

# GREEN-LOG

Newsletter #5

June 2025



## Welcome to the 5<sup>th</sup> edition of the GREEN-LOG newsletter!

Dear Reader,

We are pleased to announce the publication of the 5th issue of the GREEN-LOG newsletter. If you are interested in innovative **last-mile delivery solutions** with the highest possible impact on environmental sustainability and traffic reduction, you are at the right place!

Stay tuned @ [www.greenlog-project.eu](http://www.greenlog-project.eu)!

With best wishes,  
The GREEN-LOG team



## About GREEN-LOG

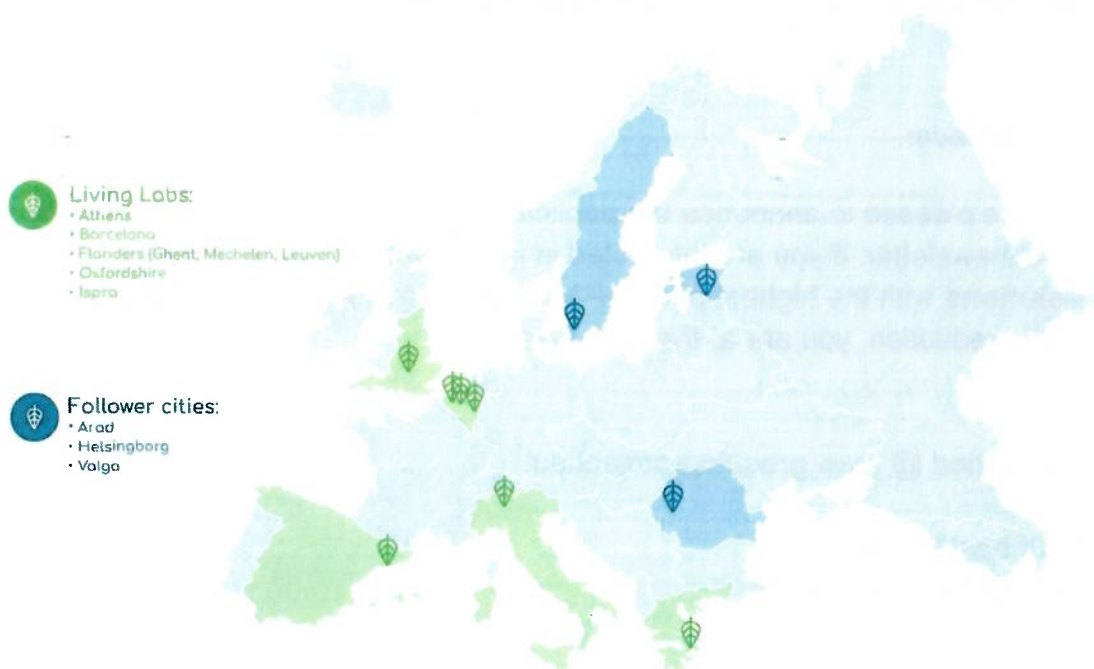
The world is experiencing unparalleled growth in last-mile transport following the unprecedented growth of e-commerce. This new reality brings a number of challenges to urban and peri-urban ecosystems and puts immense pressure on courier companies for seamless servicing of higher volume home deliveries.

Against this backdrop, **GREEN-LOG**, the **Horizon Europe co-funded project**, aims to accelerate systemic changes and create last-mile delivery ecosystems that are economically, ecologically, and socially sustainable.

GREEN-LOG offers **Logistics-as-a-Service platforms** for interconnected city logistics, **automated delivery concepts** using autonomous vehicles and delivery droids, **cargo-bike-based innovations** for sustainable micro-consolidation, and **multimodal parcel deliveries** integrating public transportation. The solutions are supported by networked city logistics dataspace that supply dynamic services for proactive ecosystem optimisation while respecting the interests of stakeholders including consumers, businesses, and the city.

The GREEN-LOG approach is deployed and validated in five Urban Living Labs, an inclusive set of demonstration sites that cover EU regions with different Urban Logistics characteristics and varying challenges. Three follower cities that experience rapid economic and social change and are highly interested in tailoring and replicating GREEN-LOG solutions will benefit from intensive transferability acceleration actions.

### GREEN-LOG Cities



# GREEN-LOG successfully concludes first demonstration of zero-emission logistics across five European cities

The Horizon Europe GREEN-LOG project consortium has successfully completed its first round of demonstrations across five European Living Labs established in Athens, Barcelona, Flanders, Oxfordshire, and Ispra. This achievement marks a significant milestone in the project's mission to advance sustainable urban logistics innovation by assessing the impact of zero-emission delivery solutions on logistics efficiency, sustainability, and stakeholder engagement. The demonstrations tested multiple innovative solutions tailored to each city's unique urban and peri-urban contexts, showing promising results in reducing emissions and improving delivery efficiency.

[Read the relevant PRESS RELEASE](#)

## Athens, Greece

In **Athens**, real-world and simulation-based demonstrations were conducted to compare shared versus independent last-mile deliveries using a white-label electric vehicle with a single driver. Results showed impressive reductions in kilometers driven (-35%), travel time (-26%), and number of stops (-12%), validating the potential of collaborative delivery models and smart locker technologies.



