



Senator

Smart network operator platform enabling shared, integrated and more sustainable urban freight logistic

[D7. 5] Report on Dissemination and
Communication activities Report 4



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List of abbreviations

ABBREVIATION	TERM
ULL	Urban Living Lab
D&C	Dissemination and Communication
ICT	Information and Communication Technology
SDG	Sustainable Development Goal
KPI	Key Performance Indicator
IPR	Intellectual Property Rights
NGO	Non-governmental Organisation

1 Executive Summary

The present document represents **Deliverable 7.5 – “Report 4 on Dissemination and Communication Activities”** of the Senator project. This report has been developed as part of Work Package 7 – Social awareness, stakeholder engagement, dissemination and communication and it establishes the impacts of the dissemination & communication actions of the project. This document is intended for all those who might be interested in the Senator project, designated as “public” at the dissemination level.

Since the start of the project, this deliverable has been updated in months 25 and 37 to keep the **strategies outlined in the D7.1 Dissemination and Communication Plan up to date**, with the final update in month 54, as presented in this document.

This document outlines the actions undertaken and the new materials developed to engage project stakeholders. It also analyses the Key Performance Indicators (KPIs) to evaluate performance during the project's final phase. The Communication and Dissemination Strategy has been continuously assessed to monitor progress, refine actions, and maximize the impact of published content. The indicators have been systematically analysed and discussed in project meetings

This report showcases the progress made in Dissemination, Communication, Stakeholders Engagement and Social awareness from 1 (September 2020) to month 54 (February 2025), covering the entire duration of the project.

ZABALA is responsible for managing the Dissemination and Communication Strategy with the support and supervision of CORREOS as Project Coordinator. The rest of the partners are involved in Senator through the Communication Team.

2 Introduction

WP7 aims to:

1. Design and implement a comprehensive strategy for the Senator stakeholders' full engagement, based on the Design Thinking approach framed on the Human-Centred Design.
2. Boost citizen contribution through participative processes and awareness campaigns under project operative process considering a Plan-Do-Study-Act-(PDSA) methodology from design to real-time execution.
3. Implement dissemination and communication strategies integrated within the engagement of the stakeholders and participatory citizenship.
4. Develop recommendations based on best practices and lessons learnt for potential replicators at the European level and consolidating the project visibility and identity among stakeholders and end-users at the European, national, regional and local levels.
5. Define and develop a training strategy for logistic operators about the technologies tested at the ULLs.
6. Analyse the ethic and data privacy requirements of the project.

To make it happen, a strategic **Dissemination and Communication Plan** (deliverable D7.1) was created, which compiles the dissemination and communications tools and actions to spread the research results generated during the project. It sets the general background and defines the objectives and identify the target audiences, key for formulating the strategy. The plan then explains the tools, messages and tactics that will be used to reach those goals and stakeholders, as well as the operational plan for all activities during the project, providing four-year general planning. Finally, the deliverable describes how the actions will be evaluated for ensuring the quality of all the activities.

As an essential part of the Senator project, the co-creation methodology and stakeholder engagement plan was designed in **D7.8 Co-creation and engagement methodologies and updated in D7.9 Co-creation methodology and stakeholders engagement plan update (M25)** for structuring the public participation across the project in an effective manner. This methodology, based on the design thinking approach, establishes a multistep working process, engaging stakeholders since the beginning of the design phase to co-create the final solutions together with them.

DELIVERABLE STATUS:

Table 1 Submitted deliverables

Del. No	Deliverable name	Lead Beneficiary	Diss. Level	Submission Date
D7.1	Dissemination and Communication plan	ZABALA	CONFIDENTIAL	M4
D7.2	Report on Dissemination and Communication activities Report 1	ZABALA	PUBLIC	M13
D7.3	Report on Dissemination and Communication activities Report 2	ZABALA	PUBLIC	M25
D7.4	Report on Dissemination and Communication activities Report 3	ZABALA	PUBLIC	M37
D7.5	Report on Dissemination and Communication activities Report 4	ZABALA	PUBLIC	M54
D7.6	Portfolio of success stories Report 1	ZABALA	PUBLIC	M37
D7.7	Portfolio of success stories Report 2	ZABALA	PUBLIC	M54
D7.8	Co-creation and engagement methodologies	ZABALA	CONFIDENTIAL	M6
D7.9	Co-creation methodology and stakeholders' engagement plan update	ZABALA	CONFIDENTIAL	M25
D7.10	Social impact assessment	ZABALA	CONFIDENTIAL	M54
D7.11	Training plan for logistics supervisors' new skills	CORREOS	PUBLIC	M50

The progress made during months 1 to 54 of the project will be described for each of the sub-tasks.

3 T7.1 Stakeholder management, dissemination & communication strategies

Task 7.1 includes three subtasks:

3.1 ST 7.1.1. Dissemination strategy and activities

The Dissemination strategy and the planned activities were developed in the D.7.1 Dissemination and Communication Plan in month 4.

The strategy addresses the following actions:

3.1.1 Dissemination strategy development and update

Dissemination has been targeted to specific audiences (peer groups, industry, professional organizations, policymakers) and has focused exclusively on the project's results. As planned, **the implementation of the dissemination strategy primarily began in the second year of the project**, once sufficient results were available to share.

- **Large company partners** have concentrated on impacting the urban planning sector and complementary industries by identifying and engaging potential customers interested in adopting project-generated products and services.
- **SMEs** have focused on promoting the benefits of the new products and services, particularly highlighting high-tech solutions to both new and existing clients.
- **RTD/Academia and local governments** have directed dissemination efforts towards raising awareness and generating knowledge about the project's results and products within the scientific and industrial communities across Europe.

Regarding the public deliverables of the project that might be of interest to the target groups, these are uploaded to the project website (“documents” site) and shared through social media. These documents can be downloaded [here](#), and will remain accessible for three more years after the project's completion, as the Consortium has agreed to keep the Senator website available to the public until January 2028 to extend the impact of the project's results.

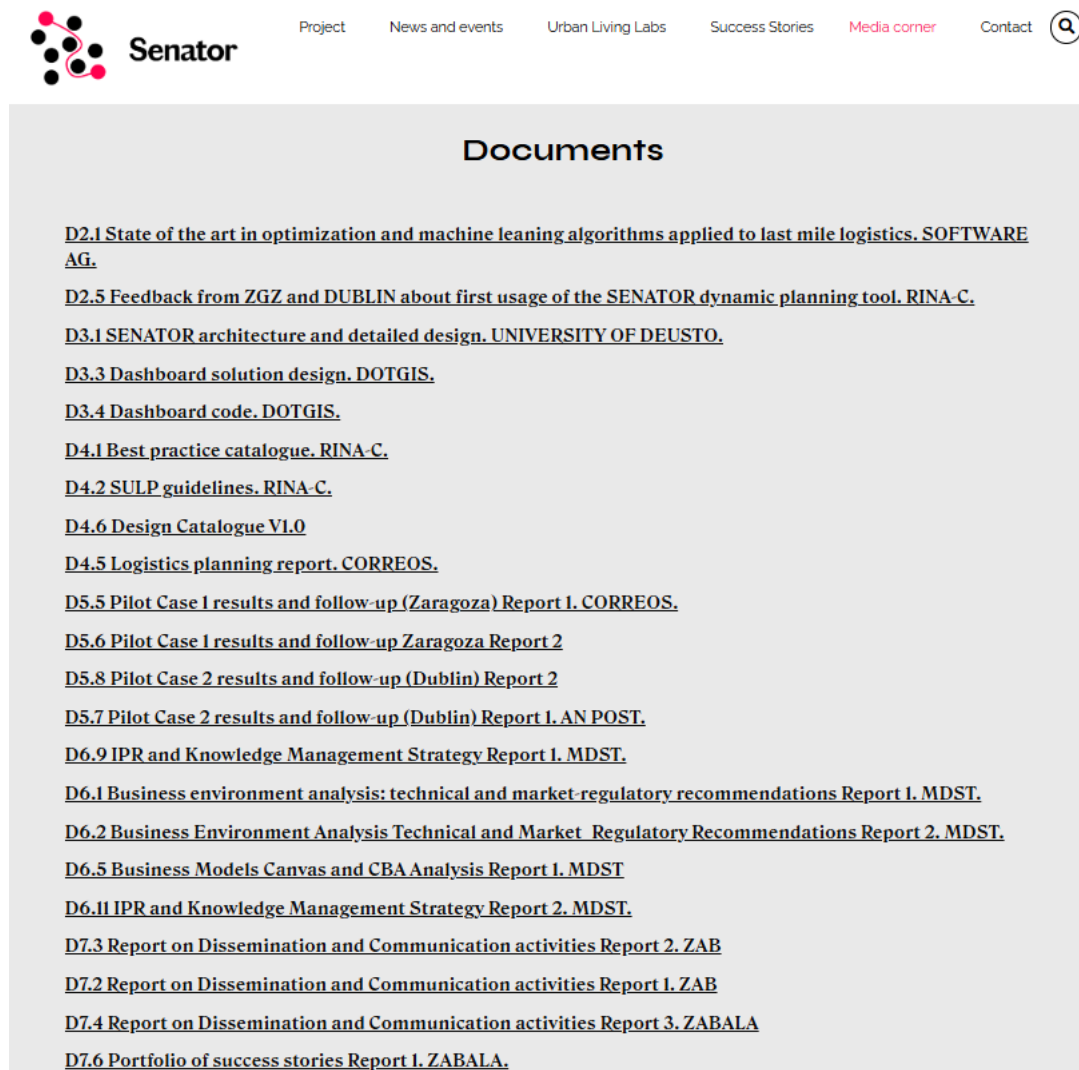


Figure 1 Public deliverables on the website

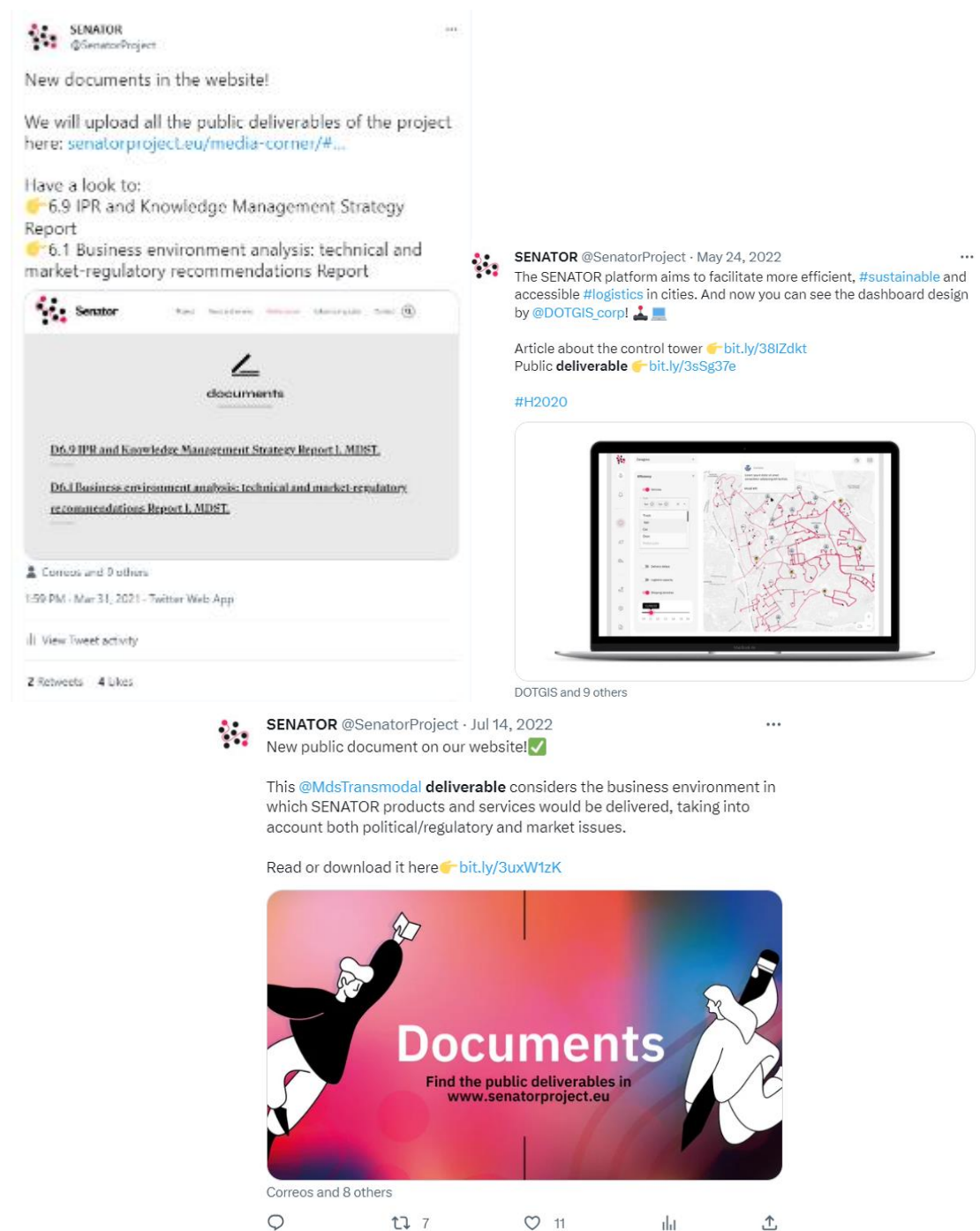


Figure 2 Promotion of the public deliverables on social media

The public deliverables for the period covered by this final report (Month 38 to Month 54) are outlined below. Following an amendment process, most of the public deliverables originally scheduled for Month 48 were deferred to the project's final month, which has limited timely dissemination opportunities.

- D4.6 Design catalogue for Zaragoza and Dublin
- D5.2 Pilot cases environmental assessment and guidelines for replication

- D5.6 Pilot Case 1 results and follow-up (Zaragoza) Report 2
- D5.8 Pilot Case 2 results and follow-up (Dublin) Report 2
- 5.10 Kerbside Management Study (Dublin)
- D6.3 Business environment analysis: technical and market-regulatory
- D6.13 IPR and Knowledge Management Strategy Report 3 (Public)
- D6.15 Exploitation Plan (Public)
- D7.5 Report on Dissemination and Communication activities Report 4
- D7.7 Portfolio of success stories Report 2
- D7.11 Training plan for logistics supervisors' new skills
- D8.7 RAR. Regular Activity Public Report - year 4

When a document has been deemed relevant to stakeholders—determined during the monthly consortium meetings—an **article summarizing the public deliverable** has been produced. For example, this approach was applied to [D3.3 about the platform's design](#) or [D6.5 Business Models Canvas and CBA Analysis Report 1](#) to make the information accessible and disseminate this results.

