Freight”**, moderated by **Marco Alvi** (Open ENLoCC), addressed future perspectives for climate-neutral freight transport in Mediterranean cities. Speakers from the University of Maribor, CERTH, Zaragoza Logistics Centre and ITL Foundation discussed the role of integrated planning, cooperation and data-driven policies in supporting the transition towards cleaner and more efficient urban logistics ecosystems.



Beyond the technical discussions, the MED COLOURS Final Conference also represented an important networking opportunity for cities, researchers and practitioners committed to rethinking urban freight systems in a more sustainable and people-centred way.

As the MED COLOURS project approaches its conclusion, the conference reaffirmed the value of transnational cooperation in developing shared methodologies, practical tools and long-term strategies capable of supporting Mediterranean cities in their transition towards smarter, more resilient and zero-emission urban logistics.



Final Consortium Meeting

MED COLOURS partners gathered in Brussels for the project's final Consortium Meeting



On 8th June, MED COLOURS project partners gathered in Brussels for the project's final in-person Consortium Meeting, held at Comet Louise ahead of the Final Conference.

The meeting represented a key moment for consortium members to **review the project's achievements, coordinate the final implementation steps and discuss the long-term legacy of MED COLOURS beyond the official end of activities.** The meeting brought together representatives from partner organisations across the Mediterranean region, including cities, research centres and technical partners working together to advance sustainable, resilient and low-emission urban logistics systems across the Mediterranean area. The afternoon opened with introductory remarks by **Lorenzo Cello** from ITL Foundation (project coordinator), who welcomed partners and provided an overview of the project's final phase and upcoming closure activities. This was followed by a financial and management session led by the Lead Partner, focusing on the overall implementation status of the project and the final administrative and operational steps towards its conclusion.

Dedicated working sessions were then organised around the project's three Work Packages. Partners reviewed the progress achieved across technical and strategic activities, discussing the status of key deliverables, pilot actions and final outputs developed throughout the cooperation process. Particular attention was given to the ongoing **Sustainable Urban Logistics Plans (SULPs) adoption processes in partner cities**, as well as to the project's governance, innovation and transferability actions aimed **at supporting long-term urban freight decarbonisation strategies across the Mediterranean region.**

Beyond the operational discussions, the Brussels meeting represented an important opportunity to strengthen cooperation among partners and reflect on the collaborative journey that has characterised MED COLOURS since its launch.



Updates on project activities

MED COLOURS pilots: testing innovative solutions for sustainable urban logistics across Mediterranean cities

One of the core strengths of the MED COLOURS project lies in its **pilot actions developed across five Mediterranean cities: Cesena, Koper, Livorno, Lisbon and Lyon**. Although each pilot addresses different local challenges and urban contexts, all of them share a common ambition: **improving urban freight systems through innovative, sustainable and collaborative logistics solutions**.

From digital tools and low-emission delivery services to smart loading bays and underground logistics hubs, the pilots demonstrate how cities can experiment with practical measures capable of reducing congestion, emissions and the environmental impact of urban freight transport, while improving efficiency and liveability.



To showcase the results and approaches tested within each territory, MED COLOURS has also produced **a dedicated video for every pilot city**, presenting the objectives, activities and expected impacts of each action.

Cesena (ITALY): data-driven planning for sustainable urban freight

The Municipality of Cesena developed a pilot focused on the **creation of a digital decision-support tool for urban freight planning**. The tool combines **databases, dashboards** and **scenario simulations** to monitor freight flows, analyse logistics indicators and assess the potential impact of different urban logistics policies. The pilot supports the city's Sustainable Urban Logistics Plan (SULP), particularly in relation to low-emission logistics zones, micro-hubs and alternative delivery fleets such as cargo bikes and electric vehicles.



