



MED COLOURS

MEDiterranean Collaborative Logistics for the Urban Space

Climate change is the foremost worldwide challenge. Among those contributing factors, some of the most pressing include congestion, which costs the European economy €100 billion per year- 1% of its GDP, air pollution, affecting people's health, and transport emissions (those from freight count 25% of total urban transport emissions). The EU Green Deal targets to reduce emissions in cities by 55% by 2030 and be climate-neutral by 2050, cannot be met only by vehicles decarbonisation goals. **COLOURS aims at upscaling to a new generation of urban logistics and planning enabling the transition to decarbonised and smart cities. By developing new SULPs, MED Cities will plan resilient, sustainable, integrated, and collaborative innovation-driven solutions for the UFAs.** This would help reducing the negative impacts of freight and logistics activities. COLOURS' joint territorial ambition is to enable urban freight distribution in MED-FUAs from a low carbon environmental perspective and, at the same time, give cities a boost in sustainable development and human well-being. COLOURS will jointly validate 1) strategy for continuous cross-monitoring of SULPs ,2) New Resilient SULPs and 3) solutions for innovative and sustainable urban logistics. This would foster the more effective implementation of existing sustainable policies and improve access to funding/investment for climate-resilient living areas. COLOURS supports the digital and environmental transition in six cities and their related FUA in MED area (Livorno, Cesena, Thessaloniki, Koper, Lisbon, and Lyon). Transition is built upon a quadruple helix approach supported by the liaison with other European Projects in the same field. COLOURS will adopt a new approach to urban freight planning introducing new collaborative concepts and disruptive/enabling technologies. The project outcomes will go beyond existing practices through long-term transition scenarios to achieve the targets set in the EU green Deal in MED Area.



Overall objective: The project focuses on promoting climate change adaptation and disaster risk prevention resilience, with a specific emphasis on incorporation eco – system-based approaches. Its primary goal is to diminish the adverse effect of freight transport and logistics activities on the environment and the quality of life in MED urban areas. The objective is to empower logistics communities to strategically plan, embracing resilient measures and adopting sustainable, integrated, and collaborative innovation – driven solutions.



Main deliverables:

- MED COLOURS SULPs benchmark
- Guidelines for resilient urban logistics planning
- Report on the COLOURS SULPs and joint strategy
- Feasibility studies and preparatory activities
- COLOURS Innovative solutions package : pilot implementation
- COLOURS urban logistics solutions: case studies and implementation guidance
- Capacity development materials
- Report on impact assessment of COLOURS solutions



Pilot activities: Livorno (Italy), Cesena (Italy), Thessaloniki (Greece), Koper (Slovenia), Lisbon (Portugal), Lyon (France)



Partners:

- **Institute for Transport and Logistics Foundation ITL, Italy**
- European Network of Logistics Competence Centres, Open ENLoCC, Belgium
- Centre for Research and Technology Hellas-CERTH, Greece
- Zaragoza Logistics Center Foundation, Spain
- Local Public Company Lyon Confluence, France
- MemEx Srl, Italy
- Municipality of Livorno, Italy
- University of Maribor, Slovenia
- Municipality of Koper, Slovenia
- Municipality of Lisbon, Portugal
- Lisboa E-Nova – Lisbon's Energy and Environment Agency, Portugal



Territories:
Urban