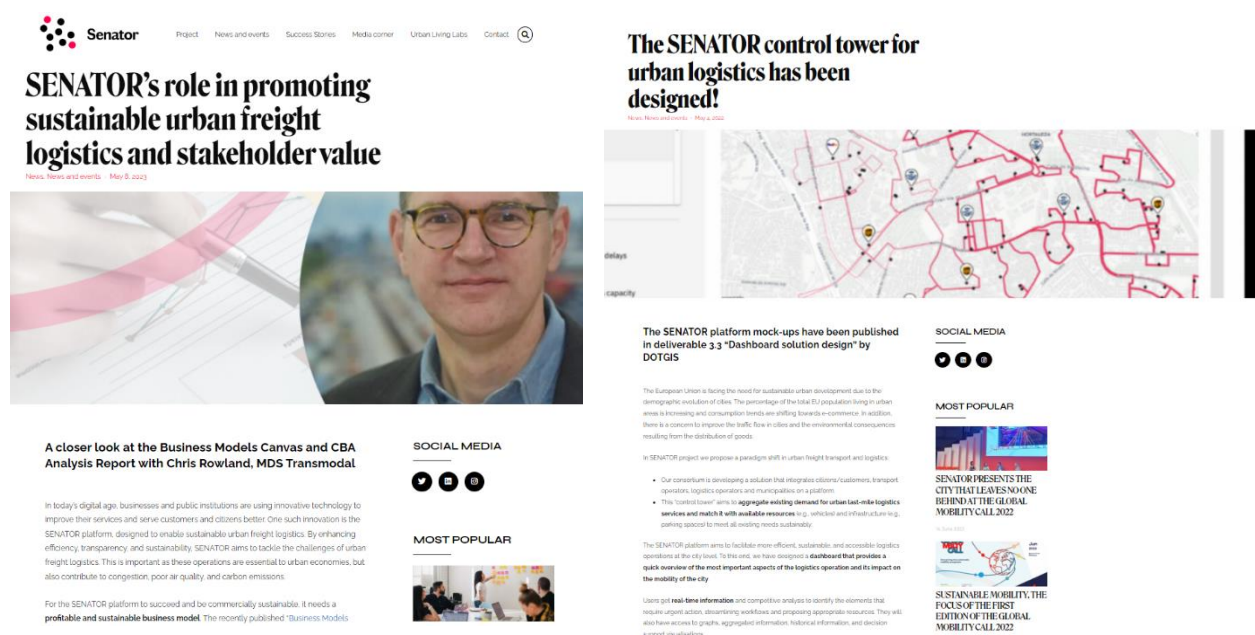


Figure 3 Articles to disseminate public deliverables

3.1.2 Interaction with Policy makers and public entities

Project partners are already extensively involved in regional, national and EU level initiatives and policies regarding urban planning. The Senator project has relied on its members' positioning to keep a close watch on the sector's progress and enhance collaboration with these communities. Notably, one of these communities or initiatives is CIVITAS ([See Section 3.2.6](#)).

This interaction also extends to participation in events and local workshops. For instance, in the case of **local policymakers**, the project was presented on 11/05/2022 at a workshop in **Dublin** to the Lord Mayor of Dublin, Cllr Alison Gilliland, who echoed the aims of the Senator project and highlighted the need for collaboration to enhance Dublin.



Figure 4 Project presentation in Dublin's workshop

In **Zaragoza**, workshops held in May 2023 brought together the Zaragoza City Council and local markets. These workshops focused on deliberations regarding the prospective deployment of the Senator platform and the identification of operational challenges.



Figure 5 Public workshops in Zaragoza

The Senator project has been recognized several times by Ireland's Department of Transport for its contributions to urban mobility and transport efficiency. It was first included in Ireland's Department of Transport's new 10-year Road Haulage Strategy, published in December 2022. The Strategy outlines the measures and supporting policies required to achieve these objectives, showcasing Senator's relevance and impact on urban planning and transportation policies.

Ireland's Road Haulage Strategy 2022–2031



Project SENATOR

Dublin has been chosen as one of two 'Urban Living Lab' cities for the SENATOR Urban Freight logistics project. The EU project will look at enabling shared, integrated and more sustainable urban freight logistics. Senator's target is to integrate input from local authorities, the public, transport operators and logistic operators and shippers into one platform. One of the main objectives is to provide four governance schemes for urban planning policies. These schemes will be based around user demand planning, transport planning, freight and logistics planning and city infrastructure focused planning.

The schemes aim to provide a framework for cities to follow to ensure that urban freight logistics are sustainable in the long run.

Within Dublin, the project partners aim to improve the liveability of the city by dealing with traffic congestion due to commercial vehicles, inefficient use of loading bays and an inefficient urban logistics system. The trial will take place in retail and commercial districts in Dublin city centre where space for deliveries and commercial vehicles is limited and at a premium.

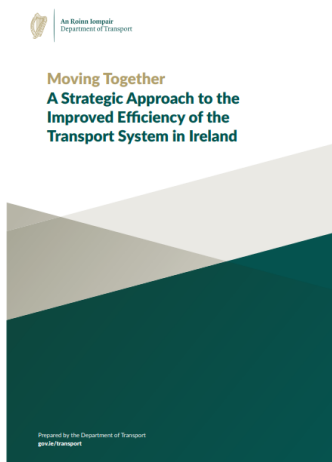
Figure 6 Ireland's Road Haulage Strategy 2022- 2031 featuring Senator

More recently, the Irish Government's Department of Transport introduced a [new strategic proposal to manage and reduce congestion in Irish towns and cities](#). Titled "*Moving Together – A Strategic Approach to Enhancing Transport System Efficiency in Ireland,*" [this strategy](#) incorporates insights from the ongoing Senator pilot in Dublin. The document emphasizes the importance of innovative kerbside management and smart loading bay solutions—key aspects developed within the Senator framework—to enhance last-mile delivery efficiency, reduce traffic congestion, and optimize urban space utilization. This further reinforces Senator's impact on shaping forward-thinking policies for sustainable urban mobility.

Driving efficiency in freight sector

No.	Recommendation	Output/Outcome
12	Improve opportunities for freight consolidation, last-mile green delivery and use of technology	Building on outputs from Senator project, establish working group to consider range of areas and bring forward proposals for consideration of Government. Group would consist of industry, LAs, DoT and DETE. DoT, NTA and TII to pilot consolidation / logistical hubs and support further roll out

Figure 7. *Moving Together – Draft Strategy*, Page 120.



Moving Together – A Strategic Approach to the Improved Efficiency of the Transport System in Ireland

Local Measures

Building on outputs from Senator project, it is proposed to establish a working group consisting of industry, Local Authorities, the Department of Transport and the Department of Enterprise, Trade and Employment. This group would assist with the piloting of logistics hubs led by NTA and supported by DoT as outlined above.

This group could also:

- o assess and identify incentives for supporting urban consolidation centres, last-mile green delivery and the promotion of cycling/walking for deliveries.
- o develop pilots for logistics hubs aimed at consolidating truck loads or switching to zero emission vehicles.
- o consider shifting urban delivery trips to off-peak times to reduce trip times (emissions), leading to more efficient freight operations and reduce congestion.
- o pre-determine more efficient routes and coordinate with other road and rail users, including empty mile optimisation.
- o consider creation of a single destination for delivery vehicles that can be shared by multiple users in the same neighbourhood/vicinity.
- o consider the use of various interventions to optimise freight transport including (but not limited to): asset sharing and digital platforms (addressing any existing barriers), spatial modelling of logistics demand, dynamic

routing, AI and machine learning, autonomous deliveries and ITS.

- o strategies for increasing awareness of the environmental impact of same/next day deliveries and setting out alternatives and their benefits.
- o bring forward proposals for mandates on all construction projects over a certain value to prepare Mobility Management/Consolidation Plans or Construction Logistics Plans

In summary, the local measures recommendation would be encompassed the following:

Recommendation 12: Improve opportunities for freight consolidation, last mile delivery and use of technology.

Figure 8. Moving Together – Draft Strategy, Page 111.

In addition, the SENATOR project has been featured in the Irish Department of Transport's [Moving Together | Case Studies Compendium 2024](#) as a key initiative in advancing kerbside management solutions. In collaboration with Dublin City Council, the project piloted the use of LiDAR and mobile mapping technologies to create a comprehensive digital inventory of kerbside assets. These pilots helped identify and regulate high-demand kerb zones, improve freight and loading efficiency, and enhance urban space management. The case study

highlights SENATOR's contribution to innovative urban mobility strategies and its role in shaping data-driven policies for sustainable transport planning.

Moving Together | Case Studies Compendium

Impact

Proactive car parking policy has been a very effective demand management tool for Dublin City Council over the last two decades. The removal of free on-street car parking and the implementation of maximum accessibility based car parking standards have resulted in significant mode shift away from private car commuting to sustainable modes, in particular for long term commuting. Currently c.72% of all trips into the city at morning peak are made by means other than the private car as evidenced by annual canal cordon counts. In 2006, 50% of those trips were made by private car.

The implementation of these policies has also resulted in the introduction of sophisticated travel and mobility planning in schools, businesses and hospitals. The policies have also been effective mechanisms for behavioural change – both in terms of influencing commuting patterns for residents, but also in the expectations for employers to provide workplace-based facilities to support sustainable mobility (e.g., cycle parking and changing facilities) in place of parking.

Dublin City Council II: Kerbside Management

Kerbside Management refers to the planning, organisation and regulation of activities that take place at the edge of the roadways, specifically the areas adjacent to the kerb. The kerbside plays a crucial role in urban transportation as it provides space for various activities, including parking, loading and unloading, outdoor dining, public transit stops, pedestrian facilities and cycling infrastructure. Inequalities exist around current kerbside allocation, with a long-established association between the kerbside and the storage of personal vehicles. Failure to appreciate priorities at the kerbside will continue to undervalue the prime asset and exacerbate issues that result from this undervaluation.

"Kerbside management is the collection of operating concepts, techniques, and practices that enable authorities to effectively allocate the use of their kerbs and other high-demand areas"⁹.

Moving Together | Case Studies Compendium

Implementation

The first step to effectively manage the kerbside is the mapping of the assets. As a part of the **Senator** Project, Dublin City Council worked with two technology providers to survey the pilot areas – using LIDAR and mobile mapping – which created the digital kerbside inventory of the areas as shown in the map below.

Two kerbside management platforms were then trialled and tested with multiple teams in Dublin City Council. The platforms drew on various data sets that were either surveyed as part of the pilot or sourced from open data sets and made available on the digital platform. The two pilots captured more than 15 unique kerb regulations with 4000+ data points for 60+ kerb kilometres.



Figure 4: Kerbside Management Tool

Recommendations and Lessons Learned

Keeping the kerbside maps up-to-date posed a real challenge for the pilot. The project leads (Smart Dublin) considered the possibility of City Council teams updating the maps whenever a change was implemented; however, this would require major process changes and would not be viable for a small pilot project. Instead, a decision was made for Dublin City Council to contract a third party to resurvey the area on a quarterly basis using either LIDAR or mobile mapping.

Further consideration was given to the necessity of adopting common data standards, such as Curb Data Specification (CDS), for managing the kerbside. This is being developed as an open standard by the Open Mobility Foundation (OMF) Curb Working Group that began work in 2020 and includes 160+ leaders of major US and European

cities, transit systems, global automotive and delivery enterprises, and technology startups. Common data standards and a set of Application Programming Interfaces (APIs) could help cities thrive through the use of dynamic kerb zones that optimize loading activities of people and goods and measure the impact of these programs. From a legislative perspective, regulatory changes would be required to implement this on a larger scale.

Figure 9 Moving Together | Case Studies Compendium 2024, Page 120

3.1.3 Participation in EU Events, Trade Fairs, Workshops, etc.

Participation in events is key in Dissemination and Communication to both promote the project and its results. Senator partners are taking part in strategic events to introduce the project in different EU countries. Senator has participated in the following events to present the project:

Table 2 Participation in events

Type of activity	Partners involved	Name of the event	Summary	Date	Location	Target group	Audience	Countries reached	Link
Project Final Event	ALL	Senator's Impact: Building the Foundations of Smarter Logistics	The Final Webinar Event of the Horizon 2020 SENATOR Project marked the culmination of the initiative, showcasing its key findings, achievements, and impact on urban logistics. Held on February 26th, 2025, this online event brought together policymakers, logistics providers, urban planners, and researchers to discuss the project's outcomes and their implications for future mobility and logistics strategies. The event featured presentations from project partners, discussions on innovative urban freight solutions, and insights into the practical applications of SENATOR's results.	26/02/2025	Online	Academics, industry, policy makers	57	Europe	Link
Project presentation	CORREOS	25th ITS Spanish Congress	The 25th Spanish Congress on Intelligent Transport Systems (ITS) took place from February 18 to 20, 2025, in Madrid, serving as a key platform for discussions on smart and sustainable mobility. Under the theme "Road to ITS Sevilla 2025," the event gathered experts from public administration, industry, and academia to explore advancements in connected mobility and intelligent transport systems. Correos, as coordinator of the Senator Project, participated in Session 5: Connected Mobility, highlighting data-driven solutions and digital platforms for optimizing urban freight transport. The congress fostered knowledge exchange and collaboration on the future of sustainable mobility.	18/02/2025	Madrid			Spain	Link
Project presentation	CORREOS	RTR Conference 2025	From February 11th to 13th, 2025, the RTR Conference on Results from Road Transport R&I Projects took place at <i>The EGG</i> conference center in Brussels. Organized by	11/02/2025	Brussels	Experts, policy makers	900	Europe	Link

Type of activity	Partners involved	Name of the event	Summary	Date	Location	Target group	Audience	Countries reached	Link
			the European Commission in collaboration with ERTRAC, EGVIafor2Zero, the CCAM Association, and BEPA, the event gathered leading experts, policymakers, and researchers to present the outcomes of EU-funded projects under Horizon 2020 and Horizon Europe. The Senator Project participated in a dedicated session, showcasing its findings on urban logistics optimization, data-driven freight management, and sustainable last-mile delivery.			, researchers			
Logistics Cluster	ZARAGOZ A	Desafío 6-minutos ALIA	The '6-Minute Challenge ALIA' launched the 15th anniversary of ALIA – Aragón Logistics Cluster, featuring 30+ experts sharing insights on sustainability, AI, and digital transformation in logistics. With 200+ attendees, the event promoted innovation and collaboration in the sector. As an affiliated partner in the Senator project, the Zaragoza City of Knowledge Foundation presented the project's contributions to smart urban logistics.	21/01/2025	Aragón	Industry, Policy Makers	200	Spain	Link
Project presentation	DCC, ZARAGOZ A	Tomorrow.City by Smart City Expo World Congress	Representatives from the Dublin and Zaragoza city councils actively participated in multiple sessions of the SCEW on behalf of the Senator Project. Their involvement highlighted the critical role of cities and the necessity of collaboration among diverse stakeholders to advance smart, integrated, and sustainable urban logistics to new heights. Key Sessions included: – <i>Future Challenges and Opportunities for City Logistics</i> – <i>Policy Tools for Ethical Urban AI Governance</i> – <i>Are these Innovations worth it? Controversial Mobility Policies and Solutions</i>	04/11/2024	Barcelona	Academics, industry, policy makers	25,771	Europe	Link
Forum	CORREOS, DCC, ZABALA	CIVITAS Forum 2024	Representatives from Senator partners –Correos, Dublin City Council, and Zabala Innovation– actively participated in discussions at CF2024, with a notable contribution to the parallel session " <i>Leveraging Data Integration for Seamless Mobility and Logistics</i> ," which explored improving urban logistics and transport efficiency through data integration. Additionally, the	03/10/2024	Parma	Academics, industry, policy makers		Europe	Link

Type of activity	Partners involved	Name of the event	Summary	Date	Location	Target group	Audience	Countries reached	Link
			project had its own stand in the thematic corner, alongside other European mobility projects that are part of the CIVITAS network.						
CIVITAS Annual Meeting	CORREOS, DCC, ZABALA	CIVITAS Cluster Meeting and Workshop	On September 31, Senator participated in a CIVITAS cluster annual meeting, followed by the CIVITAS Urban Logistics Workshop on October 1, titled <i>"Transferring Last-Mile Logistics Innovations and Models Between European Cities"</i> .	30/09/2024	Parma	EU Projects and Initiatives		Europe	Link
Podcast	DCC	Better Cities By Design" podcast by ARCADIS.	Payal Pandya and Jamie Cudden from Dublin City Council's Smart City program discussed their pioneering fieldwork aimed at reducing emissions and enhancing urban livability. The innovative digital kerbside management tool, a key component of the SENATOR project pilot, was featured in the <i>"Better Cities By Design"</i> podcast by ARCADIS.	12/09/2024	Online	Policy Makers, Industry		Ireland	Link
Webinar	DCC	Local Authority webinar series	Representing the SENATOR Project, Payal Pandya from Dublin City Council's Smart Dublin Team highlighted Dublin City's Kerbside Management pilot, developed under the EU-funded initiative. She demonstrated how data-driven approaches and stakeholder collaboration foster more liveable, efficient, and sustainable urban environments. Transferable insights were shared, offering valuable applications for Ireland's urban centres and reinforcing SENATOR's commitment to innovative urban logistics solutions.	26/06/2024	Online	Policy Makers		Ireland	
International Conference	CORREOS, DEUSTO, DCC	Transport Research Arena (TRA)	Angela Núñez González, SENATOR project coordinator at Correos, presented the project during Special Session 2.3, "Innovation in Urban Logistics: Public and Private Sectors Thriving Together," on April 16 th . Correos offered valuable insights into SENATOR's journey, highlighting its experiences, successes, and lessons learned in urban logistics. Project partners DEUSTO and Dublin City Council were also present at the event.	15/04/2024	Dublin	Academics, industry, policy makers		International	Link

