



# SuCoLo

Fostering sustainable consumer behaviour with inclusive bicycle logistics infrastructure in urban outskirts

Duration: 2024-2026

SuCoLo will provide a solid conceptual, methodological, and empirical understanding of intertwined new knowledge about consumer behaviour, digital and inclusive bicycle logistics for fostering sustainable, net-zero ways for home delivery and pick-up of goods in urban outskirts.

## Research Pilots

### Leipzig, Germany



- Co-create concepts for pick-up stations and a delivery micro-hub
- Explore and evaluate goods delivery via bicycles, cargo bikes, and pick-up from stations with a local webshop and bike courier service

### Salzburg, Austria

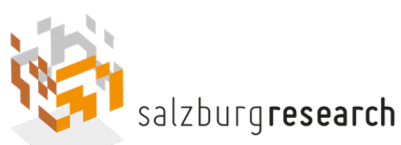


- Analyse goods pick-up potential of public transport stations
- Test developed digital behavioural interventions for motivating consumers to choose sustainable delivery and pick-up options with webshop prototype

### Merano, Italy



- Investigate how to integrate accessible cargo-bikes into a bicycle sharing system
- Test sustainable delivery via cargo bikes for a local online market and bicycle courier service
- Build a co-created prototype pick-up station



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