



# The SURFLOGH Project: Greening the last mile

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**Interreg**  
North Sea Region  
SURFLOGH  
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# What are we going to talk about?

The SURFLOGH approach

Examples from three case studies

What does the research tell us? The 'so what' moment.

Why work in partnership?

## RESEARCH IN ACTION

**Boras:** Develop a sustainable **inner-city distribution model** (development of several 'hubs' and last-mile delivery concepts in the city centre). These initiatives are referred to as 'Good Goods'.

**Groningen:** focus on green distribution vehicles for **tailor made city logistics** (small electric vehicles, cargo bikes)



LMD/FMD solutions in **Edinburgh**. Use of e-cargo bikes to build a **sustainable scaleable business**.

**Drenthe:** development of a feasible business model for the new Smart City Hub Groningen/Eelde – linked with **innovative city distribution concepts**.

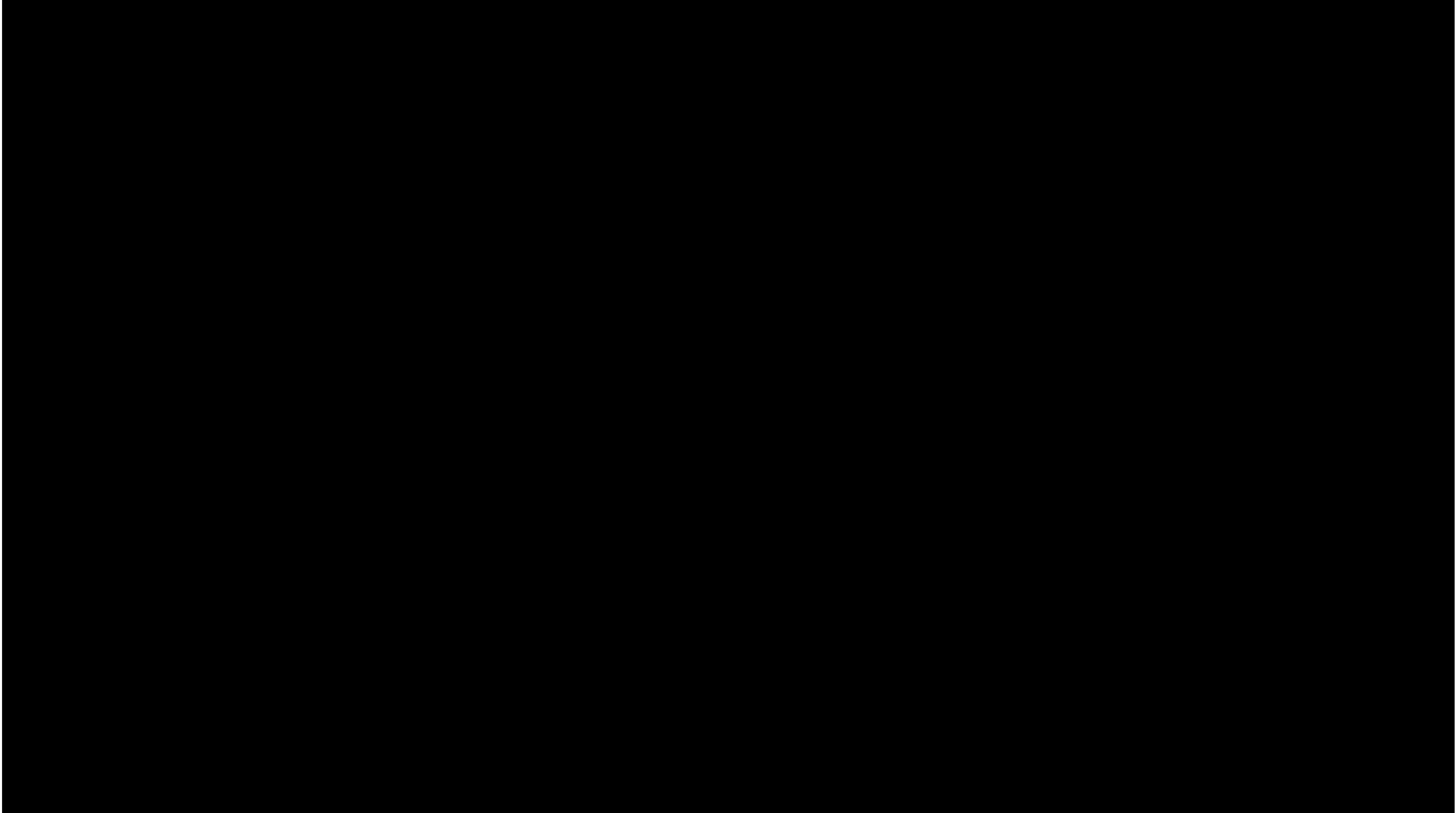
**Mechelen:** focused on the development of new **city distribution points**. A mix of larger hubs and cargo-lockers for small parcels.

## SUSTAINABLE BUSINESS MODELS

- The Edinburgh pilot is operated by Zedify Edinburgh and began in July 2018
- Franchise model = Access to high level knowledge base and support, shared IT app
- Branding means what is presented to the end user is a unified business
- Supported by SURFLOGH/SEStran funding to adapt & develop bikes, allows increased risk taking to test concepts that work.
- Proof of concept delivered with scalable business for first/last mile deliveries
- Initial pilot hub now expanded with a new larger hub in Leith (March 2021)



# Case Study – Good Goods Borås Sweden



In terms of research, first issue to highlight is that previous projects (which number in excess of 50...), pilots have ended with the project... **Conclusion – there is no sustainable ‘business model’!**

On SURFLOGH however, we have found some glimmers of hope, key to which are:

- **Bottom up rather than top down approach to urban freight hubs**
- There already exists a highly efficient(??) supply chain, any measure needs to link into that, not try and replace it...
- Vertical private-private partnerships
- **Complementarity rather than competition being the key**

Interesting stat(?), in London a delivery van driver walks 67% of the distance driven... (Allen et al, 2018)

## **Practical implementation of Elkington’s 3BL (economic, social, environmental)**

- Use of public space and heightened awareness in Covid-19 times
- J K Galbraith argued in The Affluent Society that at some point society’s primary concern should switch from the sole creation of wealth to wider goals focused on improving the quality of life In 1958??

## **Policy needs to do more, but...**

- Low political priority
- Real lack of skills and knowledge in the public sector – we are changing that!

## Working with other countries/regions and University research partners

# News flash... you don't know it all!!

- Supports development of concepts that are 'innovative' in a controlled environment.
- Contributes to development of wider policy & strategy e.g. Regional Transport Strategy.
- Develops networks and partnerships.
- Challenges conventional thinking (in a safe controlled environment!)
- Ability to link projects based on themes, for example logistics.
- Resource & **RISK** sharing.

# Case study – Changing Groningen Netherlands



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