Type of activity	Partners involved	Name of the event	Summary	Date	Location	Target group	Audience	Countries reached	Link
Project presentation	DCC	CILT Mobility & Supply Chain Skillnet Knowledge	An insightful session took place at the CILT Mobility & Supply Chain Skillnet Knowledge Day, 'The Future of Supply Chain' event. Our partner, Payal Pandya from Dublin City Council (Smart Dublin), delved into the practical insights gained from the SENATOR project during the session titled "Last Mile Delivery Projects.	12/03/2024	Ireland	Industry, Academics		Ireland	Link
Local Mobility Talks	DCC	Mobility Talks 22: Santa's Coming to Town: Innovation in City Logistics	Representing the SENATOR Project, Payal Pandya from Dublin City Council's Smart Dublin Team shared insights into the achievements of SENATOR in last-mile logistics during the Mobility Talks series organized by EIT Urban Mobility. The discussion reflected on the role of innovation in improving city logistics to create added value for companies, cities, and residents. It explored how innovative planning practices, advanced technologies, and new logistical approaches can be scaled to reshape urban logistics for the benefit of all stakeholders.	13/12/2023	Online				Link
Research presentation	SOFTWARE AG	ITEA PO Days 2023	Software Ag participated as guest speaker at the Canadian Embassy as part of the ITEA PO Days 2023 event before an audience comprising representatives from Canadian software companies. Dr. Werner delved into the subject of data complexity in research. He presented illustrations drawn from the Senator research project to underscore the significance of leveraging cutting-edge technology for privacy preservation while still retaining the inherent data patterns and enabling the application of machine learning techniques.	11/09/2023	Berlin	Industry		Europe	Link
Project presentation	SOFTWARE AG	17th Symposium and Summer School On Service-Oriented Computing	Sustainability and IT - (how) are they related.	28.06.23	Crete	Industry			

Type of activity	Partners involved	Name of the event	Summary	Date	Location	Target group	Audience	Countries reached	Link
Paper presentation	DEUSTO	9th International Physical Internet Conference (IPIC23)	Presentation in STREAM E - Urban logistics & city distribution networks - 2.E Smart Cities and Digital Twins. Paper: An Artificial Intelligence-based software module for the optimization of collaborative delivery in last-mile logistics. By Jenny Fajardo Calderin, Assistant Professor. University of Deusto.	13.06.2023	Athens	Academy		Europe	Link
Project presentation	SOFTWARE AG	Public summit in Berlin	Software AG presented Senator as a sustainable research project for the municipal sector.	15-16.03.2023	Berlin	Academics, industry, policy makers		Germany	Link
Presentation in a conference	MDST	Conference on Results from Road Transport Research in EU funded projects (RTR conference)	MDS Transmodal presented Senator project in the parallel session titled “Freight transport: from new methodologies to innovative solutions” moderated by Paola Chiarini (DG MOVE) and Fernando Liesa (ALICE). This conference aims at gathering selected research and innovation funded projects on road transport related areas, to give the attendees an overall picture of the achievements of EU funded research and to identify the next steps needed to reach the overall EU transport policy objectives. The European Commission together with the European Road Transport Research Advisory Council (ERTRAC), the European Green Vehicles Initiative Association for the 2Zero partnership (EGVIAfor2Zero) and the Cooperative, Connected and Automated Mobility Association (CCAM Association) are organising.	14-16.02.2023	Brussels	Academics, industry, policy makers		Europe	Link
Presentation of the project in a webinar	An Post	TECHNICAL WEBINAR ON BUSINESS MODELS FOR CONSOLIDATION HUBS	A technical workshop focused on business models for consolidation hubs is organised by EURO CITIES in the context of the MOVE21 project, in collaboration with Senator, LEAD, and the Alliance for Logistics Innovation through collaboration in Europe (ALICE).	15.02.2023	Online	Industry		Europe	Link
Presentation of the project	DCC, ZCC	La logística y las smart cities	Webinar organised by Conecta Logística with the participation of Smart Dublin to discuss the smartcity concept and its relation to logistics using Senator as a use case.	06/12/2022	Online	Industry, policy makers	100	Spain	Link

Type of activity	Partners involved	Name of the event	Summary	Date	Location	Target group	Audience	Countries reached	Link
Conference poster	UCD	TRA Conference 2022	Dublin City Council tested a series of tools and a new index which could be used in the pilot area in the Dublin Living Lab to classify infrastructure and monitor traffic and presented it in a poster at the TRA 2022. Transport Research Arena Lisbon 2022 provided a forum for the sharing of the latest innovations and solutions for the future of mobility and transport. It was organised by the Agencia Nacional de Inovação and the European Commission.	14-17/11/2021	Lisbon, Portugal	Researchers, policy makers and industry	+2000 attendees	Europe	Link
Presentation	DCC	EUROLOG 2022	Senator was presented by Dublin City Council in the annual international congress of the European Logistics Association	03.2023	Dublin, Ireland	Academics, industry, practitioners and policy makers		Ireland, Europe	Link
Organisation of a workshop	DCC	Innovation Week	Organized by Smart Dublin to educate internal DCC members on the project	24-28.10.2022	Dublin (Ireland)	Policy makers		Ireland	
Exhibition + pitch	CORREOS	Urban Mobility Days 2022	Urban Mobility Days is a biennial conference, jointly organised in 2022 by the European Commission, Directorate-General for Mobility & Transport (DG MOVE), and the Czech Presidency of the Council of the EU, is a major event in the urban mobility calendar. Urban Mobility Days provides a unique forum for policymakers, local authorities, academics, NGOs, urban transport practitioners, and urban planners to connect and discuss the way forward for a sustainable, innovative, and equitable future for Europe's urban mobility.	20-22.09.2022	Brno, Czech Republic	Scientific Community, Civil Society, Policy makers	1,000	Europe	Link
Introduction to the project in a session	CORREOS	European Mobility Week 2022		16.09.2022	Online				Link

Type of activity	Partners involved	Name of the event	Summary	Date	Location	Target group	Audience	Countries reached	Link
Special session	UCD	TIS Roma 2022	AIIT's 3rd International Conference. Senator is organising a special session on innovation in last mile logistics towards inclusivity, resilience and sustainability together with AIIT ((Italian Association of Traffic and Transport Engineers) and LEAD project.	15.09. 2022	Rome	Academic scientists, researchers and practitioners		Europe	Link
Introduction to the project in a session	CORREOS	Webinar " Distribución urbana de mercancías cero emisiones ¿Está España preparada?"	Webinar organised by Transport & Environment (T&E) and ECODES, "huft" Foundation Ecology and Development is an independent non-profit organization that works towards sustainable and environmentally friendly development.	13.09. 2022	Online			Spain	Link
Organisation of a session	CORREOS, ZGZ, AN POST, ZABALA	Global Mobility Call	The Global Mobility Call, a congress organised by IFEMAMadrid and Smobhub, held its second day yesterday, 15 June, with different sessions on how to accelerate the transformation towards sustainable mobility at a global level. Senator project was presented as an innovation project that will contribute to the goal of sustainable logistics and climate-neutral cities.	15.06. 2022	Madrid	Industry, policy makers, media	4,500 in person and 13,000 online	Europe	Link
Presentation	DCC	Impacts	DCC presented at Impacts events on Senator. It is an annual conference and this time it was in Dublin. The event was attended by a number of city mobility and transport representatives across Europe, and they showed a good interest in the Senator project.	10.06. 2022	Dublin			Ireland	Link
Workshop	AN POST, DCC, UCD	Help us find the Right Route	In order to understand the stakeholders' needs and requirements, An Post along with DCC and UCD organized an external stakeholder workshop. The objective of the workshop was to gain an understanding of pain points of the delivery companies and city council and hence, derive the needs of the pilot that are	11.05. 2022	Dublin	Delivery companies and city council	50	Ireland	Link

Type of activity	Partners involved	Name of the event	Summary	Date	Location	Target group	Audience	Countries reached	Link
			common to businesses, delivery companies and city council.						
Exhibition	DEUSTO	Go Mobility	Senator was presented in the H2020 projects area at the Go Mobility.	27.04.2022	Irun (Spain)				Link
Training workshop	DEUSTO	FIRST LEGO LEAGUE Euskadi 21-22	Senator was presented in the workshop "Artificial Intelligence to make online shopping more sustainable: Senator project" at the First Lego League Euskadi. It is an international educational programme in which more than 560,000 schoolchildren aged between 6 and 16 from 110 countries around the world participate every year, which seeks to awaken the interest of young people in science and technology. FIRST LEGO League Euskadi is the benchmark STEAM Education programme in the Basque Country. It is organised by the Basque Innovation Agency, Innobasque, together with the University of Deusto, Fomento San Sebastián and Mondragon Unibertsitatea.	21.01.22	Online	Education, General Public	211	Spain	Link
Seminar	DCC	Last Mile Delivery	Event organised by the Chartered Institute for Logistics & Transport and Linkline Journal on the Last Mile. Smart Dublin presented Senator in a session on "Innovating Urban Deliveries"	01.04.22	Dublin and online				Link
Session	DEUSTO	Master's Degree in Governance for Sustainable Urban Development-Cities 2030	The project team participated in a session on "SUSTAINABLE URBAN MOBILITY PLANS - LAST MILE LOGISTICS" . In it theyl briefly presented the use case of Zaragoza in Senator and what is expected to be achieved.	11.11.2021	Bilbao, Spain	Higher education, research	20	Spain	Link
Workshop	UCD	8th International Workshop on Sustainable Road Freight		9-11.11.2021	Online	Higher education, research	200		Link

Type of activity	Partners involved	Name of the event	Summary	Date	Location	Target group	Audience	Countries reached	Link
Session	DEUSTO	The European Conference of Transport Research Institutes (ECTRI)	Presentation of the project to a working group of ECTRI, an international non-profit association. It is the first attempt to unite the forces of the foremost multimodal transport research centres across Europe and to thereby promote the excellence of European transport research. Today, it includes 28 major transport research institutes or universities from 19 European countries. Together, they account for more than 4,000 European scientific and research staff in the field of transport.	5.11.2021	Online	Scientific Community	50	Europe	Link
Workshop	CORREOS	International Conference on Postal Automation (ICPA 2021)	The International Conference on Postal Automation is a voluntary association among the postal engineering community with a common pursuit of fostering innovation and excellence in postal practices, processes and technology. The ICPA provides opportunity for Engineers and Technical representatives at National Posts to connect to each other and establish ongoing relationships.	21.10.2021	Online	Industry	150	Europe and EEUU	Link
Forum	Zaragoza City Council and ZABALA	CIVITAS Forum 2021	The 18th edition of the CIVITAS Initiative conference focused on “Smart Routes to Climate Neutral Cities”, which built on the European Commission’s mission to create 100 climate neutral cities by 2030. Senator was presented by Zaragoza City Council in the session on Urban Logistics. The project also participated in the exhibition area with a stand.	20-21.10.2021	Online and Aachen (Germany)	Policy makers, industry	550	Europe	Link
Webinar	Dublin City Council and AnPost	Dublin Climate Action Week 2021.	Title: ‘Smart Logistics Webinar: What role can smart logistics and deliveries play in climate action?’. This Webinar detailed some of the latest innovations in urban logistics and deliveries, including project examples from Smart Dublin, local authorities and commercial operators like Senator.	15.09.2021	Online	Research, industry	1000	Ireland	Link
Workshop	CORREOS	10th International Conference on Transport	Title: Future Mobility and Resilient Transport: Transition to Innovation. One of the main topics is On-demand freight transport and logistics so it might be interesting to participate with Lead and ULAadS.	01.09.21	Online	Industry	150	World	Link

Type of activity	Partners involved	Name of the event	Summary	Date	Location	Target group	Audience	Countries reached	Link
Forum	SAG	Research (ICTR 2021) Hannover Messe Fair 2021	Presentation of the Senator project by Software AG	12/04 – 16/04/2021	Online	Industry		Germany, world	Link
Online forum	CORREOS	Customers First: how to succeed with a Customer First strategy	In a session about urban logistic, the project coordinator explained what the project is about. Webinar organised by Postal Innovation Platform and Euromed Postal.	26/11/2020	Online	Industry, investors, customers	100	World	
Conference	CORREOS	Urban Mobility Days 2020	Senator project was presented by the coordinator in this event, organised by the European Commission, CIVITAS and ELTIS. This is an annual event where mobility planning and urban innovation communities come together, this year around the theme of "Zero Emissions Mobility for All".	30/09/2020	Brussels, online	Scientific Community, Policy maker.	1941	World	Link



Figure 10 Senator in the Urban Mobility Days 2021



Figure 11 Senator in the ICTR2021

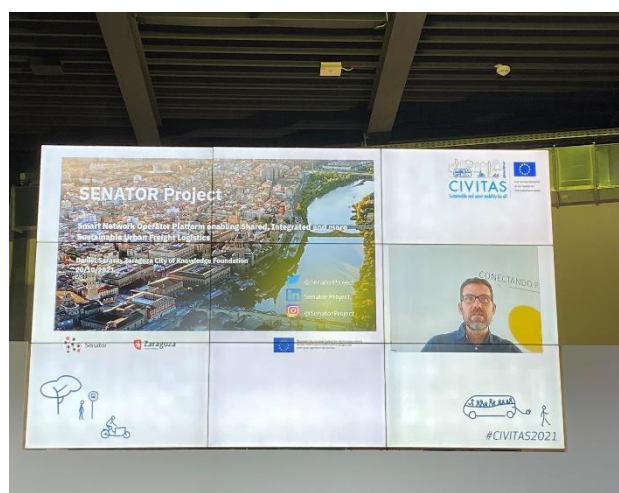


Figure 12 Senator presentation in the Civitas Forum 2021



Figure 13 Senator booth in the Civitas Forum 2021



Figure 14 Last Mile Delivery seminar by the Chartered Institute for Logistics & Transport



Figure 15 Senator in Go Mobility



Figure 16 Senator session in the Global Mobility Call 2022



Figure 17 Senator in the Urban Mobility Days 2022



Figure 18 Senator presentation in Impacts in Dublin



Figure 19 Senator in ICTR



Figure 20 ITEA PO Days 2023



Figure 21 Smart Logistics Webinar



Figure 22. Transport Research Arena 2024.



Figure 23. The Senator Project at SCEWC 2024.



Figure 24. The Senator team at the CIVITAS Forum 2024



Figure 25. CIVITAS Initiative side event in Parma.



Figure 26. Senator at the ‘6-Minute Challenge ALIA’ event.



Figure 27. RTR Conference on Results from Road Transport R&I Projects



Figure 28. 25th ITS Spanish Congress



Figure 29. Senator Project Final Event

3.1.4 Scientific Conferences and International Journals

Throughout the development of the project, relevant research findings have been obtained and disseminated through prestigious international scientific conferences and globally recognized journals. While the publication of articles has been more limited than initially expected due to challenges in the development and implementation of the pilots, the findings generated provide a valuable foundation for future research in the field.

Previously to the production of scientific dissemination of results some procedures were established in the frame of the Senator project to facilitate and promote this subtask:

1. The identification of some journals and magazines as well as the procedures for the fulfilment of Open Access:

- Internal procedure for the review of scientific articles by the Consortium and its approval according to the Grant Agreement.

