

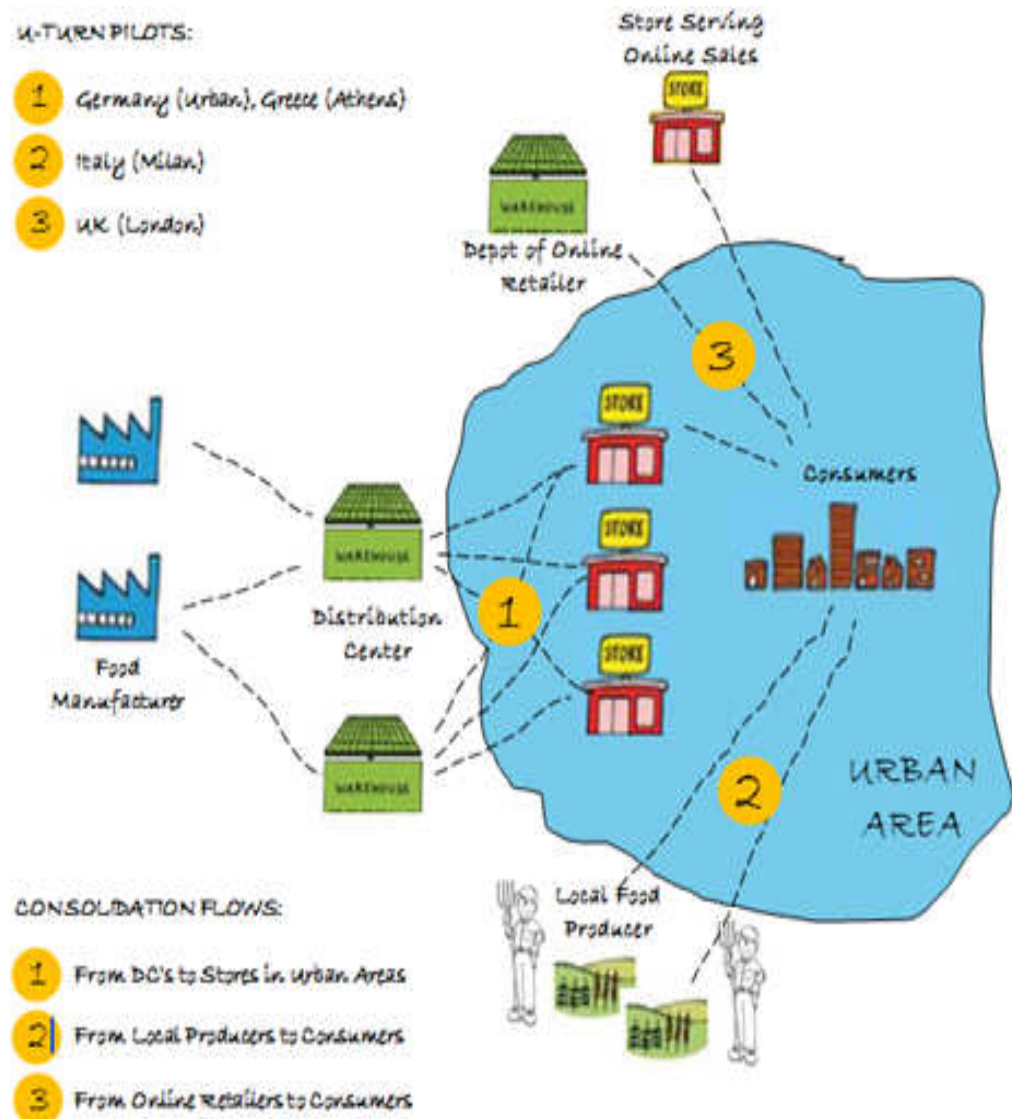
U-TURN

► **Aim:** To address freight urban distribution, focusing on food logistics

► **1: Manufacturers to Retailers (Greece)**

► **2: Farmers to Retailers and Consumers (Italy)**

► **3: Online Retailers to Consumers (UK)**



Evaluation

▶ **Pilots: Economic - Environmental - Social KPIs**

Cost / weight - distance, Cost / order, Cargo damage (%), On time delivery / order fill / loadings (%), Shopping basket size, Transport time / order, Truck loading factor (%), Drops / route, Orders / hour, Total distance, Fuel efficiency, Empty running, CO2 / SOX / NOX emissions, Noise reduction, Traffic nuisance, Accident fatalities.

▶ **Project: Scientific - Impact - Dissemination**

Number of publications in high quality academic / industrial journals, Contribution to policy changes, Number of visitors to the project website, Presentations in conferences (academic & practitioners), People who received newsletters, Number of followers and interactions in social media.