## Barcelona, Spain

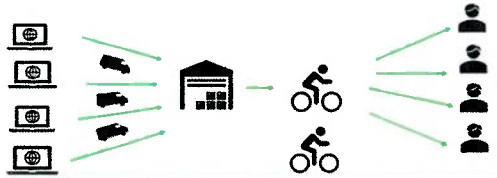
**Barcelona** focused on multimodal solutions that integrated public transport with cargo bikes, alongside testing autonomous delivery robots within railway station environments. The trials confirmed the operational viability of using trains to overcome geographical challenges and dependence on road vehicles, while the autonomous robot demonstrated reliable navigation capabilities in public transport settings.

## Ispra, Italy

The **Ispra** pilot combined cargo bikes and autonomous droids for meal deliveries, achieving high user satisfaction rates with 93% of participants supporting long-term implementation of the service despite minimal improvement in delivery times.



## Flanders, Belgium



In the **Flanders Living Lab** pilot in **Mechelen**, the Logistics-as-a-Service (LaaS) platform, led to a significant reduction in delivery tours (47%) through cargo consolidation. The platform successfully influenced consumer behavior through dynamic pricing models, demonstrating how digital tools can drive sustainable delivery choices.

## Oxfordshire, UK

**Oxfordshire** demonstrated robust logistics solutions including predictive demand tools, optimised routing services, and innovative hub concepts. The Mobile Delivery Hub notably improved courier efficiency by significantly reducing reloading times, while the Moveable Consolidation Hub demonstrated strong potential for parcel consolidation and emissions reduction.



## OUR SYNERGIES

**GREEN-LOG** co-organised the Sustainable Last-Mile Logistics Cluster session at the ITS European Congress 2025





We are excited to announce that GREEN-LOG, together with the **Sustainable Last-Mile Logistics Cluster** projects - **DECARBOMILE** and **URBANE** - co-hosted a Special Interest Session **SIS 22: Collaborative Solutions for Sustainable Last-Mile Logistics** on Tuesday, 20 May, during the **ITS European Congress 2025**.

This interactive session explored key challenges faced by cities, courier companies, and other logistics stakeholders — and showcased how innovative last-mile delivery solutions are helping to address them. GREEN-LOG was represented on the panel by Mr. Babis Magoutas from Frontier Innovations.

Beyond the session, GREEN-LOG was also featured at the **Netcompany's booth** in the exhibition area — creating opportunities for engaging discussions and networking with experts in mobility, technology, policy, and research.

[Read more](#)

**MCCs and mobile depots being tested in the Athens Living Lab – best practice featured in the latest EIT Urban Mobility insight**

# Exploring the future of microhubs in last-mile logistics



The latest insight from **EIT Urban Mobility** explores the future of microhubs in last-mile logistics. Showcasing practical examples from across Europe, it highlights best practices from three Horizon Europe projects that form the **Sustainable Last-Mile Logistics Cluster** – **URBANE**, **DECARBOMILE** and **GREEN-LOG**.

The insight features the practical example from the **GREEN-LOG project's Athens Living Lab**, which is introducing micro-consolidation centres (MCCs) and mobile depots at predefined stops around the city centre, optimising last-mile deliveries through a collaborative logistics network.

[Read the insight here](#)

## READ OUR LATEST BLOG POSTS



### How Flanders is leveraging EU research projects to achieve zero-emission logistics

Demonstration and pilot activities developed in EU-funded projects are important pieces of the puzzle on the road to decarbonisation of logistics, allowing cities to experiment with potential solutions and contribute towards more sustainable urban logistics.

[Read more](#)



### How co-creative filmmaking creates engagement in Urban Living Labs

Co-creative filmmaking is an iterative design ethnographic method that we are developing within the GREEN-LOG user-centred Urban Living Lab approach. It involves collaborating with users on creating videos that integrate their perspectives into the design process in a way that offers more inclusive and accessible opportunities for self-representation.

[Read more](#)





## Driving Sustainability: transforming last-mile delivery in Athens through GREEN-LOG

Urban logistics is evolving rapidly, with sustainability driving the shift towards greener, more efficient delivery systems. The GREEN-LOG project is leading the way by reimagining last-mile logistics through innovative, real-world solutions. The Athens Living Lab provides a dynamic testing ground where logistics providers, city authorities, and technology partners come together to tackle pressing urban logistics challenges.

**Read more**



## GREEN-LOG Delivers Eco-Logistics Solutions to Oxford

GREEN-LOG eco-logistics project made rapid progress during its pre-Christmas 'Living Lab' trial with Innovate Oxfordshire at Oxfordshire County Council and Pedal & Post couriers.

The Europe-wide GREEN-LOG project is developing tools to link local retailers and consumers in Oxford with fast and eco-friendly local electric vehicle (EV) delivery.

**Read more**

## GREEN-LOG External Advisory Board: Strengthening GREEN-LOG through expert collaboration



GREEN-LOG is proud to collaborate with its **External Advisory Board (EAB)**—a panel of five renowned experts from the scientific and industrial sectors. The EAB provides independent, strategic guidance on the project's key activities, helping to align our work with the latest trends, challenges, and best practices in sustainable urban logistics.