- Giuffrida, N.; Fajardo-Calderin, J.; Masegosa, A.D.; Werner, F.; Steudter, M.; Pilla, F. Optimization and Machine Learning Applied to Last-Mile Logistics: A Review. *Sustainability* **2022**, *14*, 5329. <https://doi.org/10.3390/su14095329>

TRA

TRANSPORT TRAILBLAZER AGENZA

LISBON 2022

POSTER SESSION

N. Galvão da Silva, P. Pileá, P. Camall

Feasibility of a simplified index to improve active mobility infrastructure based on digital survey: the case of Dublin

AIM

- To develop a Simplified Quality Index (SQI) assessment tool for pedestrian and cycling infrastructure

METHOD

- Based on Healthy Streets Design Check England and London's 100 Streets
- SQI simplified this into 11 metrics with 0/1 scores
- SQI = sum of metrics scores = number of metrics included
- SQI can be automatically derived from traffic data and OpenStreetMap (OSM)

Healthy Streets Design	Simplified Quality Index
M1 Footway speed	M1 Footway speed
M2 Volume of traffic	M2 Volume of traffic
M3 Footway width	M3 Footway width
M4 Cycle safety at junctions	M4 Cycle safety at junctions
M5 Crossing between junctions	M5 Presence of crossing
M6 Priority of crossing at junctions	M6 Priority of crossing at junctions
M7 Visual impairment	M7 Visual impairment
M8 Footpath surface	M8 Footpath surface
M9 Space for walking	M9 Presence of footpath
M10 Road width	M10 Road width
M12 Space for cycling	M12 Presence of cycleway
M14 Cycle parking	M14 Cycle parking
M15 Tree cover	M15 Green space
M16 Street infrastructure	M16 Street lighting
M17 Light lighting	M17 Light lighting
M18 Street stop	M18 Street stop

CASE STUDY

SQI applied in Dublin, Ireland

- Plots, from OSM, were derived from traffic data
- Authors from Dublin scores project: TMC4Cant
- All other metrics derived from OSM



Fig.1. Example application at Lower Kinnage Rd along multimodal infrastructure: publicly accessible, 50m x 24



Fig.2. An SQI assessment confirms data extracted from OSM and provides quality indicators for the study area

CONCLUSIONS

- Validation can be used for initial screening or ranking of initial infrastructure
- Validation through in-situ analysis of spot samples is recommended
- Can compare can contribute traffic data to transport monitors and geographical characteristics via OSM
- Image analysis using satellite data and street view could provide inputs in future

THIS PROJECT has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 872743 (WeConnect) and the ER1540 (Sensator).










The partners from University of Deusto also presented the paper “**An Artificial Intelligence-based software module for the optimization of collaborative delivery in last-mile logistics**” in the **IPIC 2023 Conference** the 13/06/2023. The paper presented a route delivery planning and simulation module that forms a core part of the ICT Platform of the Senator project.

- Jenny Fajardo-Calderin, Antonio D. Masegosa, Maria Pilar Elejoste, Asier Moreno-Emborujo, Xabier Cantero-Lopez and Ignacio Angulo. An Artificial Intelligence-based software module for the optimization of collaborative delivery in last-mile logistics. IPIC 2023. [IPIC2023_Proceedings.pdf](#) (p.441-p-445)

3.2 ST 7.1.2. Communication strategy and activities.

The Communication strategy and the planned activities were detailed in the D.7.1 Dissemination and Communication Plan in month 4. The Communication actions started to be implemented in month 1 of the project and have continued until month 54.

The strategy encompassed the following actions:

3.2.1 Communication strategy development and update

The communication plan included the identification of the specific actions following the concrete and measurable objectives that were defined for each of the target audiences and stakeholders of the Senator project. Moreover, different communication channels and tools were set and used to reach the involvement of targeted audiences.

Following the Communication strategy, first, the **Senator brand** was created, which provided the project with its visual identity that reflects the key aspects of the project. To create a cohesive representation of Senator, the identity has been applied to all the tools created related to the project, from the external materials (such as presentations, brochures, social media, or videos) to all internal documents of the consortium members and stakeholders. An [identity manual](#) was created to guide the use of the Senator brand and to establish the following key aspects:

- The two main **brand colours** are black and a variation of magenta.
- **Typography:**
 - **Documents** typography: IBM Plex Sans. It is an accessible *Google font* that works well both on big sizes, as well as on fine print. This is the font that will be used by the consortium members in any document.
 - **Logo** typography: Chiswick Grotesque. It is a nineteenth letterform, urban, strong, and rational.
 - **Web** typography: Rosindale. Inspired by the 1890s *De Vinne* typeface, it is an old-style with Victorian sensibilities, with sharp serifs and diagonal stress in certain characters.

- Establishing **the criteria** for using the in different formats, coexistence with other brands, correct and incorrect uses, etc.

The **Senator Masterbrand logotype** is comprised of several dots (nodes); among this cluster, two of them are connected and stand out. These two points that are joined by a connection are represented by a winding line that runs through the city looking for the best option to make that linking. The connection is possible thanks to logistics that coexist with the city, represented by independent points. The connection represents the most efficient route between the two locations.

The brand, like the connections, can follow many paths and in its application is composed of several paths to represent it. The nodes in the logo can be depicted in different configurations, which represent movement. The masthead of the web version, for example, showcases an animated version of the logo.

To adapt it to any material, the HQ professional logo is available in **different formats**: PNG, PDF and SVG, and three original, horizontal, monochrome, and negative.

The visual identity needs to be representative of the project, which is composed of all the members of the consortium. Consequently, three Senator logos were designed to make the partners participate in the decision of choosing the logo of the project. The chosen logo was the one below:

Vertical


Senator

Vertical


Senator

Horizontal


Senator

Horizontal


Senator

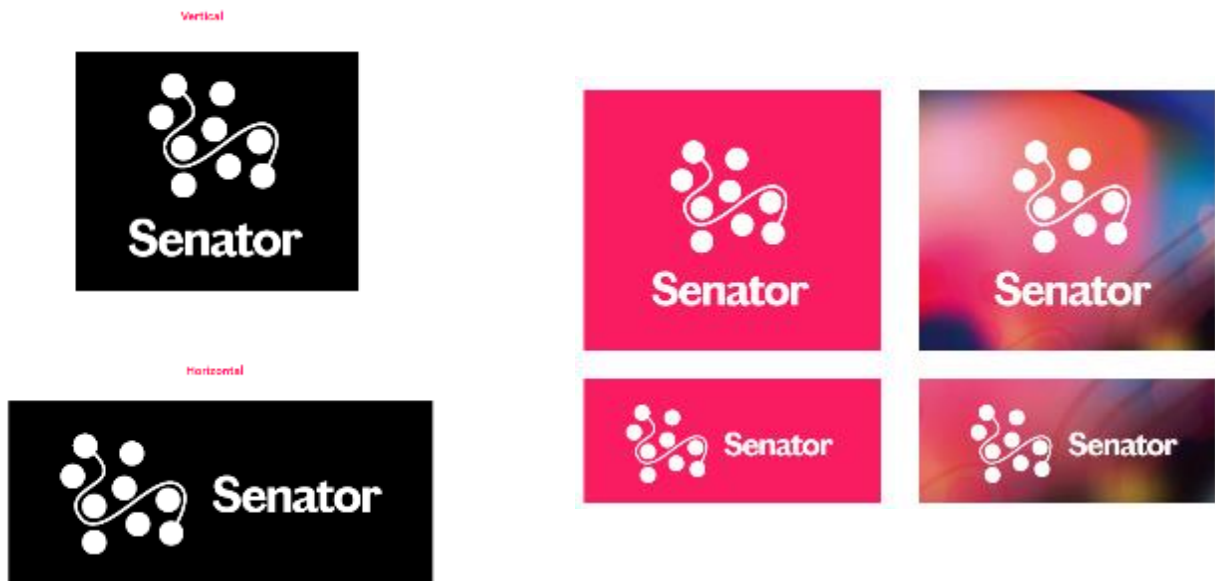


Figure 31 Senator logo in different formats

3.2.2 Project Web portal and Presentation Documents

The [website of the project](#) is the place where all the official information of the project is gathered. It is the entry point for external stakeholders to look for information about the activities the project has developed and a meeting place for all the stakeholders. The creation of the Senator website started in month 1 of the project and was **launched in month 3**, after presenting it to the partners in a private meeting.

It contains information about the project, the urban living labs, and the results, showcasing at the same time project's events and news and acting as a communication channel.

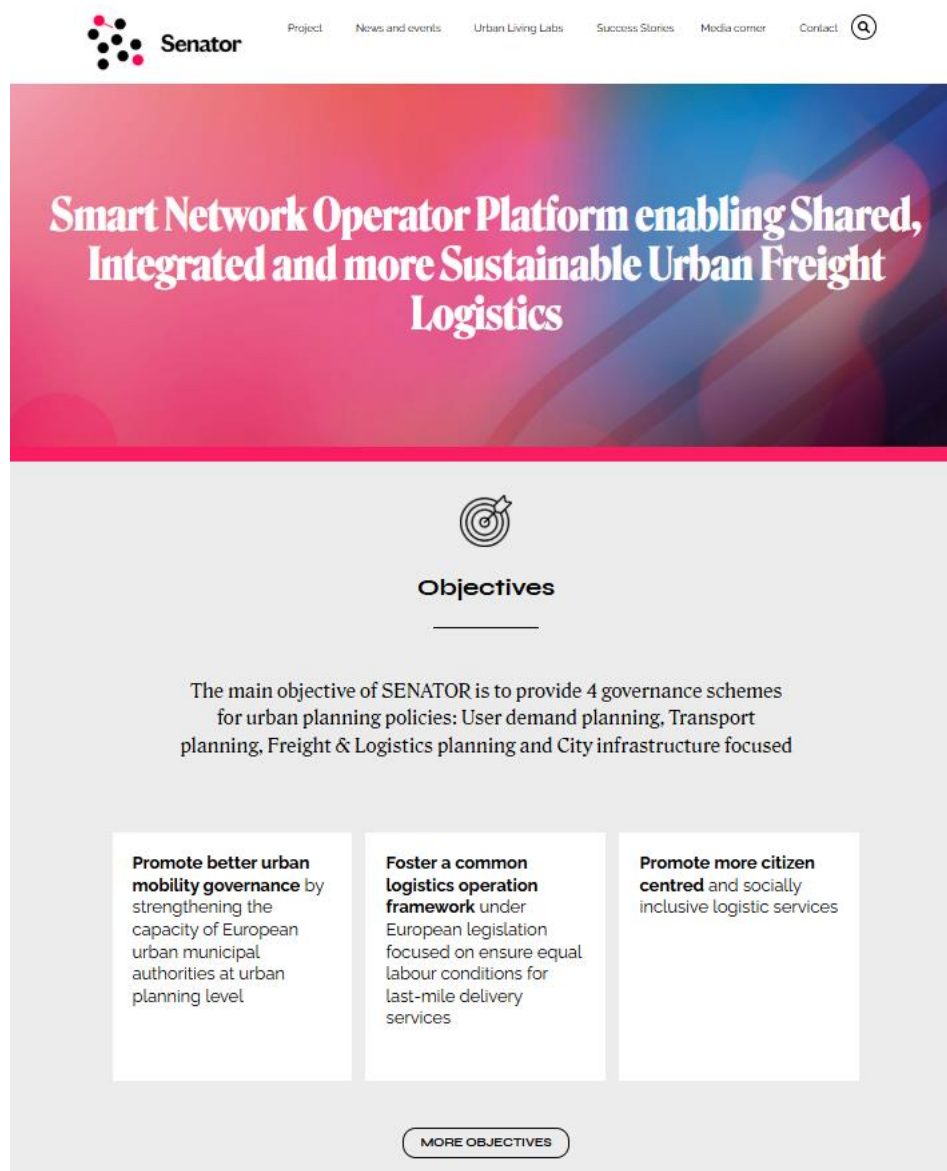


Figure 32. Senator Homepage and Menu

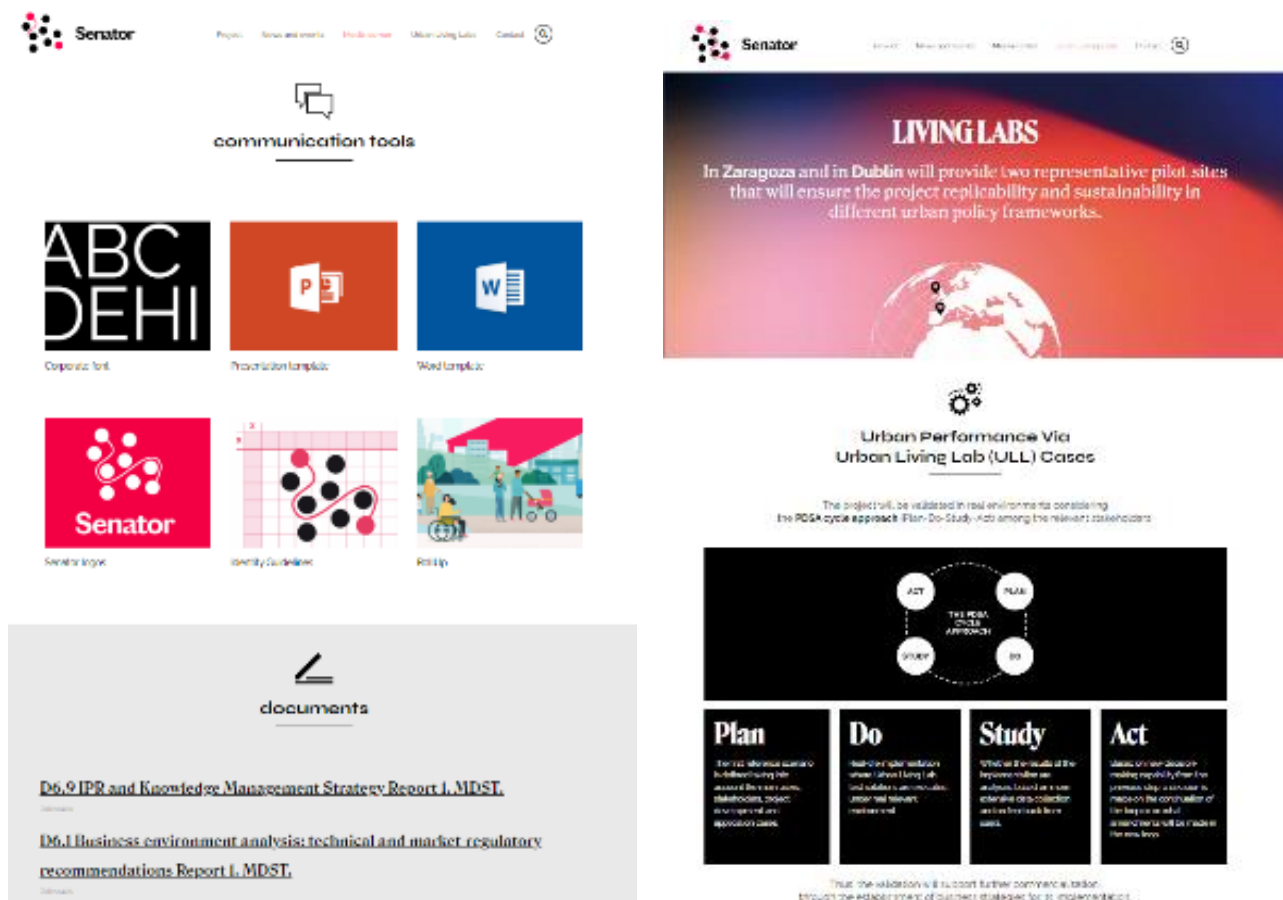


Figure 33 Project website

The project website was designed as a dynamic tool, capable of evolving alongside the project's development. Therefore, with the extension of the project's duration and modifications to the original pilot designs, the Urban Living Lab section was updated in the last quarter of 2024. These updates included refinements to the descriptions of both pilots, along with a greater level of detail and additional information, such as the inclusion of a video showcasing the Dublin pilots.