Watch the Cesena pilot video

Updates on project activities

MED COLOURS pilots: testing innovative solutions for sustainable urban logistics across Mediterranean cities

Koper (SLOVENIA): an on-demand electric delivery service for the historic centre

Koper's pilot focused on **improving deliveries and accessibility within the city's historic centre through an innovative on-demand electric transport service**. The pilot introduced a small electric vehicle designed to transport both goods and passengers, supporting residents, businesses and tourists while reducing the impacts of freight restrictions and delivery windows in the old town. The initiative contributes to making urban logistics more flexible, efficient and environmentally friendly.



[Watch the Koper pilot video](#)

Livorno (ITALY): smart loading bays and greener last-mile logistics

In Livorno, the pilot focused on **improving last-mile logistics processes within the extended Venezia district through a combination of regulatory, digital and infrastructural measures**. The city developed **smart loading/unloading bays** equipped with sensors and digital tools, explored the revision of freight access regulations and designed an **IT rewarding platform encouraging sustainable delivery behaviours** among logistics operators. The pilot aims to create a more efficient and environmentally responsible urban freight system within the city centre.



[Watch the Livorno pilot video](#)

Updates on project activities

MED COLOURS pilots: testing innovative solutions for sustainable urban logistics across Mediterranean cities

Lyon (FRANCE): planning an underground logistics and mobility hub

The Lyon-Confluence pilot explored an **innovative approach to decarbonised last-mile logistics** through the design of a **multifunctional underground mobility hub integrated within a new urban development area**. The project combines logistics services, urban mobility solutions and public space optimisation while also addressing the economic and governance aspects needed to ensure the long-term sustainability of the infrastructure. MED COLOURS supported the technical, financial and legal studies required to prepare the future implementation of the hub.



[Watch the Lyon pilot video](#)

Lisbon (PORTUGAL): supporting the transition towards a Low Emission Logistics Zone

Lisbon's pilot focused on the **historic Baixa Pombalina district** and aimed to **support the city's transition towards a Low Emission Zone (LEZ) for urban logistics**. The pilot included extensive **analyses of logistics demand and supply patterns, scenario-building activities** and the **planning of a multi-purpose logistics consolidation centre**. The initiative contributes to the development of a Sustainable Urban Logistics Plan aligned with Lisbon's wider climate and mobility objectives.



[Watch the Lisbon pilot video](#)

Updates on project activities

MED COLOURS Course - Resilient Urban Logistics Planning: Guidelines and Solutions from MED Cities

A key part of the MED COLOURS result amplification is represented by the provision of key project outcomes through training activities, consisting of an online course to be made publicly available.



Interreg Euro-MED
Academy

A MED COLOURS training course, named **MED COLOURS - Resilient Urban Logistics Planning: Guidelines and Solutions from MED Cities**, has been developed.

This course will be uploaded on two different platforms, ensuring a wider amplification of the project results:

- **The Interreg Euro-MED Academy**
- **The Open ENLoCC Learning Platform**



The MED COLOURS course structure

The course content, developed by Open ENLoCC in synergy with the other project partners, has been structured into **three main units**:

- **Urban Logistics Innovation framework**; developed from the overview achieved in the definition of the Innovation framework of Urban Logistics trends,.
- **Resilient Urban Logistics Planning and SULP Guidelines**. A specific unit dedicated to the SULP Guidelines developed within the MED COLOURS project with the coordination of the project partner CERTH. The unit showcases both the methodological approach adopted and its practical implementation in the case of the MED COLOURS pilots.
- **Solutions from the MED COLOURS pilots**. In this unit, the course moves the focus on the pilot solutions developed within the project, presenting the **pilot videos**, brief overview of the solution and its potential replicability and a **video interview** of representatives of the MED COLOURS cities providing their experience in developing their respective pilot within the project.



Latest events

MED COLOURS joined the European transport innovation community at TRA Conference 2026 in Budapest (HU)

From 18th to 21st May 2026, the MED COLOURS project took part in the Transport Research Arena (TRA) Conference in Budapest, one of Europe's leading events dedicated to transport, mobility and logistics innovation.



