

GREEN-LOG delivers policy recommendations and roadmap to accelerate zero-emission urban logistics in Europe

July 2026 - The GREEN-LOG project, co-funded by the European Union under Horizon Europe, has released its **Policy Recommendations and Strategic Roadmap** to support cities and policy-makers in transitioning towards zero-emission city logistics systems.

Developed through extensive real-world analysis and stakeholder collaboration, these outputs provide a robust, actionable framework to enable sustainable, efficient, and scalable last-mile logistics across European urban environments.

From real-world evidence to policy guidance

The GREEN-LOG Policy Recommendations are grounded in a **systematic, evidence-based approach**, combining operational insights, stakeholder input, and comparative analysis across diverse urban contexts.

Rather than theoretical assumptions, the recommendations are derived from:

- **Lessons learned from multiple urban environments** representing different logistical, regulatory, and market conditions
- **Stakeholder engagement across the logistics ecosystem**, including public authorities, logistics service providers, businesses, and citizens
- **Impact assessments**, using both quantitative KPIs and qualitative feedback to evaluate environmental, economic, and societal effects
- **Barrier and enabler analysis**, identifying regulatory, operational, and behavioural challenges to scaling sustainable logistics

This structured methodology ensured that the recommendations reflect **practical implementation realities**, including issues such as data sharing, cooperation between competitors, regulatory fragmentation, and consumer behaviour.

Key policy priorities for sustainable urban logistics

GREEN-LOG identifies a set of **critical policy areas** where targeted action can unlock systemic change:

1. Enabling public-private cooperation through clear roles and frameworks

Cities are encouraged to act as **facilitators**, creating the regulatory and spatial conditions for logistics stakeholders to collaborate effectively.

2. Unlocking data for better decision-making

The recommendations highlight the need for **trusted data-sharing frameworks**, interoperable systems, and clear guidance on data collection ensuring that both cities and logistics operators can make informed decisions without compromising commercial sensitivity, through solutions like the involving a neutral intermediary to manage the sharing of data between operators.

3. Influencing demand through consumer engagement

Policies should leverage **consumer behaviour** by introducing consumer-facing mechanisms such as pricing incentives and choice architectures that encourage more sustainable delivery options, such as slot pricing and neighbourhood slots.

4. Aligning policies across governance levels

Fragmentation across local, regional, and EU levels remains a major barrier. GREEN-LOG calls for **coherent, harmonised policy frameworks** to enable scaling and long-term investment.

5. Strengthening local innovation ecosystems

The involvement of **cities, industry, and research organisations (triple-helix approach)** is essential to ensure effective implementation, evaluation, and scaling of innovative logistics approaches.

6. Building capacity in small and medium-sized cities

Particular emphasis is placed on supporting **small and medium-sized cities**, which often lack the resources and expertise to design and implement complex logistics strategies.

A practical Roadmap towards zero-emission city logistics

Alongside the policy recommendations, GREEN-LOG introduces a **comprehensive roadmap** to guide cities from initial pilot actions to fully integrated zero-emission logistics systems.

A Three-Phase Transition Framework

The roadmap is structured around a **progressive, evidence-based transition model**:

Phase 1 – Pilot and preparation

Cities define objectives, engage stakeholders, and implement **small-scale pilots**, while simultaneously assessing impacts through KPIs and stakeholder feedback.

Phase 2 – Scaling proven solutions

Successful measures are expanded, supported by:

- Integration of digital tools
- Strengthening of logistics infrastructure

- Transfer of lessons learned across cities

This phase ensures that tested solutions become **operationally and economically viable at larger scale**.

Phase 3 – Integrated zero-emission ecosystems

Cities move towards:

- Fully integrated logistics networks
- Interoperable data systems
- Strong behavioural adoption among users and businesses
- Alignment of governance and regulation

This phase represents the transition to **system-level transformation**

Time-based implementation vision

The roadmap is further structured across **short-, medium-, and long-term priorities**:

- **Short-term:** Focus on stakeholder engagement and awareness-raising to build trust and adoption
- **Medium-term:** Develop public–private collaboration, data-sharing mechanisms, and infrastructure such as consolidation hubs
- **Long-term:** Integrate logistics into land-use planning and enable advanced solutions within supportive regulatory frameworks

Supporting cities in the transition

By combining **policy guidance with a step-by-step implementation pathway**, GREEN-LOG offers cities:

- A clear understanding of **how to move from pilots to deployment**
- Tools to address **institutional, regulatory, and behavioural barriers**
- A framework for **scaling sustainable logistics solutions across diverse contexts**

The results highlight that achieving zero-emission logistics is not only a technological challenge, but also a **governance, coordination, and behavioural transformation process**.

Learn More

The GREEN-LOG Policy Recommendations and Roadmap have been distilled into a concise brochure that highlights the project's key findings and guidance for policymakers, city authorities, and logistics stakeholders.

Download the GREEN-LOG Policy Recommendations Brochure:
<https://greenlog-project.eu/wp-content/uploads/2026/07/GREEN-LOG-Policy-Recommendations-brochure.pdf>

About GREEN-LOG

GREEN-LOG is a Horizon Europe project co-funded by the European Union, aiming to accelerate sustainable city logistics through the implementation of real-life solutions in multiple and heterogeneous last-mile delivery ecosystems. The project is centered around innovative co-creation in Living Labs across five European cities and areas: Athens (Greece), Barcelona (Spain), Flanders (Belgium), Oxfordshire (UK), and Ispra (Italy).

PROJECT KEY FACTS	
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GREEN-LOG is a project under the **CIVITAS Initiative**, an EU-funded programme working to make sustainable and smart mobility a reality for all. Read more - civitas.eu.

Get in contact with GREEN-LOG:

info@greenlog-project.eu

Get in contact with the Project Coordination Team:

Ms Amalia Ntemou (Project Manager – Netcompany S.A.)

Amalia.NTEMOU@netcompany.com

Ms Dariya Rublova (Dissemination & Communication Manager – Netcompany S.A.)

Dariya.Rublova@netcompany.com



Visit our website:
www.greenlog-project.eu

Contact us:
info@greenlog-project.eu

Find us on:
 GREEN-LOG
 @GREENLOG_HE

Project coordinator:
Netcompany S.A.



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