Figure 34. Web update: ULLs Operational Goals

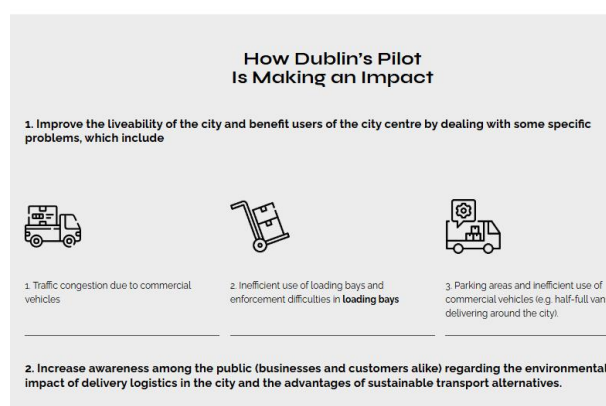


Figure 35. Website update: Dublin's pilot

As planned in the Digital Marketing strategy, the “**News and Events**” section has been very important for the dynamization of the site since the launch of the website. To attract the audience to the website, content has been shared periodically to maintain audience engagement: in total, [45 articles](#) have been published. The articles provided updates on project developments, including meetings, progress reports, and key announcements, as well as insights into mobility and logistics trends. Additionally, they featured news from the EU Commission, content related to International Days, and engaging interviews.

Over the past year, we have focused on key articles that highlight the progress of our project and the deployment phase of the pilots, showcasing both technological advancements and their real-world impact.

One such article, “[Building on Success: Senator's Digital Kerbside Management](#),” explores how digital kerbside management strategies are being implemented in Dublin as part of the SENATOR pilot. Similarly, “[Driving Change: SENATOR's Influence on Ireland's Transportation Strategy](#)” examines the broader policy implications of our work, demonstrating how the findings from Senator pilots are influencing national mobility policies toward more sustainable solutions.

“[Initial Outcomes of SENATOR Pilots Deployment: Advancing Simulation and Testing](#)” delves into the preliminary results from the pilot tests, focusing on the integration of advanced

simulation models and real-world testing environments. Moreover, [*“Senator Platform Reaches Technological Maturity and Enters the Most Operational Phase of Pilots”*](#) underscores the project’s transition from research and development to real-world application. As the platform reached a high level of technological readiness, its implementation in pilot cities marked a crucial step toward proving its effectiveness in optimizing logistics networks.

Another key advancement is discussed in [*“Optimizing the Last Mile: An App for More Efficient and Sustainable Delivery”*](#), which presents the Senator App, a digital tool enhancing dynamic routing and real-time coordination.

Beyond these developments, we have also gathered insights from major industry events. [*“Innovation in Urban Logistics: Insights from TRA 2024 Session”*](#) reflects on expert discussions around the latest trends in urban logistics, with a particular focus on automation, digitalization, and regulatory frameworks. Meanwhile, [*“Shaping the Future of Urban Mobility: Highlights from CF2024”*](#) provides an overview of key takeaways from one of the most influential conferences in the sector, showcasing how collaborative efforts are driving the transformation of urban mobility systems.



Join Senator’s Final Event: Building the Foundations of Smarter Logistics
January 29, 2025



Shaping the Future of Urban Mobility: Highlights from the CF2024
October 7, 2024



Innovation in logistics: EU’s Investment in a greener future
October 30, 2023



SENATOR’s annual progress meeting in Dublin: Advancing urban logistics and mobility
October 6, 2023



Building on Success: Senator’s Digital Kerbside Management
September 18, 2024



Initial Outcomes of SENATOR Pilots Deployment: Advancing Simulation and Testing
July 30, 2024



Introducing our new “Success Stories” section: Inspiring sustainable mobility solutions
August 29, 2023



Optimizing last-mile logistic operations by means of artificial intelligence techniques
June 15, 2023



Dublin’s Smart City Solutions Featured on “Better Cities By Design” Podcast
June 12, 2024



Innovation in Urban Logistics: Insights from TRA 2024 Session
April 26, 2024



Empowering local markets: Driving the implementation of the SENATOR platform in Zaragoza
May 29, 2023



SENATOR’s role in promoting sustainable urban freight logistics and stakeholder value
May 8, 2023



Driving Change: SENATOR’s Influence on Ireland’s Transportation Strategy
April 10, 2024



Exploring Innovations in Urban Logistics: SENATOR at TRA 2024
April 2, 2024



Have your say in the future of parcel delivery in Europe
April 29, 2023



Join the SENATOR Team in Shaping the Future of Logistics in Dublin
March 22, 2023



SENATOR platform reaches technological maturity and enters the most operational phase of pilots
March 1, 2024



Optimizing the Last Mile: An App for More Efficient and Sustainable Delivery
December 22, 2023



Efficient use of pavements for a more decarbonised Dublin
December 21, 2022



SENATOR holds its annual progress meeting in Madrid at the halfway point of the project
October 21, 2022

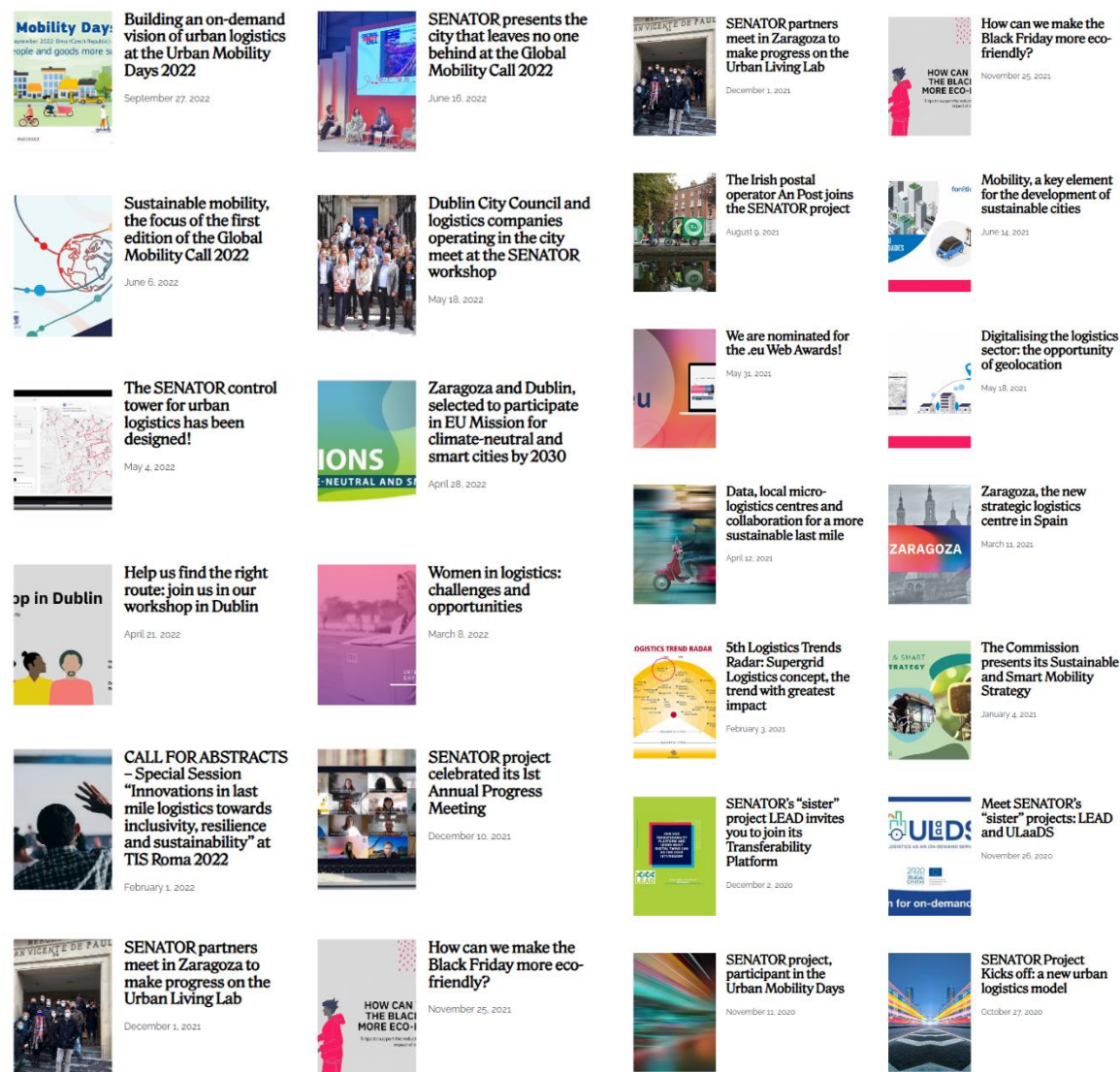


Figure 36. News on the website

The [events](#) featuring presentations on the Senator project by our partners are showcased on our website. This comprehensive coverage includes detailed event information, agendas, and concise summaries of the content delivered during these engagements.

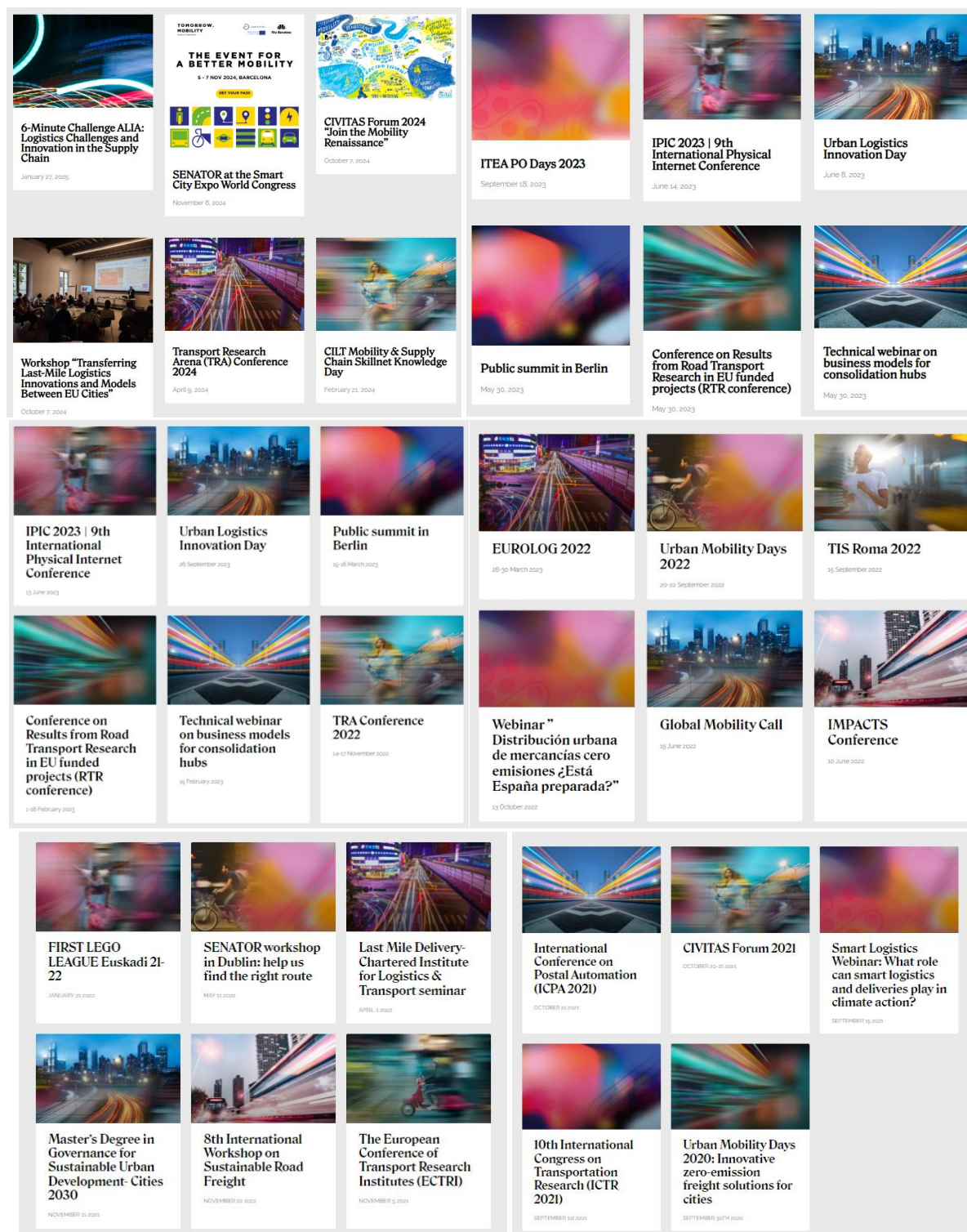


Figure 37. Events on the website.

Success Stories

In August 2023, Senator unveiled a new initiative aimed at gathering and showcasing best practices and **success stories** to bolster the advancement of sustainable mobility and

transport solutions. The core objective of the Senator project is to pinpoint and spotlight groundbreaking endeavors and exemplary instances within the realm of sustainable mobility and transport solutions. These case studies play a pivotal role as a wellspring of insight to enlighten and elevate forthcoming EU ventures in this domain.

In total, **thirteen success stories have been disseminated**, each tracing its roots to distinct projects within the Civitas Initiative. Facilitated by productive communication channels established with these projects, the foundation of these success stories hinges on activities conducted within their living labs, noteworthy accomplishments, and tangible outcomes. This strategic networking enhances the cohesion among projects, effectively cultivating an environment conducive to the creation of success stories.

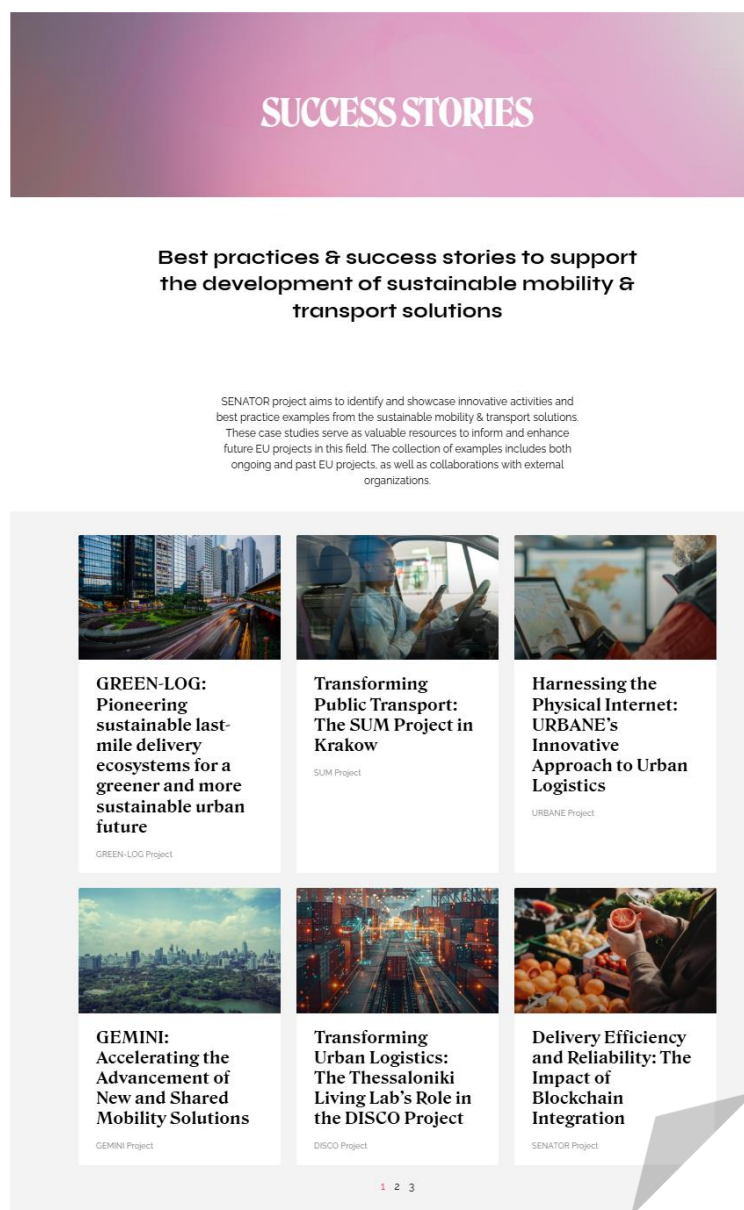


Figure 38 Senator's "Success Stories" initiative

The initiative is presented in the deliverables: "D.7.6 - Portfolio of Success Stories Report 1" in Month 37, and "D.7.7 - Portfolio of Success Stories Report 2" in Month 54.

