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### Issue no. 1, August 2012

Dear Reader,

I'm very pleased to welcome you to the first issue of ENCLOSE Newsletters. ENCLOSE, "ENergy efficiency in City LOGistics Services for small and mid-sized European Historic Towns", is a pilot project part-funded by the EC under the Program Intelligent Energy – Europe on the CIP-IEE-2011 call for proposal.

Based on previous experiences developed by the partners, ENCLOSE focuses on logistics problems faced by small and medium-sized historic towns (SMHT). Targeted actions are proposed to increase energy efficiency and decrease environmental impact of freight distribution in historic urban areas.

European small and mid-sized historic towns are a major component of Europe's urbanized structure, with over 1000 centers located in all EU27 countries. While city logistics innovation efforts have been undertaken in most European major centers, ENCLOSE proposes to focus attention on SMHTs and to enhance the diffusion of energy efficiency and sustainable urban logistics planning solutions in EU towns.

ENCLOSE focuses on urban energy-efficient transport themes by:

- addressing needs, requirements, options and priorities of European small-/mid-size historic towns, demonstrating and assessing feasible and sustainable solutions leading to tangible and measurable changes in behavior and impacts of logistics;



Figure 1: Fleet of clean vehicle during urban freight distribution in Lucca, the Italian forerunner town.

- qualifying the demand of Local Authorities and municipalities of European SMHTs for sustainable, energy-efficient urban logistics and freight distribution solutions;
- investigating and assessing the operation of "green vehicles" (FEVs, PHEVs, Bio-gas) and fleets in urban distribution and other logistics schemes.

The ENCLOSE project will support the development of Sustainable Urban Logistic Plans in 9 SMHTs involving partners from 13 EU countries – Austria, Bulgaria, Greece, Ireland, Italy, Norway, Poland, Romania, Portugal, Spain, Sweden, The Netherlands and the UK – with a very high potential of achieving a much wider reach thanks to participation of European and worldwide City Associations and networks (the European Association of Historic Towns, [www.historic-towns.org](http://www.historic-towns.org), and the network provided by s'-Hertogenbosch Municipality as President of the Walled Towns Friendship Circle, [www.walledtowns.com](http://www.walledtowns.com)) providing the necessary multiplying promotion and diffusion context.

This newsletter will give you the possibility to keep in touch with ENCLOSE activities and track important events, projects achievements and results throughout the life time and at key phases of our project. We will be very pleased if you will be reading us regularly and for any comment or suggestion you may want to let us have to improve our efforts and work.

*Dr. Giorgio Ambrosino*

*MemEx Srl, Italy*  
*the ENCLOSE Project Coordinator*  
*on behalf of ENCLOSE Consortium*



### The ENCLOSE project: an outline

Freight transport and city goods distribution are widely known factors of energy consumption and environmental degradation in European urban centers and increasing efforts have been undertaken in EU countries to improve operations and reduce their negative impacts.

Based on gathered evidence, there is today a considerably growing consensus on the view that more sustainable urban freight operations and significant benefits in terms of energy efficiency can be achieved by an appropriate mix of different measures such as: Urban Consolidation Centers, optimized urban freight transport and delivery plans, clean vehicles and low emission technologies, restrictions and public incentive policies, last mile and value added services, integration of city logistics processes within the overall management of urban mobility. Further to this, an even stronger opportunity for a cleaner urban logistics is offered by proper integration of the latest “green vehicle” technologies.

Whilst efforts and city logistics innovation projects have been undertaken in most European capitals and major cities (e.g. Barcelona, Berlin, London, Paris, Stockholm, etc.) small-/mid-size towns, particularly those involving historic centers, are somehow lagging behind, as they have to face and overcome several barriers (related to e.g. shortage of resources, competences, organizational structures, institutional backing, etc.) to be able to effectively embrace innovation, adopt and implement appropriate plans and measures towards sustainable city logistics.



Figure 2 Fleet of green vehicles of Norwegian post vector (Posten Norge, Norway).

They also have additional constraints and challenges related to their specific territorial, social and economic characteristics (e.g. difficult mobility and freight distribution flows, higher impacts of environmental pollution on citizens and quality of life, etc.) and yet show increasing demand of effective measures as well as large potentials for improvements of energy efficiency and sustainability of city logistics operations.