The collaboration officially began with an **introductory online session in December 2024**, where GREEN-LOG partners shared project objectives and early results.

Since then, EAB members have actively engaged with the consortium, participating in both **General Assemblies** — in **Barcelona (29–30 January 2025)** and **Halmstad (11–12 June 2025)**. Their constructive feedback is helping to shape the next steps of the project, particularly in terms of implementation and long-term impact.

We are grateful for the EAB's continued engagement and look forward to building on this fruitful collaboration as GREEN-LOG progresses towards more sustainable and efficient last-mile logistics.

## GREEN-LOG in the PRESS



Two prominent Flemish regional media outlets, VRT News and *Het Laatste Nieuws*, have published articles showcasing the work carried out by GREEN-LOG in Mechelen and its results.

✓ VRT News, Flanders' public broadcasting agency

Mechelen experimenteert met alternatieve pakjesleveringen: '20 procent minder bestelwagens' (*"Mechelen experiments with alternative parcel deliveries: '20 percent fewer vans'"*) [[link](#)].

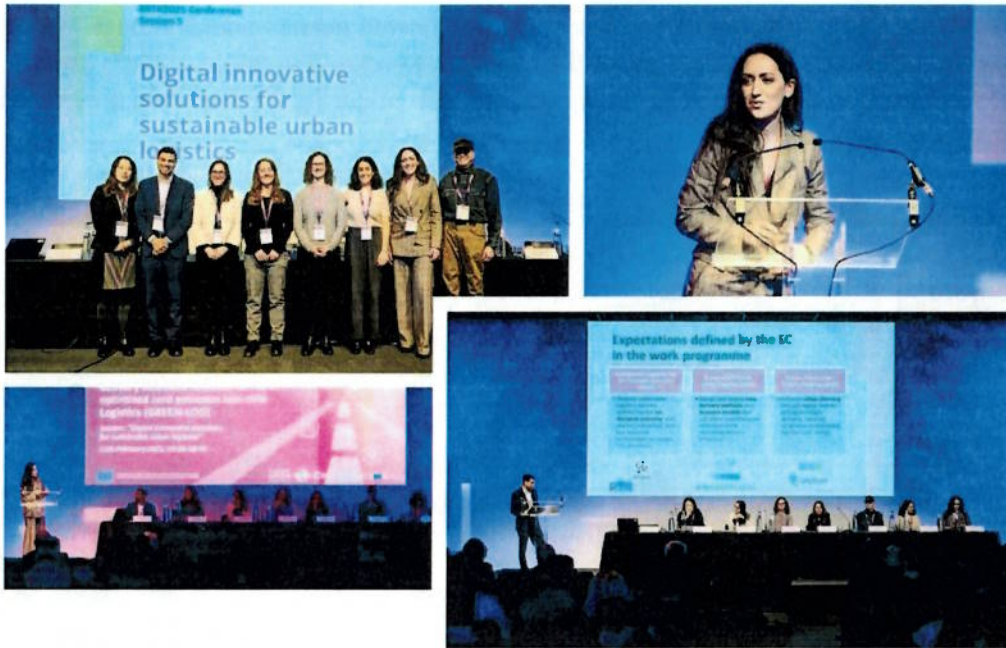
✓ *Het Laatste Nieuws*, a digital newspaper reaching over 2 million daily readers Test met cityhub en cargofiets voor pakjesbelevering reduceert verkeer: "Liefst 21% minder bestelwagens in de wijk" (*"Test with city hub and cargo bike for parcel delivery reduces traffic: 'No less than 21% fewer vans in the district'"*) [[link](#)].

[Read more](#)

## EVENTS



## GREEN-LOG showcased innovative solutions and expected impacts at RTR Conference 2025



GREEN-LOG proudly participated in the 8th edition of the European Conference on Results from Road Transport Research (**RTR Conference 2025**), held in Brussels from 11–13 February 2025.

As part of the parallel session “*Digital Innovative Solutions for Sustainable Urban Logistics*,” Amalia Ntemou from the project coordination team at Netcompany presented GREEN-LOG’s cutting-edge solutions and technologies designed to transform last-mile delivery.

[Read more](#)

## REBEL Lunch & Learn seminar: Qualitative assessment of social impact in Living Labs – Principles & Practices



GREEN-LOG has joined forces with the two EU co-funded projects from the Sustainable Last-Mile Logistics Cluster, **URBANE** and **DECARBOMILE**, in a dialogue seminar organised by our partner Halmstad University on 21 January 2025.

✳️ This **REBEL Lunch & Learn seminar** explored how to assess social impact—such as changes in quality of life, awareness, and acceptance—related to implementing green logistics solutions in Living Labs. It highlighted the use of qualitative methods and fosters an engaging discussion.

The insightful panel was moderated by Prof. Vaike Fors from the Halmstad University.

[Read more](#)

### Partners:



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GREEN-LOG is a project under the CIVITAS Initiative. Read more -[civitas.eu](http://civitas.eu)

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