Link building

The web portal establishes **links with social media channels, newsletters, and other initiatives**. Using these platforms in combination increases the digital footprint of the project and help maximise online awareness of it. Some examples of the links are the following:

- Collaborative articles with **CIVITAS “sister” projects**, including links to their websites:
 - [Meet Senator’s “sister” projects: LEAD and ULaaDS - Senator \(Senatorproject.eu\)](#)
 - [Senator’s “sister” project LEAD invites you to join its Transferability Platform - Senator \(Senatorproject.eu\)](#)
- Articles presenting Senator on the website of the “sister” projects.
 - [Senator to build a new urban logistics model: officially underway: meet LEAD’s “sister” project – Lead Project](#)
 - [Introducing ULaaDS' sister projects: LEAD and Senator](#)



Figure 39 Ulaads project's website presenting Senator

- Presentation of Senator project and featured news **CIVITAS website**:
 - [Senator | CIVITAS](#)
 - [Initial outcomes of the SENATOR pilots in Zaragoza and Dublin | CIVITAS](#)
 - [SENATOR logistics platform reaches technological maturity | CIVITAS](#)
 - [SENATOR project, participant in the Urban Mobility Days | CIVITAS](#)



Figure 40 Senator on CIVITAS website

- Link to the **social media channels** of the project on the website and vice versa

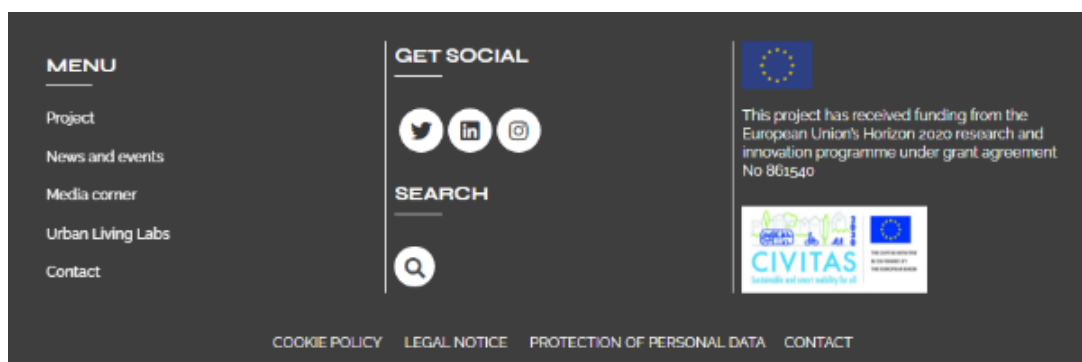


Figure 41 Social media channels on the website



Figure 42 Website on the social media channels

- Links to the website on the **newsletter** of the project.
- Promotion of the Senator website on **partners' websites** through a dedicated project presentation page:
 - SOFTWARE AG: https://www.softwareag.com/es/company/mivi/research/smart_logistics?id=161484-158077&isMobile=False&utm_source=Lean-Community%20&utm_medium=Mailing-RC&utm_campaign=Jornada-Inaugural&utm_source=Lean-Community%20&utm_medium=Mailing-RC&utm_campaign=Jornada-Inaugural.html
 - MDS TRANSMODAL: <https://www.mdst.co.uk/Senator>
 - RINA: <https://www.rina.org/en/media/casestudies/Senator>
 - RINA ITALY: <https://www.rina.org/it/media/CaseStudies/Senator>
 - ZABALA: <https://www.zabala.eu/en/projects/Senator>
 - ZABALA SPAIN: <https://www.zabala.es/es/proyectos/Senator>
 - DEUSTO: [Senator - DeustoTech | DEUSTOTECH](#)

In the following tables the evolution of the website is analysed with different KPI 's:

Evolution of the website

Since the launch of the website in month 3, **a total of 33,925 views** have been reached, with an optimum rebound rate and bounce rate.

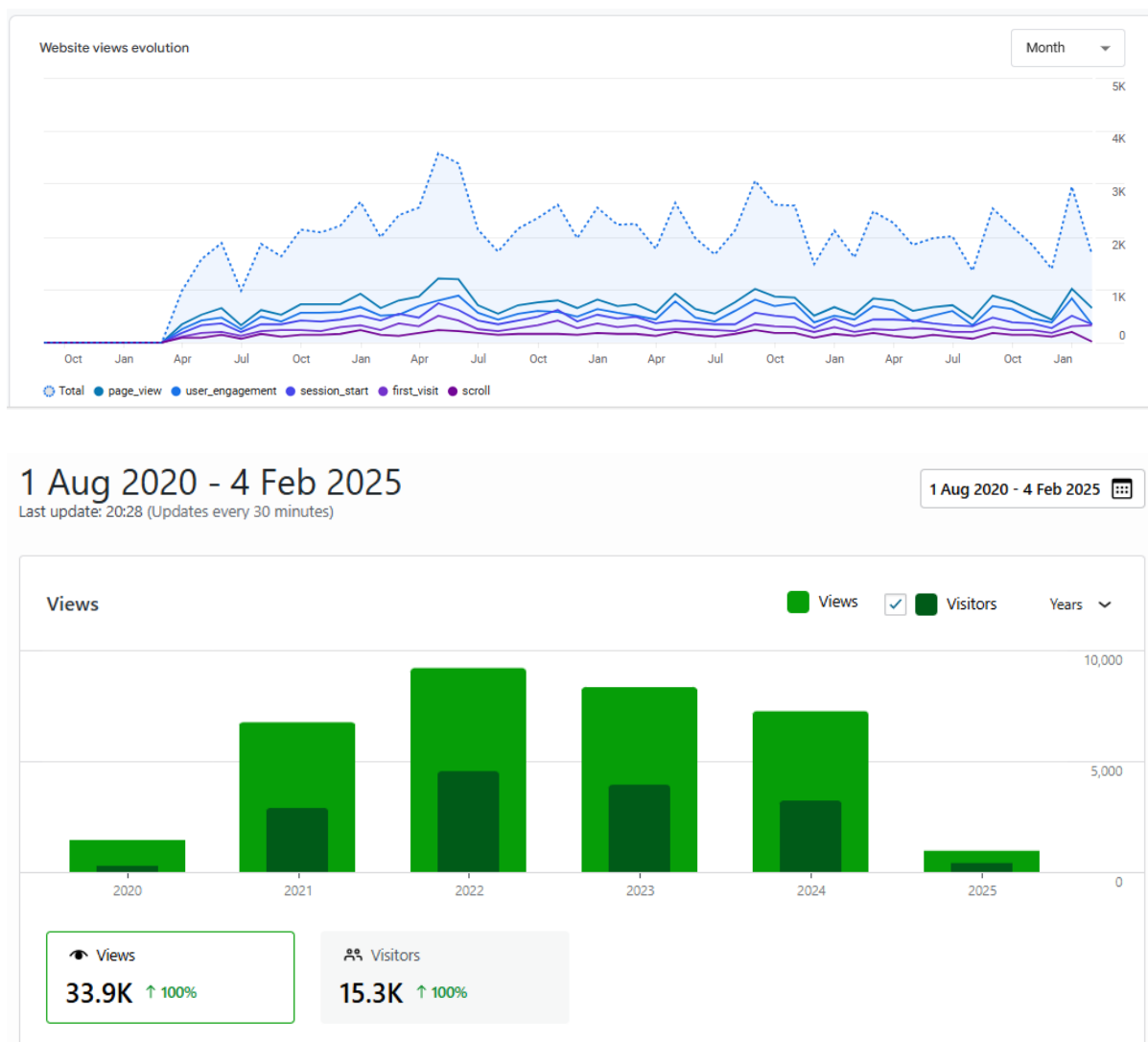


Figure 43 Website views evolution

The months that garnered the highest viewership figures were May 2022, with 1,214 views, coinciding with the publication of the SENATOR control tower's design and the successful execution of the first stakeholder workshop in Dublin.

Additionally, June 2022 saw a notable increase in visits, reaching 1,196, driven by the inclusion of a SENATOR session at the Global Mobility Call 2022 and our partners' visit to the Urban Living Lab in Zaragoza, Spain.

Midway through the project, September 2023 followed closely with 960 views, coinciding with the launch of the *Success Stories* initiative and the project's annual meeting in Dublin. Similarly, January 2025 recorded 841 views, driven by the announcement of the project's conclusion.

The following table provides a month-by-month breakdown of visit statistics, revealing a consistent and active monthly visitation trend.

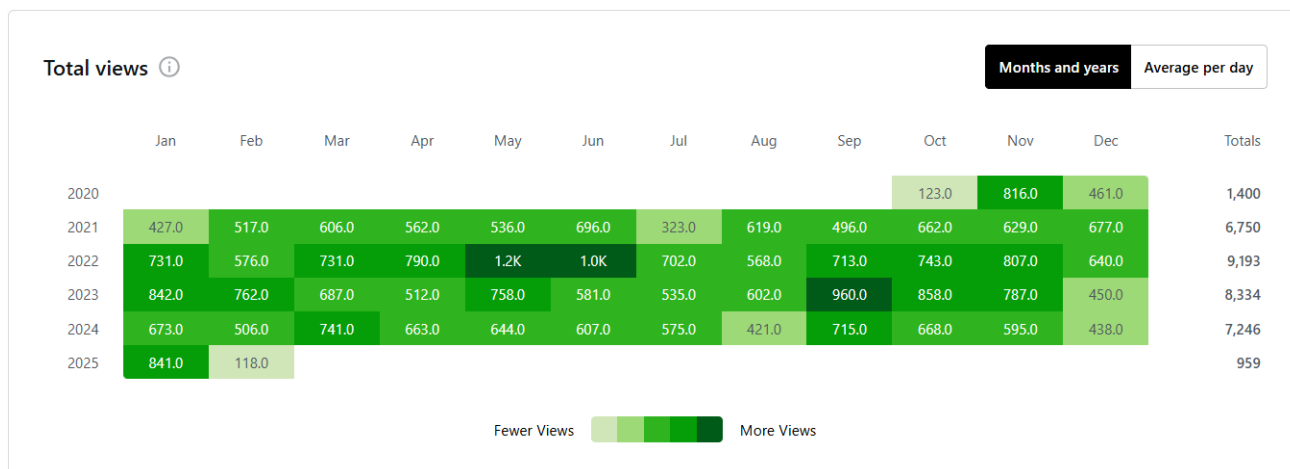


Figure 44 Number of views each month

When examining the pages receiving the most traffic, it becomes evident that the project's **homepage** is the primary destination, boasting 10,325 views. General project information also garners significant attention with 4,120 views. Following closely is the "**News and Events**" page, ranking third with 2,757 views. This page is diligently updated, and its individual articles are frequently accessed by users. Notably, the most frequently visited news piece revolves around the logistics trend radar, amassing 1,609 views, while the article focused on Zaragoza records 1,026 views. The **Media Corner** follows closely in relevance, with 1,850 visits.

Furthermore, information pertaining to the **Urban Living Labs** is consistently sought after, with the general page on the living labs amassing 747 views. Moreover, specific pages dedicated to **Dublin** and **Zaragoza** receive substantial traffic, with 872 and 747 views, respectively. For a comprehensive overview, the table below presents the most frequented pages on the website:

Stats for All Time

Day Summary 7 days 30 days Quarter Year **All Time**

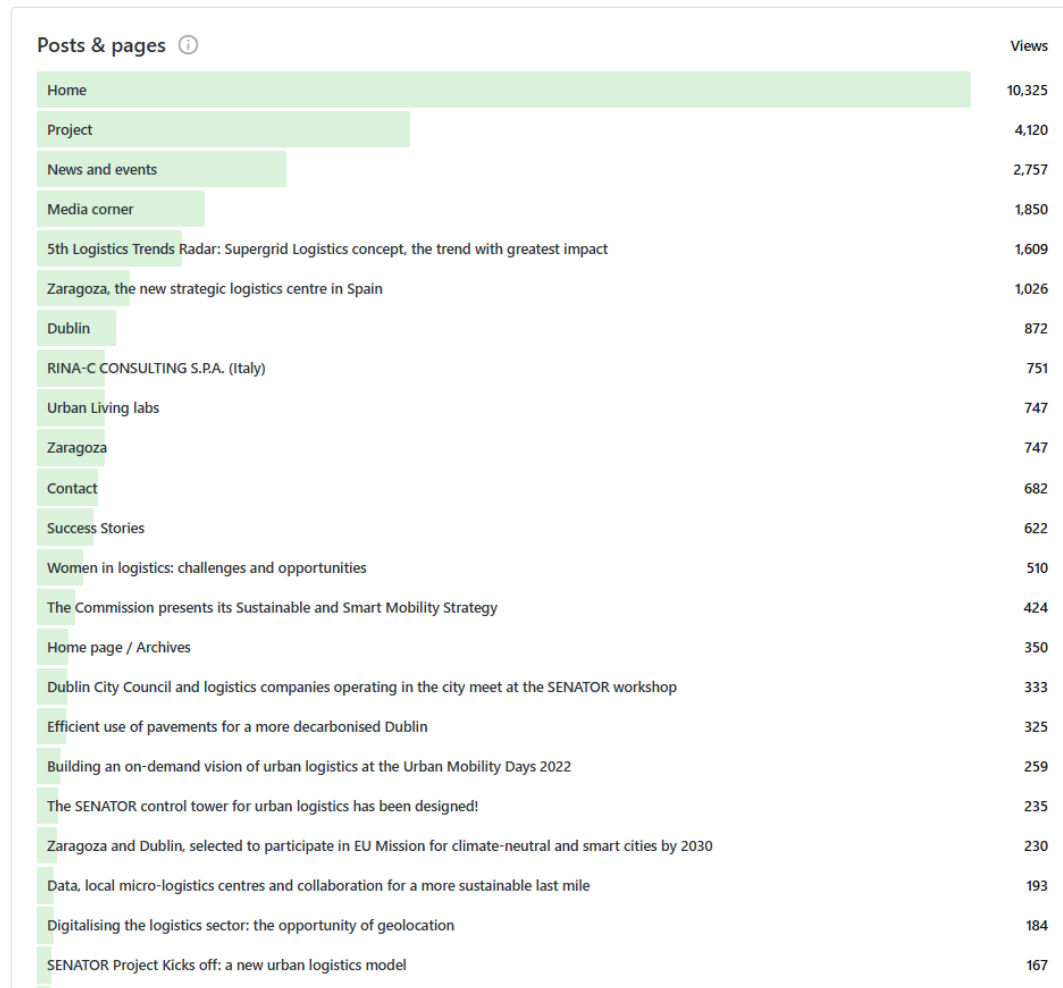


Figure 45 Visits to each page of the website

Traffic acquisition

In the last year, the most used access channel is the **organic search**, which refers to sessions from users who found the website via an organic search. This means that they found your website after clicking on the website's link on the search engine results page - not including paid ads. To be more specific, most of the visitors come from a search on Google or by directly typing Senator's domain name into their internet browser (or having the link saved). These users may also be repeat visitors - many internet browsers will auto-fill URLs after users have visited the website, which makes it easier to find a website via its URL.

