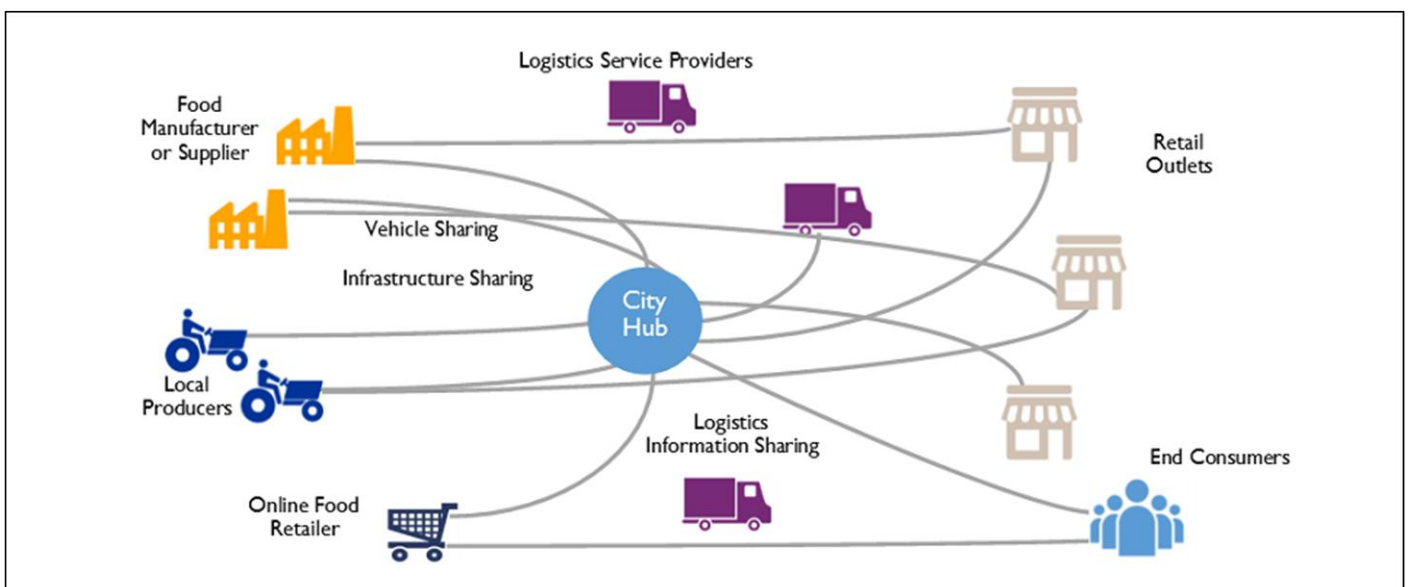




**PROJECT BACKGROUND:** Urban food logistics is facing major challenges: population growth, congestion, environmental damage along with the increased use of convenience stores and home delivery of groceries purchased online. The U-TURN project aims to identify new models for urban food transportation through three pilots in Athens, Milan and London.

## Update on Project U-TURN

Welcome to the 3rd Project U-TURN newsletter bringing you up to date with progress and to highlight some key events coming up. The project has now been running for 18 months and is half way through, and over the last six months there has been significant progress made towards the overall objectives. There are also contact details included at the end of this newsletter and we look forward to hearing from you if you require any further information.



## Overview of the Pilots

### Pilot 1 – Increasing transport efficiency in Athens

The Partners in Greece have been working with 3PL businesses involved in the transportation of food and drink as well as some grocery suppliers and retailers, to identify transport sharing opportunities for customer deliveries to businesses in Athens.

Using a prototype of the transport matching tool being developed in tandem, early modelling results suggest that collaboration would result in an increase in transport loading efficiency and / or a reduction in the number of trucks needed to make deliveries.

The pilot has developed a very strong network of industrial businesses and feedback from those companies involved is very positive and preparation is now being made for a field pilot to take place in 2017.

The partners including Athens University, Barilla, Intrasoft International, and OPTILOG Advisory are currently busy evaluating the models and designing pilot options.



### Pilot 2 – Identifying opportunities for farmers to collaborate to enable more economic transport of goods into Milan

The partners in Italy have been working with a group of farmers located to the South and West of Milan. Using an online survey and series of structured interviews a detailed assessment has been made of the farmers' business characteristics in terms of products, sales channels, temperature range, delivery route and delivery point requirements.

The assessment has included an analysis of the farmers' ability and interest in transport collaboration. The lead partner in Italy TRT is currently undertaking a second phase of analysis to develop the 'to-be' transportation scenarios and field trial.