The ENCLOSE project deals with the STEER urban energy-efficient transport themes particularly from the following angles:

- 1) addressing the specific needs, requirements, options and priorities of European small-/mid-size historic towns, demonstrating and assessing feasible and sustainable solutions leading to tangible and measurable changes in behaviour and impacts of logistics, and transferring best practice and benefits within and beyond the network of participating towns;
- 2) qualifying the demand of Local Authorities and municipalities of European SMHTs for sustainable, energy-efficient urban logistics and freight distribution solutions, generating and spreading the knowledge about good practices and suitable strategies for effective integration of freight distribution and logistics schemes in the overall urban mobility and, more generally, town governance policies;
- 3) investigating and assessing the operation of “green vehicles” (FEVs, PHEVs, Bio-gas) and fleets in urban distribution and other logistics schemes from the point of view of the needs and requirements of in small-/mid-size historic towns, assessing the full energy cycle and impacts, identifying their additional benefits and key issues for any effective adoption and integration in the overall logistics, mobility and energy management plans.

We expect ENCLOSE will have a general and visible impact on promoting the adoption of good urban logistics practices in European small-/mid-size historic towns, by implementing concrete demonstration actions and rising the awareness of the involved local authorities and stakeholders through a number of local dissemination events and media involvement directly in 13 EU member states and, via the participating multipliers association of European historic towns, indirectly in all EU27 countries.



## ENCLOSE objectives and expected results

The overall objectives of ENCLOSE is raising awareness about the challenges of energy efficient and sustainable urban logistics in European SMHTs and about the concrete opportunities to achieve highly significant improvements and benefits by implementing and operating suitable and effective measures, schemes and framework approaches specifically targeted to such specific urban environments ENCLOSE is expected to bring a number of relevant results including:

1. Implementation of (1) pilot operations in 3 small-medium town in Italy, Norway and The Netherlands and (2) feasibility and transferability analysis and the implementation of soft measures carried out in 6 small and mid size towns in Bulgaria, Greece, Portugal, Romania, Spain and UK.
2. Development of Sustainable Urban Logistic Plans (SULPs) in the overall 9 ENCLOSE forerunner and follower towns (also indicated as "follower sites"). The SULPs will be developed with participatory and integrated approach, in order to reach a strong consensus and collaboration among the relevant stakeholders and to consider the foreseen logistics measures in the overall urban mobility policy.
3. Building up a suitable and usable framework for the definition of Sustainable Urban Logistics Plans for Small/Mid-size historic towns. Building upon the outcomes obtained under point 1 and 2, this is the core specific objective of ENCLOSE, which will lead to a key usable tool for European towns, to set up their Sustainable Urban Logistics Plans (SULPs).

Background to the development of the Sulp is the definition of the baseline data, for each town, based on a specific methodology that will be provided and discussed. A first example of a "baseline data" comes from results of the baseline developed for Lucca.

4. Promoting and enhancing the networking of European small/mid-size historic towns on the themes of sustainable and energy-efficient logistics, to facilitate the exchange of

experiences, promote and achieve the adoption of Sustainable Urban Logistics Plans. In ENCLOSE the main tools to reach this objectives are 1) the technical visits/training courses that will be organized in each pilot sites and 2) the awareness rising events (local workshops) that will be organized in each follower towns.



Figure 3 Luccaport headquarters: the Lucca Urban Consolidation Centre provides base services for clean freight transshipment, consolidation and last mile delivery to the historic center.

5. Investigating policy-level issues and defining a suitable strategy to ensure long-term sustainability of the designed framework for Sustainable Urban Logistics Plans for small/mid-size historic towns. ENCLOSE will provide elements to address and stimulate the various institutional levels (regional, national, EU) to ensure the necessary frame conditions (i.e. legislative, incentives, etc.) for the adoption and implementation of the Sustainable Urban Logistics Plans by the concerned towns.
6. Implementing the most effective communication and dissemination strategy to ensure the maximum visibility of project outcomes and promoting the adoption of good urban logistics practices in European small/mid-size historic towns, by implementing concrete demonstration actions and rising the awareness of the involved local authorities and stakeholders through a number of local dissemination events and media involvement directly in 13 EU member states and, via the participating multipliers Association of European Historic Towns, indirectly in all EU27 countries.