The participation in TRA 2026 represented an important opportunity for the project to connect with researchers, policymakers, industry representatives and European initiatives working towards more sustainable and resilient transport systems. **Hosted at the ALICE – Alliance for Logistics Innovation through Collaboration in Europe stand**, MED COLOURS showcased its ongoing work supporting Mediterranean cities in the transition towards smarter, low-emission and climate-resilient urban logistics systems. Throughout the conference, project partners engaged with stakeholders to present the MED COLOURS approach to Sustainable Urban Logistics Planning (SULP), collaborative governance and innovative urban freight solutions.

Participation in TRA 2026 also provided an excellent platform to **exchange experiences with other European projects and initiatives** active in the fields of urban mobility, logistics innovation and decarbonisation.

By joining the TRA Conference, MED COLOURS further strengthened its visibility within the European transport innovation ecosystem and reinforced its commitment to promoting collaborative and sustainable urban logistics solutions tailored to the needs of Mediterranean cities.



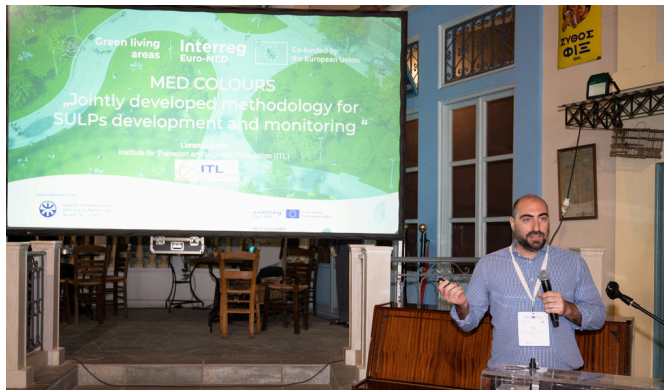
The discussions and connections established during the event will continue contributing to the project's mission of supporting cities in **developing innovative logistics strategies capable of addressing current environmental and mobility challenges** while **paving the way towards zero-emission urban freight systems**.



Latest events

MED COLOURS at the 3rd Gathering of the Green Living Areas Community in Athens

On 22nd and 23rd April, the **MED COLOURS** project proudly took part in the 3rd Gathering of the Interreg Euro-MED Green Living Areas Thematic Community in Athens, with **Lorenzo Cello** from **ITL Foundation** representing the project.



The event marked a key milestone as the Mission enters the second half of its implementation phase, bringing together Thematic Projects to showcase their results, exchange experiences, and strengthen collaboration.

A highlight of the gathering was the pitching session, where **MED COLOURS showcased its ongoing work and presented its approach to supporting more sustainable, inclusive and resilient Mediterranean territories through innovative and people-centred urban and environmental strategies**, while also exchanging ideas with other Euro-MED projects on transferable solutions for the region.



The event also offered an important space to reflect on **how project results can be consolidated, scaled up and integrated into long-term territorial strategies** across the Euro-Mediterranean area.

The two-day programme also focused on:

- Capacity-building activities and thematic working sessions.
- Strengthening the connection between project innovation and policy-making.
- Supporting the integration of tested solutions into long-term territorial strategies across the Euro-Mediterranean region.



The session also featured the **launch of a new video presenting the Green Living Areas Community** as a portfolio of transferable solutions for Mediterranean territories.

[▶ READ MORE](#)



Latest events

MED COLOURS contributed to a European webinar on logistics for short food supply chains

On 20th February, the MED COLOURS project took part in the European webinar “Optimising Logistics for Short Food Supply Chains”, co-organised by FAB’LIM and ITL – Institute for Transport and Logistics Foundation. The online event brought together 76 participants from across Europe to discuss how logistics solutions can support more sustainable, resilient and efficient local food systems.

The webinar focused on the **role of urban logistics in strengthening the environmental and economic sustainability of short, local and solidarity-based food supply chains**, a topic that is becoming increasingly relevant in the context of urban transition and climate resilience strategies.