**U-TURN was presented at various conferences in the past year...**

#### **Civitas Forum Conference, 28-29<sup>th</sup> Sept 2016 in Gdynia, Poland**

In October U-TURN shared a stand with the Novelog & City lab projects at the Civitas Forum, an excellent two day event held in the beautiful port city of Gdynia in Poland. The overall theme was 'Shaping the Mobility of Tomorrow' and it was an excellent opportunity for the Civitas community to meet, learn about the various projects and identify areas of collaboration.



The picture above shows Eleni Zampou of Intrasoft with Walter Mauritsch, U-TURNs Project Officer,

#### **ESCC conference – 10-16 July 2016 – Marathon, Greece**

OPTILOG Advisory & Cranfield University attended the 3rd International Conference on Energy, Sustainability and Climate Change in July presenting respectively on 'Urban Consolidation Centres: State-of-the-art, best practices and operational challenges' and 'A Sustainable Logistics Model in the Food Supply Chain'.

**Conferences planned in the future...**

**New Models for Last Mile Grocery Delivery, London, 14<sup>th</sup> March**

The U-TURN Project team will hold a workshop with its Community of Interest, focusing on preliminary findings and to gather industry views.

This will be held at Eastbury Manor House in Barking in March. Please contact Richard Walters at LCP consulting for more information or to reserve a place (contact details are shown on the last page).



**Civitas Forum 2017 (September)**

Intrasoft and LCP will participate in the Civitas Forum to present progress on U-TURN



**Pilot 3 – Identifying how grocery retailers could collaborate on last mile deliveries to increase transport efficiency in London**

The partners in England have been undertaking a very detailed assessment of the home delivery market place in London, including retailer market share, store and logistics infrastructure, methods and parameters of fulfilment, last mile delivery cost modelling and current and future customer preferences. This has been done using a mixture of online surveys, business interviews and analysis of primary data sources from retailers.

Cranfield University and LCP Consulting are currently undertaking modelling work to identify a range of ‘to be’ collaboration scenarios across a range of identified market business models.

During the process a large community of interest has been established, and a major dissemination event is taking place in London in March 2017, and we anticipate a wide range of stakeholders from Industry, Academia and the Public Sector to attend. The event will be held in partnership with Barking and Dagenham Borough council who like other local authorities are interested to promote residential housing schemes that include a provision to reduce the number of commercial vehicle movements related to grocery home deliveries.



## The U-TURN Transport Collaboration platform

A key feature of the project is the development of a logistics platform that enables businesses to promote distribution opportunities that they may have within their fleet, and / or identify spare capacity within the overall network that they could take advantage of.

Working on this aspect of the project is a team from AUEB, Barilla, Intrasoft International and Optilog. In close liaison with the industrial partners in Greece they have designed and built a prototype platform which is being assessed during the development of the Athens Pilot.

The transport matching platform is one of four areas identified as having potentially exploitable value after the project and with just 18 months left this and other areas of exploitation will be a key focus in the coming months.

The screenshot shows the U-TURN web application interface. At the top, there is a navigation bar with the TURN logo and menu items: Home, Collaboration, Status, Analytics, Balance, and Alerts. Below the navigation bar, a message states "You must fill in all fields". The form is divided into two main sections: "Delivery's data" and "Load's data".

**Delivery's data section:**

- Title: Text input field with an information icon.
- Pick Up Point: Text input field with a location pin icon and an information icon.
- Pick Up Time: Two time selection fields labeled "From" and "To", each with a clock icon and an information icon.
- Delivery Point: Text input field with a location pin icon and an information icon.
- Drop Off Service Time: Two time selection fields labeled "From" and "To", each with a clock icon and an information icon.
- Service Time (min): Text input field with a clock icon and an information icon.

**Load's data section:**

- Number Of Pallets: Text input field with a pallet icon and an information icon.
- Total Weight(kg): Text input field with a weight icon and an information icon.
- Load Type: Dropdown menu with a truck icon and an information icon.

A green "Submit" button is located at the bottom of the form.

### Journal publications...

**September 2016, Transportation Research Part B: Methodological, Vehicle Sharing for E-Commerce of the Food Retail (Cranfield)**

**September 2016, Transportation Research Procedia, A New Process Model for Urban Transport of Food in the UK (Cranfield)**

**November 2016, Elsevier Journal, Pareto Optimal Integral Allocations in the Discrete Optimization (AUEB / Intrasoft)**

### Contact Details

For the latest information please contact either [Eleni.Zampou@intrasoft-intl.com](mailto:Eleni.Zampou@intrasoft-intl.com) Or [richard.walters@lcpconsulting.com](mailto:richard.walters@lcpconsulting.com)

### Visit our website

[www.u-turn-project.com](http://www.u-turn-project.com)

Click on the links below to follow U-TURN:

