

FRESH

Urban logistics and Individual shopping behaviour



Urban
Logistics

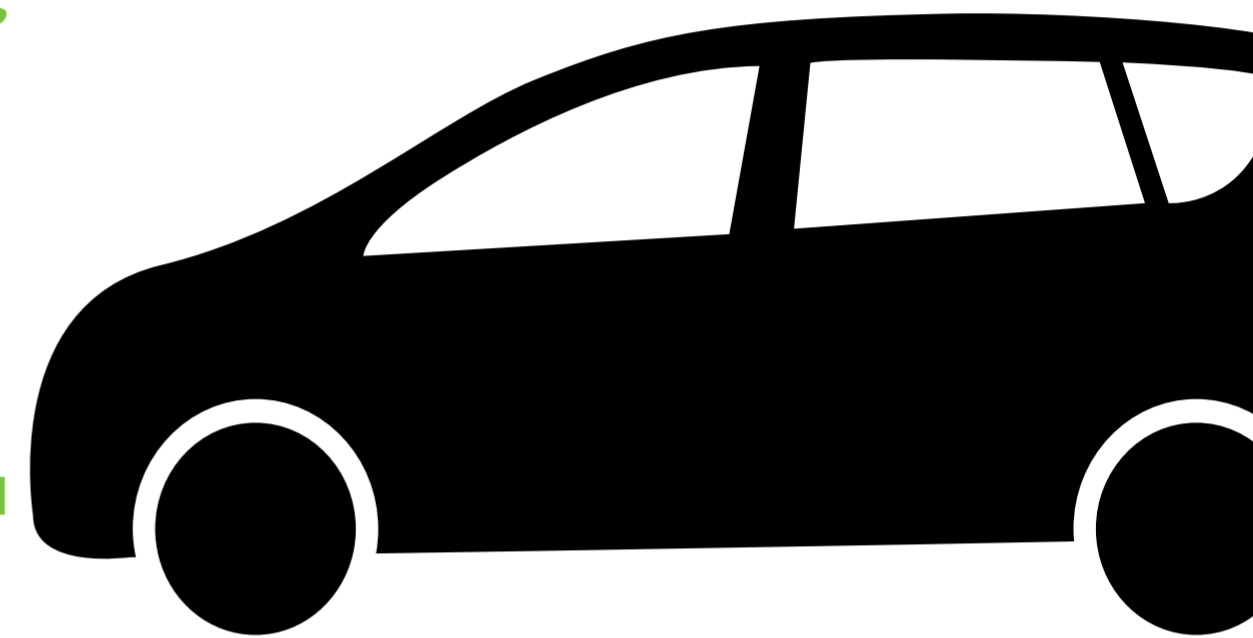
Shopping constitutes, depending on the location, about one-sixth of all private trips. A large proportion of these are made by car, even for short distances. Moreover, a large share of emissions from shopping travel is accounted for by trips to distant facilities, even when opportunities are available nearer. Meanwhile, recent changes in shopping, e.g., increased online shopping, have resulted in a sharp increase in delivery traffic (and a parallel but lesser reduction in car-based shopping trips).

Within urban outskirts, these issues are amplified as shopping opportunities within 15 minutes may be limited, requiring further travel or home delivery.

While there are insights on mobility trends, consumer behaviour, and innovative forms of urban logistics, there is a need for cities to develop a strategic integrated view on the traffic generated from urban logistics and individual shopping behaviour, and their interaction.

Versus

Car
dependency



Project objectives and targets

FRESH aims to, whether by individuals or by last-mile urban logistics services, and to develop design and planning guidelines to achieve this. Engaging in co-design with stakeholders, we will assess how urban planning in different settings impacts integrated personal and freight travel demand and consequent overall transport, emission and liveability.

Exploring potential options for sustainable last-minute urban logistics

Analysing current shopping patterns

Forecasting the impacts of novel urban logistics strategies

Exploring potential options for policies and design

Project consortium

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Conceptual model and work packages