The discussion featured **contributions and experiences from three European projects: MED COLOURS, GARDEN and Food4CE**, creating an opportunity for cross-project exchange on shared challenges and innovative logistics approaches.

During the webinar, speakers highlighted several key issues affecting Alternative Food Networks (AFNs), including fragmented distribution flows, multiple delivery points and the complexity of organising efficient last-mile logistics. These challenges often limit the scalability and sustainability of local food systems, particularly in urban and metropolitan areas.



At the same time, the event showcased **practical solutions and pilot experiences** tested across European territories, such as:

- **delivery pooling and logistics coordination models;**
- **digital and operational tools** supporting logistics optimisation;
- **innovative economic approaches** for collaborative distribution systems;
- **stronger integration** between food logistics and sustainable urban logistics planning.

For MED COLOURS, the webinar represented an important opportunity to reflect on the **connections between urban freight planning and local food distribution systems**, particularly in relation to the Sustainable Urban Logistics Plans (SULPs) currently being developed within participating Mediterranean cities.

The webinar also reinforced the **importance of collaboration among European projects and stakeholders** working on sustainable logistics, demonstrating how shared knowledge and transnational cooperation can support more innovative and inclusive urban transition pathways.

Latest events

Lisbon City Council workshop on “Support for a Sustainable Territorial Logistics Transition in Baixa Pombalina”

On May 19th, Lisbon City Council organised the workshop “Support for a Sustainable Territorial Logistics Transition in Baixa Pombalina” within the framework of the MED COLOURS project.

The session took place at Largo de São Julião, in the historic Baixa Pombalina district of Lisbon, and brought together **representatives from 18 entities within the local logistics ecosystem**, including shopkeepers, operators and other relevant stakeholders, **to discuss everyday urban logistics challenges** such as deliveries, access, parking and circulation in the area.

The workshop provided an important opportunity to exchange views on possible operational scenarios for the district and to collect valuable input for the development of more sustainable, efficient and intelligent urban distribution solutions.

Through collaborative dialogue and stakeholder engagement, MED COLOURS Project continues to support Mediterranean cities in advancing innovative approaches to Sustainable Urban Logistics Planning (SULP) and resilient urban freight systems.

A sincere thank you to all participants for their active contribution and commitment to shaping the future of urban logistics in Lisbon.



Latest events

MED COLOURS joins discussions on greener and more resilient cities in Madrid



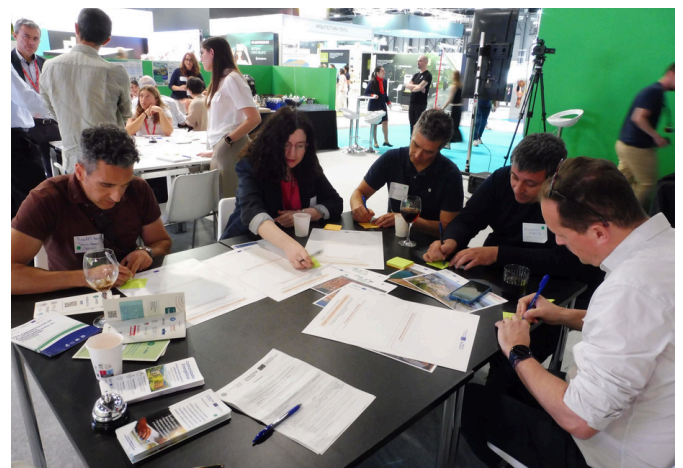
On 11th June, Zaragoza Logistics Center (ZLC), represented by Carolina Ciprés, took part in the session “Interreg Euro-MED Solutions for Greener, Healthier and More Resilient Cities” held in Madrid within the framework of Foro de las Ciudades and organised by the Interreg Euro-MED Green Living Areas Mission.

