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# UNCHAIN



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# 03

## WELCOME TO UNCHAIN

WELCOMING WORDS BY THE  
UNCHAIN PROJECT CONSORTIUM  
TO OUR PROJECT COMMUNITY

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In the dynamic realm of urban logistics, the UNCHAIN project emerges as a catalyst for positive change. With the surge in last-mile deliveries impacting our cities, UNCHAIN is on a mission to revolutionize urban logistics for sustainability. Partnering with seven European cities and industry leaders like DHL and UPS, our project integrates data to develop twelve city services, addressing congestion, safety, and environmental challenges.

At the heart of UNCHAIN is collaboration, breaking down data silos to create a unified European

space for mobility data. Our goal is to empower stakeholders and city managers to make informed decisions, optimizing Urban Consolidation Centres and enhancing pick-up and drop-off zones.

Become part of the UNCHAIN community, where data, technology, and collaboration intersect to unlock a sustainable and efficient future for urban logistics.

Together, let's shape the future of cities. We welcome you in our beloved UNCHAIN project community.

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# 04

## Eight Months of Innovation

WONDERING WHAT HAS HAPPENED IN OUR UNCHAIN PROJECT SO FAR?

Reflecting on the journey so far, we are excited to share the remarkable progress achieved since the project's kickoff in May 2023. Commencing with a dynamic consortium meeting in May, we set the stage for collaborative endeavors that have defined the UNCHAIN project. By the submission of five crucial deliverables, significant milestones were achieved.

In September, the whole consortium met in Florence, to ensure we were on the right track. This meeting allowed us to collectively ensure that the project is progressing in the right direction and provided an opportunity to refine our services and capacity-building activities.



On 30 November, the UNCHAIN cities came together for our inaugural internal workshop on replication strategies. This workshop played a crucial role in shaping our approach to extending the project's impact beyond its initial scope.

In addition to these key project-specific events, UNCHAIN made a notable presence at various European conferences: Urban Mobility Days, Major Cities of Europe Annual Conference, Smart City World Expo, and the Global Mobility Call. It's been fantastic connecting with other experts and sharing our project.

As we step into the next phase of UNCHAIN, the project partners are more motivated and committed than ever.





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# 05

## The Urban Renaissance

WHAT STEPS DOES THE CITY OF FLORENCE TAKE FOR A SUSTAINABLE URBAN ENVIRONMENT?

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### **the UNCHAIN Living Lab, The City of Florence**

As a UNESCO World Heritage site, the historic centre of Florence faces the challenge of managing a high density of commercial activities and daily freight operations while preserving its urban liveability. Their recently approved Sustainable Urban Mobility Plan (SUMP) emphasizes the need to reduce last-mile freight delivery vehicles and optimize the usage of urban time and space to avoid congestion and misuse of public areas. The UNCHAIN use cases in Florence are centred around the historic centre, aiming

to enhance traffic congestion, air quality, waiting time, and urban maintenance. By better managing freight delivery vehicle access, particularly during peak hours, and creating a test Urban Consolidation Center (UCC) connected with IT services, we endeavour to create a more sustainable and efficient urban logistics environment. Florence's strength lies in its integrated planning framework, guided by sustainable "master plans" like SEAP/SECAP and the Smart City Plan. With a systemic approach and co-design processes, we are aligning our

targets with ambitious EU initiatives to achieve climate neutrality. In collaboration with stakeholders and the metropolitan area, our comprehensive action plans are shaping Florence's transition towards a greener future.

At UNCHAIN Florence, we are driving urban logistics towards a greener and more sustainable future, fostering a Renaissance of innovation and sustainability in our beloved city. Join us as UNCHAIN Florence creates a model for eco-friendly urban logistics that inspires cities worldwide.

During September, the city of Florence hosted the whole UNCHAIN consortium for dynamic two-days meeting. Two intensive capacity-building workshops were a cornerstone of our time together. These workshops empowered our team with the knowledge and skills required to push the boundaries and enhance UNCHAIN services, reinforcing our unwavering commitment to progress and innovation. Our journey in Florence extended beyond the meeting room, as we embarked on two eye-opening site visits throughout the city. They shared their sustainable urban plans, showcasing their visionary initiatives aimed at redefining urban logistics.



06





# 07

## Meet our Follower Cities

Meet the driving forces behind UNCHAIN's logistics transformation – Prague, Mechelen, Funchal, and Riga. Beyond our Living Labs, these follower cities are the backbone of our mission for sustainable urban solutions. In this deep dive, discover the unique stories and roles these cities play in advancing green mobility and logistics. Join us as we unravel the essence of UNCHAIN's collective journey towards a smarter, more sustainable future of urban logistics.



