

Stakeholder Responses to Measures for Green and Efficient Urban Freight

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Developing more efficient and environmentally friendly urban goods distribution depends on increased knowledge and cooperation between private business and authorities. The project *Green Urban Distribution* aims at identifying and demonstrating green and efficient solutions for urban goods distribution through improved organization, service innovation and the application of technology. The successful introduction of such solutions, however, depends on the acceptability and receptivity of involved stakeholders. It is important to recognize and adequately understand the concerns of different stakeholders in order to successfully implement city logistics policies.

Few studies explicitly document stakeholder perspectives on measures for urban freight transport. In contrast to for instance public transport, authorities have typically not acknowledged their own potential influence in achieving efficient freight transport. Along with other factors, this has caused a vacuum in urban freight allowing for uncoordinated activities characterized by lack of cooperation between actors. Managed and determined stakeholder involvement is therefore crucial for advancing towards efficient urban freight, and is likely to represent an untapped resource more in urban freight than other transport areas.

The study to be presented at the workshop will provide a basis for designing viable and effective measures for more environmentally friendly and efficient freight distribution in the city center of Oslo. We ask *how do relevant stakeholders evaluate potential measures for facilitating green and efficient urban distribution?* More specifically, this paper presents stakeholder responses to one measure aimed at improving utilization of street areas and one measure aimed at improving time utilization: i) mobile depots, and ii) night and evening deliveries.

Stakeholder responses were collected through pilot interviews and a focus group seminar with three stakeholder groups: carriers, end-receivers and local authorities. The stakeholders systematized their evaluations according to a SWOT matrix, resulting in response categories indicating facilitators and obstacles towards implementation.

The study shows that stakeholders are in general skeptical to the introduction of mobile depots, but more positively oriented towards night and evening deliveries. The rationale underlying the stance of each stakeholder group might vary however.

The overall objective of collaborative processes as the one described above is to reach what we have labelled *common ground*. Common ground refers to the abstract area where (combinations of) each stakeholder perceives the advantages of measure implementation to be greater than the disadvantages. The concept of common ground could be used as a framework for making both a priori and ex-ante assessments of measure feasibility. As such, common ground represents both a theoretical representation of particular collaborative processes in urban freight, as well as an aide in the practical organization and approach to measure implementation.