Second, the **direct channel**, which is when the user enters the url directly into the search engine. It is usually a recurring user who already knows us.

The third most-used channel is the **organic social**. As the name suggests, these visits are generated from social media. In this case, Twitter and LinkedIn. As the community grows in

the Senator social media channels, the more interaction there is and the more people are interested in the project, so more audience reach the website.

Another used channel is the **referral**, which refers to users who found the website from a link on another website. This shows the importance of link building (see [3.2.2.1 Link building](#)).

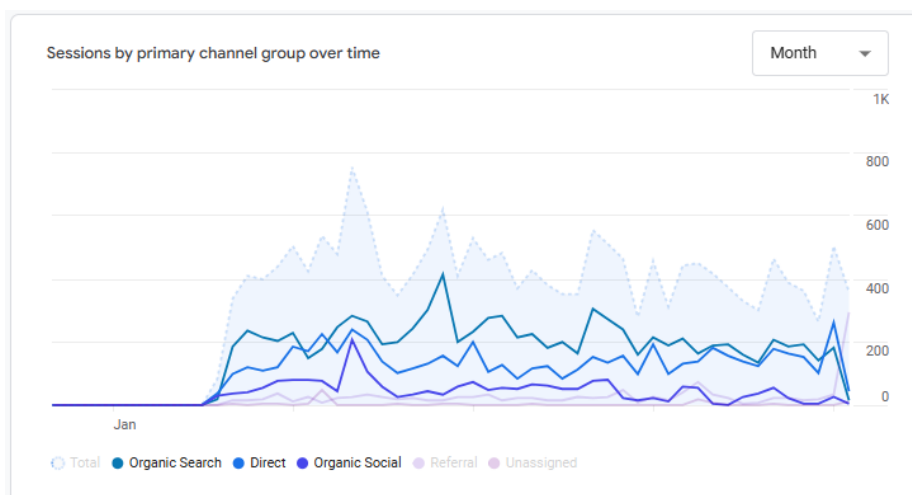


Figure 46 Website access channels

Visitors

The bulk of our website visitors predominantly hail from Spain, which aligns seamlessly with the project's coordination by CORREOS, a Spanish company, and the presence of several project partners within Spain. Additionally, the significant visitor presence from Ireland holds strategic importance, primarily attributable to the Dublin living lab. Notably, we've witnessed a noteworthy upswing in visitor numbers over the past year, an achievement that directly aligns with our objective to foster closer connections with local stakeholders in both Spain and Ireland.



Figure 47 Website users by country

Nomination in the .EU Web Awards

Senator's website www.Senatorproject.eu has been nominated for the [.EU Web Awards](#) [twice](#) (2021 and 2022 editions). The competition is organized by EURID, the European Registry for Internet Domains, and is designed to recognise the best websites that use extensions. .io or .eu. Senator was nominated under the Laurels category (2021), which is for websites that represent educational institutions, charitable organisations, or pan European projects and Better Word (2022), which is for websites that represent green initiatives and environmentally friendly organisations.

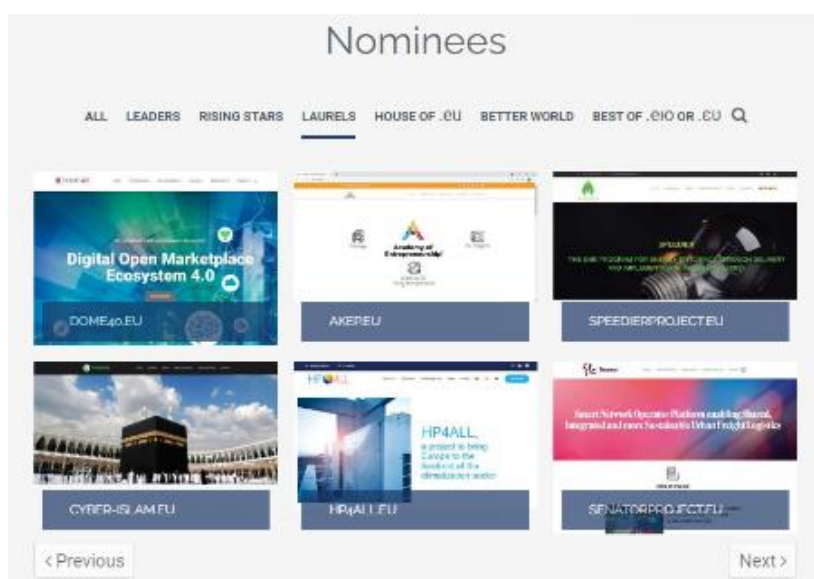


Figure 48 . EU Web Awards nomination 2021

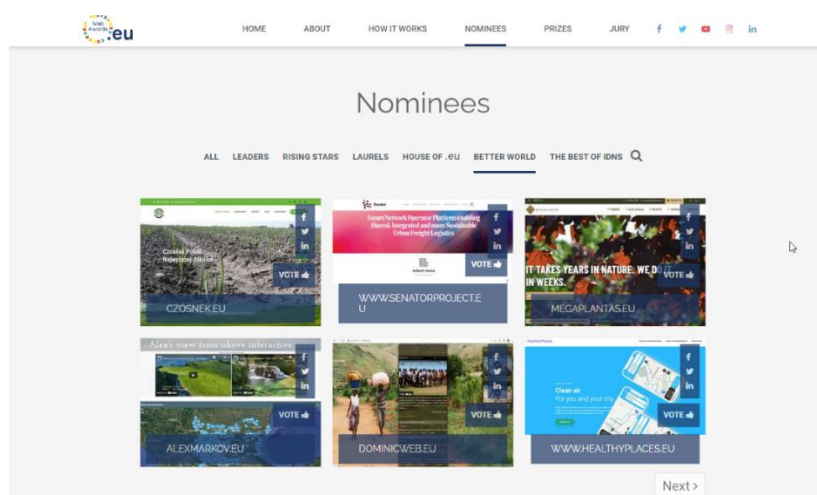


Figure 49 . EU Web Awards nomination 2022

This competition was based on **the public's vote**, and to encourage the vote, Senator launched some specific campaigns on social media and the website.

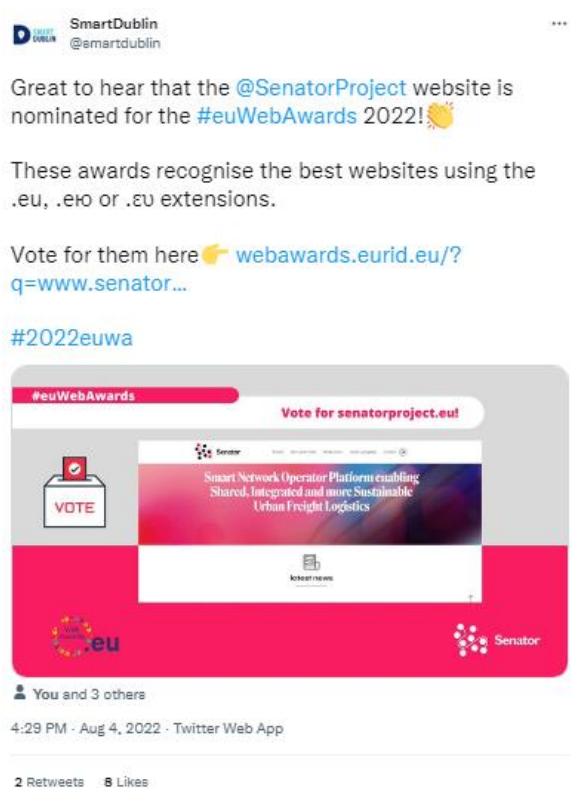
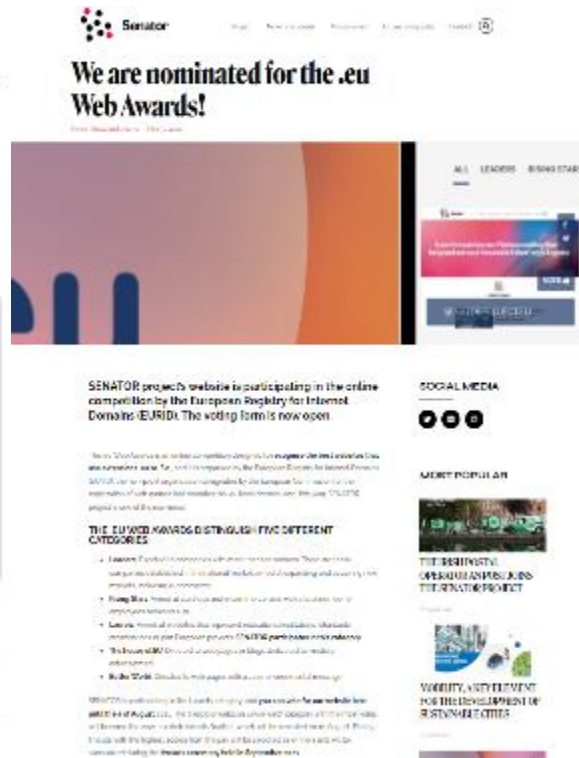


Figure 50 Promotion of the vote

The nomination of the project to these European awards has been especially useful to increase the visibility of Senator and to attract users to the website.



Figure 52 Zabala on the website



Figure 53 Software AG on their newsletter

Presentation documents

To encourage partners to make use of the visual identity of the project and ensure that the common identity remains consistent during the whole project, two [templates](#) were created in PowerPoint and Word formats. The PowerPoint template is mainly used for private or public presentations such as meetings, events, or conferences. The Word template is mainly for the submission of deliverables, press releases or all internal documents of the consortium. The templates were released between the partners and available on the website.

3.2.3 Newsletter Campaign, Press releases, articles, and interviews

Newsletter

The project implemented a **quarterly newsletter** initiative, which was launched after the completion of the sixth month. The purpose of these newsletters was to provide subscribers with timely updates on the project's progress, outcomes, noteworthy events attended, and other significant developments related to the Zaragoza and Dublin Urban Living Labs. Interested individuals were able to access the registration form on the [project's website](#), along with an [archive of past newsletters](#) for reference.



Figure 54 Newsletter on the website

As for our audience demographics, the majority of the subscribers are primarily based in Ireland and Spain, reflecting the geographical proximity and relevance of these regions to the Urban Living Labs' locations.

Top locations

Based on your contact's IP address when they interact with your **emails and signup forms**.

1.	Dublin, D Ireland	
2.	Madrid, M Spain	
3.	London, LND United Kingdom	

Figure 55 Location of the newsletter subscribers

3.2.4 Social Media Channels

Senator project's social media accounts were created to increase the visibility of the project and the impact of the results. They are mainly used to inform the audience about new updates available on the website, to promote specific actions (subscription to the newsletter, vote for the .EU web awards, etc.) and to offer information related to the logistics sector that could be of interest for the followers such as events or reports.

The project is present on X (former Twitter) and LinkedIn. These channels went online soon after the project's kick-off in month 1 and updated regularly:

- [Twitter](#): (413 followers)
- [LinkedIn](#) (585 followers)

When the social media channels were launched, a specific campaign was launched on social media through the hashtag #AboutSenator to **start gaining followers**. This hashtag was used to present the project and explain the basic concepts in a simple, short, and attractive way.



Figure 57 #AboutSenator in Twitter

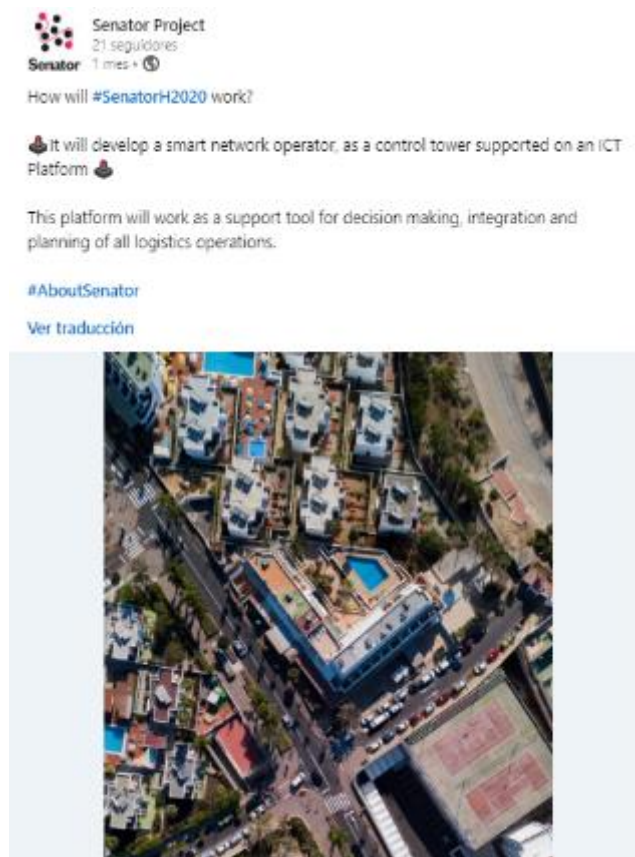


Figure 56 #AboutSenator in LinkedIn

Moreover, the hashtag **#SenatorH2020** is usually used to store information about the project so that if users click on it, they can find it all together.

The project account also takes part in other campaigns related to international days like [World Cities Day](#), [St Patrick's Day](#), [Earth Day](#), [Black Friday](#) and [International Women's Day](#). Furthermore, the Senator project has seized the opportunity presented by Dublin and Zaragoza's involvement in the EU Mission for climate-neutral and smart cities by 2023 to effectively promote its objectives. This initiative has been communicated through various channels, including the project's official website and social media platforms.

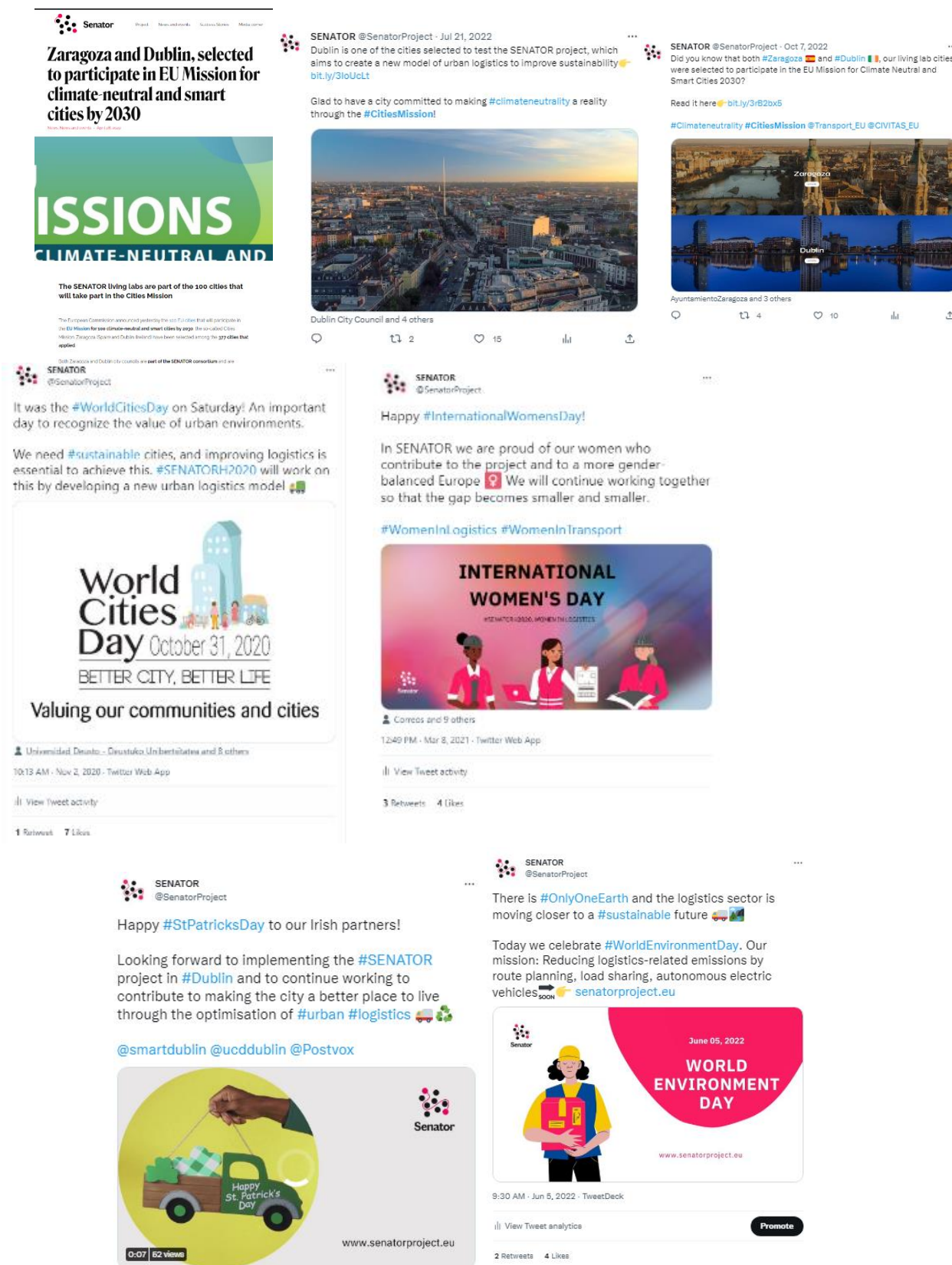


Figure 58 International days on social media

The Senator community on social media is **solid and engaged**, mainly on LinkedIn, and this community contributes to increasing project visibility by sharing its content. Moreover, the partner's organisations are tagged in the posts to encourage interaction with them and usually collaborate. The **members of the consortium also post about the project**, which helps to reach new audiences from different countries that follow them and could be interested in the project and generate conversations. Some examples can be found below:



Aoife O'Connor • 2nd
Environmental Management Project Executive at An Post
1d • 0

Really looking forward to discussing the [SENATOR Project](#) and its aims to improve last mile delivery in Dublin.