### The ENCLOSE Consortium

The ENCLOSE project involve 16 partners from 13 EU countries – Austria, Bulgaria, Greece, Ireland, Italy, Norway, Poland, Portugal, Romania, Spain, Sweden, The Netherlands and the UK - and is based on the cooperation of a number of stakeholders and solution providers including:

#### Forerunner (pilot) towns

Lucca (Municipality), Trondheim (Posten Norge), s'Hertogenbosch (Municipality);

#### - Follower (learner) towns

Burgos (Association Plan Strategico ), Almada (Municipality), Dundee (Municipality), Alba Julia (Municipality), Serres (Municipality), Balchik (Municipality)

#### - Agencies/University

Energi Kontor Sydost (Energy Agency), Tipperary Energy Agency, Austria Tech (Technology Institute), ILIM (Institute of Logistics);

#### - Association

EATHR (European Association of Historic Towns and Regions);

#### - Specialized Companies

**MemEx (Coordination and Technical Management), M&C Marketing, Comunicazione (Communication)**

### ENCLOSE events

ENCLOSE has officially started the planned activities on May 3rd 2012.

The first four months of the project have been mainly devoted to the organization of the reference stakeholders group and to the start up of the analysis of users needs and operators requirements.

Recent events since project start include:

**ENCLOSE kickoff meeting**, held on 16<sup>th</sup> –17<sup>th</sup> may 2012 in Lucca, organized by MemEx and the Municipality of Lucca and hosted in the premises of Lucense (the company that support the local Municipality in the development of the several city logistics actions including ENCLOSE). The meeting included a visit to LUCCAPORT, Lucca Urban Consolidation Center which

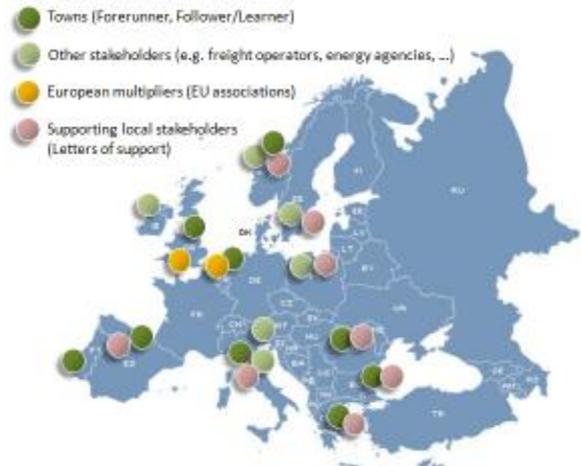


Figure 4 The ENCLOSE consortium

provides base services for freight transshipment, consolidation and last mile delivery to the historic center.

**Technical Visits to LUCCAPORT** (27-28-31 May, 26 June, 11 July 2012) by several non-partnering institution including University (University of Linköping, Sveden; University of Catalonia, Spain; Institute for Advanced Studies, IMT, Lucca, Italy; Coventry University, UK), Research Institutes (VTI, Sweden; ISV, Germany), Municipality and Association, Small and medium enterprises (SMEs). In total about 50 people participated and attended the technical workshop.

**First Technical Study Visits in Lucca (first part)**, held in Lucca on 12-13-19-26-27 July 2012, aimed to review and assessment of the project start up phase and the short term planning of the foreseen action.



Figure 5 Some representatives of non- ENCLOSE towns during a Technical Visit to LUCCAPORT, Lucca, May 2012



### More information: ENCLOSE future events

Besides this Newsletter, which under the coordination of the Communication and Dissemination Manager (M&C), ENCLOSE partners will be issuing at least four times per year, a number of planned project events and resources will provide updated information about ENCLOSE activities and results. The ENCLOSE project will establish a wide knowledge exchange program that will integrate and coordinate a number of different communication and collaboration measures, involving active participation by the involved sites:

- **Experience exchange actions** by each follower/learner towns in 2 Forerunner sites, including site visits, attendance to good practice piloting and demonstrations, limited exchange of personnel (e.g. on-site shadow training, coaching of follower/learner site personnel, etc.), targeted (e.g. theme/group related) working sessions and seminars, focus groups and on-site interviews, etc.
- **Awareness rising local events**, including short workshops and meeting for presentations and discussion of approach and results with target groups, public stakeholders, associations, etc.

Experience exchange actions will mainly involve ENCLOSE partners, while awareness rising events will expand to local entities, organization, association and enterprises (in e.g. regional/national events).

**Regional Conference on city logistics** on 12<sup>th</sup> of October 2012, in Lucca, with the participation of the Tuscany region government and local and regional stakeholders entitled “City Logistics for Small and Medium Historic Towns: the Tuscany model toward the Europe”



Figure 6 Discussion during the First Technical Visit to LUCCAPORT, Lucca, July 2012

#### CONTACTS

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