Funchal, the capital of Madeira, has the dual pressures of tourism and economic activity. As a densely populated municipality, the city faces traffic concerns, especially in the central areas. UNCHAIN emerges as a solution, aligning with existing projects like MATCH-UP and FlexCurb. The city's Mobility and Traffic Division sees UNCHAIN as an opportunity to synchronize mobility connections and enhance the efficiency of freight logistics.

By addressing supply and freight services, UNCHAIN aims to alleviate pollutant emissions and illegal parking, ultimately



enhancing the pedestrian experience. Funchal envisions this as an opportunity for strategic planning, optimizing parking spots for smoother delivery processes.

Riga, the beautiful capital of Latvia, is a pioneer in the race toward climate neutrality and smart urbanization. Recognized among the first 100 cities aiming for climate neutrality by 2030, Riga is actively developing a sustainable future. With ambitious targets to reduce greenhouse gas emissions and promote sustainable mobility, Riga's commitment is enshrined in various strategic documents.

UNCHAIN becomes a catalyst for Riga's transformative journey, aligning with the city's cycling infrastructure development plan and a goal to cut car access by 5% before 2027. Riga sets a precedent for cities seeking to shift modalities towards public transport and micro-mobility.

Small and medium-sized cities often hold the key to transformative change, and Prague stands tall in this league. With a clear dedication to sustainable urban mobility, Prague is tackling the challenges posed by increasing e-commerce deliveries.

The City Logistics Study of 2019, approved in 2020, scrutinizes issues surrounding sustainable city logistics, focusing particularly on last-mile deliveries and parking complications.

UNCHAIN aims to facilitate meaningful discussions and implement effective measures, transforming the city into a model for logistics excellence.



08







## 09



Mechelen, a quintessential European city in the province of Antwerp, epitomizes urban challenges with its historic ramparts and narrow cobblestone streets.

Since 2011, Mechelen has pioneered a UVAR system, regulating deliveries, car-free zones, and restrictions on heavy goods vehicles. Ambitiously expanding car-free zones post-infrastructure revamps, Mechelen, within the UNCHAIN project, targets key challenges: CO2 reduction, fewer vehicles, minimized driven kilometers, enhanced air quality, and a harmonious blend of accessibility and livability.

The city embraces digitalization, setting a benchmark for urban freight data-driven solutions through a collaborative, step-by-step approach. Mechelen's journey exemplifies the true spirit of UNCHAIN's transformative impact.

The follower cities of UNCHAIN – Prague, Mechelen, Funchal, and Riga – represent the pulse of urban transformation. Beyond our amazing Living Labs, these cities embody the essence of our collective pursuit for sustainable, resilient, and connected future for urban logistics.

As we celebrate the progress of UNCHAIN, let us equally applaud the dedication and contributions of these cities, for they are the true architects of change in the urban landscape.

In the next edition we are going to explore the unique UNCHAIN peer cities.



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# 10

## Stakeholder Engagement Group

WHAT IS THE BEST WAY FOR YOU  
TO BE PART OF UNCHAIN? WE ARE  
HERE TO HELP

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Be a catalyst for change by joining the Stakeholder Engagement Group of the UNCHAIN project. Open to all, the SEG welcomes representatives from cities, urban logistics experts, scholars, logistics operators, and the general public. This collaborative platform invites you to actively participate in workshops, discussions, and feedback channels, influencing the intermediate results of the research. Choose your level of involvement, whether receiving updates through our mailing list and LinkedIn group or actively contributing by reviewing project

outputs and participating in events. Membership is free, offering a chance to network, stay informed, and shape the future of sustainable urban logistics. As a SEG member, you will be invited to exclusive UNCHAIN events and workshops, contributing to the collective effort to revolutionize urban logistics for a more sustainable tomorrow.

Contact us today at [UNCHAIN Project](#) website or [LinkedIn](#). Together, let's embrace the new era of sustainable urban logistics in just a few clicks!

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## Visit the UNCHAIN website

OUR WEBSITE IS YOUR KEY TO KEEP UP WITH THE PROJECT

In today's fast-paced world, where the convenience of online shopping reigns supreme, the demand for last-mile delivery is soaring. The UNCHAIN project is on a mission to revolutionise urban logistics and create sustainable, resilient, and safe cities for all.

[DISCOVER UNCHAIN](#)



## Coming Up

SEE ALL UPCOMING EVENTS

Discover breaking news, upcoming events, insightful articles, and engaging stories that reflect our commitment to innovation and progress.

[SEE THE EVENTS](#)



## Resources

MAKE SURE TO CHECK THEM

Ready to dive into our deliverables and become a valued member of our community? This is your gateway to unchain all the exciting details!

[INSTANT DOWNLOAD](#)