During the session, MED COLOURS contributed to the discussion on sustainable urban logistics, highlighting the role of innovative governance approaches and pilot actions in supporting the transition towards more efficient, low-emission and people-centred urban freight systems.

Participation in the event provided a valuable opportunity to strengthen cooperation with other Euro-MED initiatives and to promote the project's work in advancing greener and more resilient urban environments across the Mediterranean region.



The event brought together representatives of Interreg Euro-MED projects, public authorities and urban innovation stakeholders to exchange experiences and **showcase solutions addressing some of the main challenges faced by Mediterranean cities.**



Media Spotlight on MED COLOURS



Portuguese media highlights the Lisbon pilot and sustainable urban logistics solutions

The MED COLOURS project has recently been featured in the **Portuguese online newspaper *Mensagem de Lisboa*** through an article dedicated to innovative and zero-emission urban logistics solutions.

The article explores how European cities are rethinking last-mile delivery systems through the use of cargo bikes and electric tricycles, highlighting examples such as **Munich** and the ongoing transition towards more sustainable freight distribution models. Within this context, the **MED COLOURS Lisbon pilot** is presented as part of the city's wider efforts to reduce congestion, emissions and the environmental impact of urban logistics in the historic centre.

[READ THE ARTICLE HERE](#)



Tuscan media highlights the Livorno pilot and innovative urban logistics measures

The MED COLOURS project has recently been featured in the **regional online newspaper *Toscana News 24*** through an article focused on the Livorno pilot and its contribution to more sustainable urban logistics. The article highlights Livorno's role as one of the project's pilot cities, showcasing the testing of a reward platform for sustainable logistics operators and the creation of dedicated loading and unloading areas aimed at improving last-mile freight distribution while reducing congestion and emissions in urban areas.

[READ THE ARTICLE HERE](#)



The **Italian newspaper *L'Osservatore*** has also featured the MED COLOURS Livorno pilot, focusing on the measures being implemented to improve urban freight distribution.

[READ THE ARTICLE HERE](#)

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

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:



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

The study “**Assessing the Impact of Time Windows on Last-Mile Sustainability: a Scoreboard-Based Approach and Case Study Analysis**” published in the **Journal of Industrial Engineering and Management (2025)**, analyses how delivery time windows affect the three pillars of sustainability in last-mile logistics.

Why is it worth reading?

Because it shows that improving urban logistics sustainability is not only about faster deliveries, but about finding the right balance between operational efficiency, environmental performance and customer expectations.



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



Where do
deliveries actually
slow down
in our cities?

The report *“The Final Frontier of Urban Logistics: Tackling the Last Metres”* by the **International Transport Forum** sheds light on this often underestimated phase of delivery operations. What makes the final metres so critical?

- Time lost searching for parking or building access.
- Delays at entrances, intercoms, or reception points.
- Failed deliveries requiring redelivery attempts.

The study explores practical solutions such as parcel lockers, delivery micro-hubs, improved building design, and better coordination between cities, logistics operators, and property managers. It highlights how improving the final stage of delivery can significantly reduce costs, emissions, and inefficiencies.



On 28 January 2026, the **European Commission’s Expert Group on Urban Mobility (EGUM)** adopted a **new report on “City Access for Businesses Challenges and Best Practices for Urban Freight Transport”**. The report explores how cities across Europe are tackling this delicate balance. It highlights key challenges such as fragmented regulations, lack of harmonisation, and limited stakeholder coordination, while also showcasing best practices to improve efficiency, sustainability, and compliance.



How can cities
balance
accessibility for
businesses
with sustainable urban
freight transport?



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



Can electric cargo bikes help make last-mile deliveries greener and more efficient?

A practical example from across the ocean: the **city of Seattle is exploring the use of electric cargo bikes for freight deliveries to reduce emissions, cut traffic congestion and improve urban wellbeing.** According to an **article from The Seattle Times**, local policymakers and logistics actors are piloting e-Cargo bikes as a cleaner alternative to traditional delivery vans, especially in dense urban areas where tight streets and heavy traffic make last-mile deliveries challenging.

