

● Joint 2025 Webinars

Greening urban freight transport

Mixed use of urban space
for city logistics



WED 9 APRIL 2025

11:00 - 12:30 CET

POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION

alice

Alliance for
Logistics Innovation
through Collaboration
in Europe

- Recognized by EC as **European Technology Platform**
- **180+ members**, stakeholders from logistics & supply chain

EU Projects

Innovation uptake &
knowledge management

Influence

Membership engagement

5 thematic groups (TG)

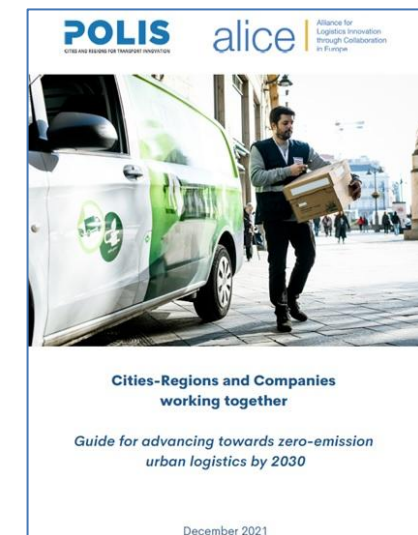
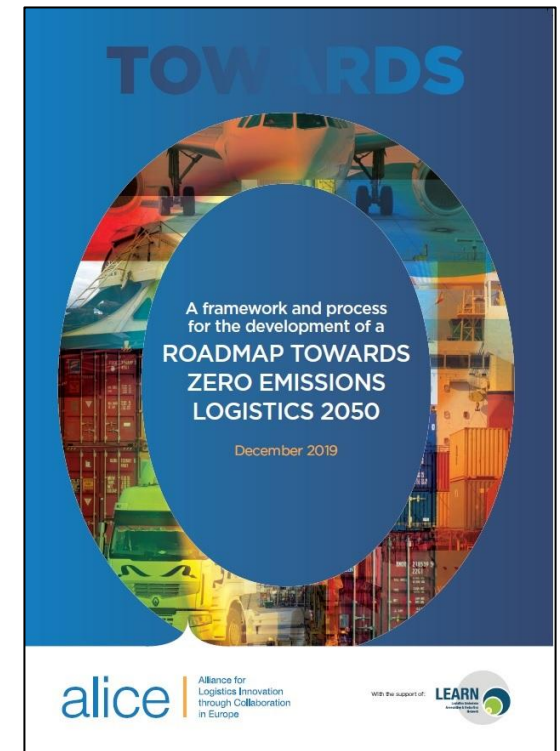
TG1. Efficient and Low
Emissions Assets and
Energy

TG2. Corridors, hubs and
Synchromodality

TG3. Systems and
Technologies for
Interconnected Logistics

TG4. Supply Network
Coordination and
Collaboration

TG5. Urban Logistics





Peer-to-peer exchange

Policy & Advocacy

Research

Innovation

**+100 Cities, regions and
related entities**

**SUSTAINABLE
URBAN
MOBILITY
INNOVATION**



Urban Air Mobility



Air Quality and Clean Vehicles



Climate-Neutral Cities Mission



Safety & Security



Mobility & Traffic Efficiency

POLIS



POLIS - ALICE 2025 webinar series

- A **strategic dialogue** has been in place between POLIS and ALICE since 2019, which has resulted in a strong alliance over the years.
- The vision is to support each other's members to **accelerate the transition** as fast as and as effectively as possible by continuous gathering and sharing of initiatives, and networking activities facilitating collaboration.
- A chance to learn how **public-private partnerships** are being deployed in novel ways to leverage cutting edge digital technologies and data sharing mechanisms. An opportunity to hear about new concepts and opportunities between ongoing EU-funded projects and initiatives.
- Most of the webinars in this series are for POLIS and ALICE members, and a few ones open to the public.

Agenda

Welcome and introduction: Marion Cottet (ALICE), Raffaele Vergnani and Melina Zarouka (POLIS)

Presentations:

- **Vasilis Giannoudis**, Research Associate at the Hellenic Institute of Transport (HIT/CERTH) – Transport Modeller - *Overview of Thessaloniki use cases in DISCO project*
- **Alessandra Barbieri**, European Projects, Smart cities and 100 climate-neutral cities for the Municipality of Florence – *Mobility of Florence: manage the territory to improve flows*
- **Joy Pasquet**, Transport Strategy & Policy Lead, FR BE LUX, Amazon Logistics – *Rethinking logistics real estate: bus depts as microhubs*

Panel discussion and Q&A from the audience, facilitated by Marion Cottet (ALICE)

Next appointments and final remarks, Raffaele Vergnani and Melina Zarouka (POLIS)

Urban space

- As cities grow denser and become more and more congested, the allocation and design of urban space for city logistics has become a critical challenge for planners and policymakers.“
- The competition for limited urban space—between transport, housing, public life, and logistics—raises urgent questions about how cities can adapt sustainably and efficiently.
- This webinar explores strategies for optimising urban areas by integrating logistics functions into the urban fabric while maintaining accessible and engaging public spaces.