E-cargo solutions not only lower greenhouse gas emissions, but also reduce noise and improve safety for cyclists and pedestrians. A vision that resonates strongly with sustainable urban logistics goals across Europe.

[READ MORE](#)

What if future deliveries moved off the road and into bike lanes?

A new concept from **Honda reimagines last-mile delivery through a compact electric quad designed to operate within cycling infrastructure:** a shift that could reduce congestion, cut emissions and integrate logistics more harmoniously into urban mobility systems.



WHAT IF future deliveries moved off the road and into bike lanes?

According to Electrek, the prototype aims to combine the efficiency of micromobility with the payload capacity needed for professional delivery services.

By moving light-goods transport away from traffic-heavy streets and closer to human-centered mobility networks, cities could unlock safer, more flexible and more sustainable logistics ecosystems.

[READ MORE](#)

Key messages & lessons learned from MED COLOURS

As MED COLOURS approaches the conclusion of its activities, the project leaves behind not only pilot actions, studies and strategic tools, but also **valuable lessons learned through transnational cooperation and on-the-ground experimentation.**

Over the past years, partners, cities and stakeholders have worked together to better understand the challenges of urban freight transport and explore innovative pathways towards more sustainable, resilient and people-centred logistics systems. The experience developed throughout MED COLOURS highlighted several **key messages that can support Mediterranean cities and policymakers in shaping the future of urban logistics.**

Urban logistics is a key pillar of sustainable cities

Freight transport is essential for urban economies and everyday life, but it also generates congestion, emissions and pressure on public spaces. MED COLOURS demonstrated that **integrating logistics into wider urban mobility and climate strategies is crucial for building more liveable and resilient cities.**

One solution does not fit all

Each MED COLOURS pilot addressed different local challenges and territorial contexts, from historic city centres to large metropolitan areas. The project showed that **sustainable urban logistics solutions must be tailored to local needs, governance structures and urban characteristics.**

Collaboration is essential for effective urban logistics planning

Successful urban freight strategies require continuous dialogue between municipalities, logistics operators, businesses, researchers and citizens. The project confirmed that **co-creation and stakeholder engagement are fundamental to designing realistic and impactful logistics measures.**

Data and digital tools support better decision-making

Several MED COLOURS activities highlighted the **importance of data collection, monitoring systems and digital tools for understanding freight flows, testing scenarios and supporting evidence-based urban logistics planning.**

Key messages & lessons learned from MED COLOURS

Innovation is not only technological

MED COLOURS showed that **innovation can also involve governance models, regulatory approaches, collaborative logistics systems and new ways of organising urban freight operations**, not only new technologies or vehicles.

Sustainable urban logistics requires long-term vision

Transitioning towards low-emission and climate-resilient freight systems cannot happen overnight. The project underlined the **importance of gradual implementation, pilot testing and long-term planning through tools such as Sustainable Urban Logistics Plans (SULPs)**.

Mediterranean cities share common challenges and common opportunities

Despite their differences, MED COLOURS partner cities face many similar urban logistics issues. The project demonstrated the **value of transnational cooperation and knowledge exchange in accelerating innovation and scaling sustainable solutions across the Mediterranean region**.

THE MED COLOURS MESSAGE FOR THE FUTURE

The transition towards sustainable urban logistics is no longer an option, **but a necessity for the future of Mediterranean cities.**

Through cooperation, experimentation and shared knowledge, MED COLOURS has shown that cleaner, smarter and more resilient urban freight systems are possible **when cities, stakeholders and communities work together.**

The project may be approaching its conclusion, **but the path towards low-emission and people-centred urban logistics continues.** The experiences, tools and partnerships developed within MED COLOURS will **continue supporting cities in shaping urban spaces that are not only more efficient, but also healthier, more accessible and more sustainable for future generations.**

About MED COLOURS 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 MED COLOURS 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 MED COLOURS 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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