SENATOR Project
236 followers
3d • Edited • 0

What are the lines of action to make last-mile [#logistics](#) sustainable? What does SENATOR propose for [#cities](#)?

We will be part of the [#GlobalMobilityCall](#), a major event on sustainable mobility that integrates all actors in the new mobility ecosystem.

[Angela Nuñez Gonzalez](#) (Correos), [Breogan Sanchez](#) (Fundación Zaragoza Ciudad del Conocimiento) and [Aoife O'Connor](#) (An Post) will form the panel of our [Global Mobility Call](#) session, moderated by [Susana Garayoa](#) (Zabala Innovation Europe).

Join us on 15 June at 11.45 in the New Urban Planning Forum in **IFEMA MADRID**!

Read more: <https://bit.ly/3zgnTvy>

[#MissionCities](#) [#RepowerEU](#) [#SustainableMobility](#) [#H2020Project](#) [#Innovation](#) [#UrbanPlanning](#)

GLOBAL MOBILITY CALL 2022
SENATOR: platform for the smart and sustainable operation of urban freight logistics
15th June 12:00-12:45
IFEMA, Madrid, Spain
Urban Planning Forum

[Angela Nuñez](#)
CORREOS
Sustainable business
project coordinator
Sustainable Mobility

[Breogan Sanchez](#)
FUNDACIÓN CIUDAD DEL CONOCIMIENTO
Smart City Projects
Coordinator

[Aoife O'Connor](#)
AN POST
Smart National Postal Service
Environmental Management
Project Executive

[Susana Garayoa](#)
ZABALA INNOVATION
European Institutional
Relations and
Communication Manager

SENATOR Project ha compartido esto

Zabala Innovation Europe
7.510 seguidores
8 meses • 0

Do you know the European projects in which we participate as partners or leaders?

A good example is the [SENATOR Project](#), which aims to facilitate the ... más

Mostrar traducción

SENATOR | Mobility • 5 páginas

Zabala Innovation participates in the SENATOR project, which seeks logistics and urban planning solutions to achieve sustainable cities

SENATOR
Smart Grid Operator as a platform enabling shared, integrated and more sustainable urban freight logistics

1 / 5

RINA1861
@RINA1861

The EU is facing the need for sustainable urban development due to the demographic evolution in [#cities](#). [@SenatorProject](#) aims to create a new urban model focused on end-receiver, transport, [#logistics](#) and infrastructure. Learn how rina.org/en/media/CaseS...

[#MakeltRINA](#)

Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics

Correos and 8 others

Santiago Muñoz
@SantiMzCm

Today I participated in [#ICT2021](#) as coordinator of the [@SenatorProject](#)

Interesting discussion with [@ULaADS](#), [#LEADProject](#) and the Thessaloniki's Smart Mobility Living Lab on how data driven decisions can make more responsible costumers and accelerate innovation in urban logistics.

Workshop II
Living Labs: enabling and accelerating innovation for on-demand city logistics
01/09/2021, 14:00-15:30 EEST, Room: Muses I

[LEAD](#) [ULADS](#) [Senator](#) [ICTR](#)

Figure 59 Social media posts by the partners

Senator actively engages with a spectrum of projects and initiatives to synergistically amplify its impact. This collaborative approach enhances Senator's visibility, particularly evident when showcasing the success stories of the different projects, which may have similar stakeholders and followers, interested in Senator's content as well.

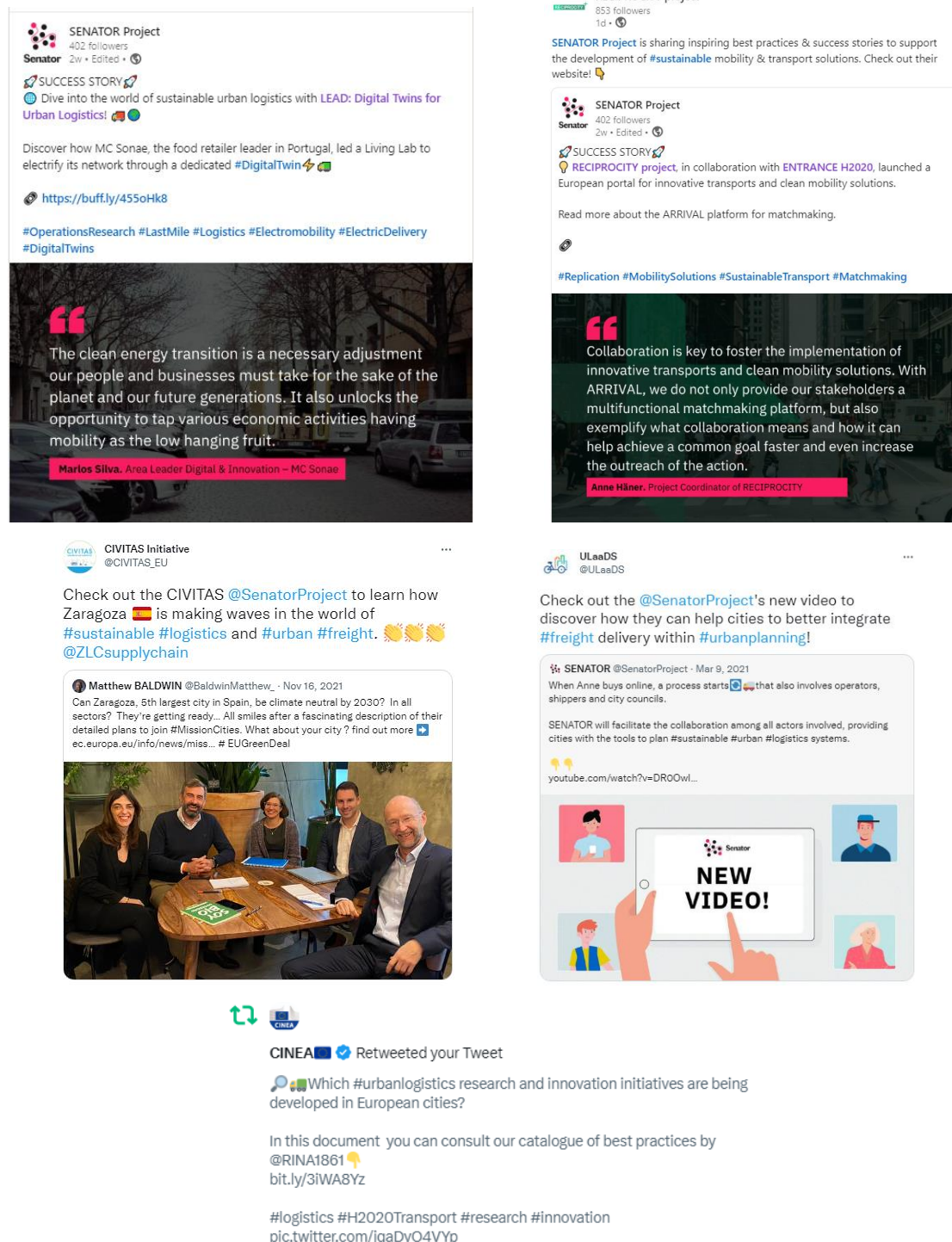


Figure 60 Interaction with other initiatives on social media

The **presentation of the project in key events** of the sector attracts the attention of the stakeholders to the project’s social media channels and facilitates the interaction with other projects and initiatives:

RTRconference
@RTRConference

#Freight #transport, like all other modes, must strive for #sustainability and #digitalisation is playing a key role. @H2020Storm @SenatorProject & @epicenter.eu are creating tools to enhance the #efficiency of global + #urbansupply chains and minimise their environmental impact.



ERTRAC and 5 others



SENATOR @SenatorProject - Mar 21

"We all benefit from cities that meet the challenges of climate change innovatively," says Gabriele Strobel.

Our SENATOR partner, @SoftwareAG, showcased the project at the #PublicSummit23 in Berlin 🇩🇪
bit.ly/3LE3JBF



Gabriele Strobel



SENATOR
@SenatorProject

We care about the environment, but when it comes to ordering a package we don't always take it into account 🌱. At SENATOR we want to work to raise awareness that there are #sustainable options, and that it can be easy to choose to be environmentally friendly.

How? 🗣️ #ICPA2021



SENATOR @SenatorProject - Jun 14

Promote ...

Our colleague Jenny Fajardo (@DeustoTech) shared insightful findings on urban logistics at #IPIC2023. She presented the paper "AI-based software for optimizing collaborative last-mile delivery," developed within the SENATOR project.

Read it in p. 451:
bit.ly/3X3BC2I



DeustoTech and 3 others



SENATOR @SenatorProject - Jun 15, 2022

We are at the #GlobalMobilityCall talking about sustainable logistics and climate-neutral cities, with an emphasis on innovation. SENATOR is working to improve life in cities through optimisation of logistics, making an effective use of resources 🌱

#CitiesMission #Innovation



Correos and 6 others



Linkline Journal
@LinklineJ

Next up we had Payal Pandya of @smartdublin and @SenatorProject to discuss how we can innovate urban deliveries to improve #lastmiledelivery

#event #DigitalTransformation #speakers #logistics #innovation #supplychaintechnology



Pili Elejoste Larrucea • 2nd
Director técnico / Subdirección en DeustoTech - Deusto Institute of Techno...
17h •

Our Ikerbasque Research Associate **Antonio D. Masegosa** responsible for **Universidad de Deusto's** activities in **#MOMENTUM** project, will be today attending our stand on **GO MOBILITY** by **MUBIL FICOBIA** - Recinto Ferial de Gipuzkoa

DeustoTech - Instituto Tecnológico Deusto will be happy to share with you some of the ongoing H2020 projects related to new Urban Mobility Solutions and Transport & Logistics, such as **#MOMENTUM** or **SENATOR Project**

Come and learn more about our vision of smarter mobility-logistics and new urban solutions.

#Momentum **#UrbanMobility** **#mobilityasaservice**,
#demandresponsivetransport, **#sharedmobility**
#WeAreSENATOR **#SENATORH2020** **#sustainablecities** **#urbanplanning**
#urbanlogistics **#lastmiledelivery**
#europe **#autonomousvehicles** **#smartlogistics** **#horizon2020** **#H2020** **#impact**
#science **#research** **#results** **#futureofmobility**



SENATOR @SenatorProject · Sep 22, 2022
This year's Urban Mobility Days are coming to an end! **#UMD22**

👏 A pleasure to share the moments and conversations with so many exciting **#mobility** projects. See you soon!

@MdsTransmodal @zabala_eu @DeustoTech

#UrbanMobility @CIVITAS_EU



SENATOR
@SenatorProject

By connecting all stakeholders on one platform, **SENATOR** hopes to improve the quality of life in **#cities**: less congestion and more convenient deliveries.

Daniel Sarasa (@urbequity- @zaragoza_es) explains it now in the "Urban Logistics" session of the **#CIVITAS2021** Forum 🚚🏠



CIVITAS Initiative
@CIVITAS_EU

Discover innovative zero-emission **#urban** **#freight** 🚚 solutions in the **#UrbanMobility** Days session on the topic!

📅 30 Sep, 14:00-15:00 CEST

👤 - 4 CIVITAS projects: CityChangerCargoBike (@CycleLogistics); LEAD; SENATOR; ULaaDs

No place? Follow the debate with **#UrbanMobility**.



POLIS Network
6.4K followers
8mo •

...Labs to address challenges affecting urban logistics. Full program available here here: <https://lnkd.in/gMc8wDC> Access the workshop here: <https://bit.ly/3zej1nZ> In partnership with ICTR Congress, Eurocities, ZABALA Innovation, SENATOR...



19 6 shares

SENATOR Project
585 seguidores

Exciting news! 🌟 The SENATOR project, with [Payal Pandya](#) as our representative from [Dublin City Council](#), will be showcased in [Iregan Advisors'](#) Local Authority webinar series: "Understanding and Digitalising the Kerbside." 🌟 ... más

Iregan Advisors
183 seguidores
7 meses •

Webinar Alert 📢
We are pleased to announce the next session in our Local Authority webinar series: "Understanding and Digitalising the Kerbside." This insightful ... más



Wednesday 26th June 12-1pm Online

SENATOR Project
585 seguidores

Exciting Insights from #TRA2024: Urban Logistics Innovation 🌟

We're thrilled to have been part of the [Transport Research Arena \(TRA\)](#) in Dublin, contributing to a special session on "Innovation in Urban Logistics: Public and Private Sectors Thriving Together."

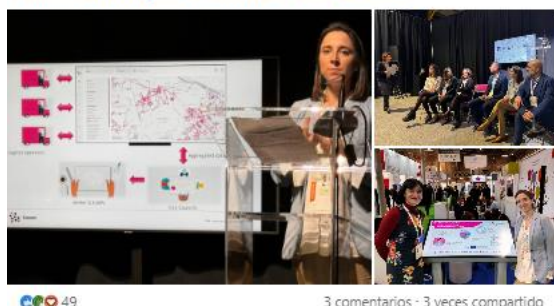
In collaboration with partners from the [CIVITAS Initiative](#) such as [URBANE Project](#), [DISCO Project](#), [GREEN-LOG](#), [LEAD: Digital Twins for Urban Logistics](#), and [DECARBOMILE](#) projects, we showcased innovative approaches and technologies that are reshaping urban logistics and advancing sustainable urban mobility.

[Angela Nuñez Gonzalez](#), SENATOR's project coordinator from [Correos](#), shared valuable insights into SENATOR platform's journey, highlighting our experiences, achievements, and lessons learned in urban logistics. 🔍

"We believe in the power of collaboration between companies and local authorities to shape efficient cities. By embracing digitalization and new technologies, we can optimize urban space utilization," emphasizes [Ángela Núñez](#).

Read the full news here: <https://lnkd.in/d5-WUsVE>

#TRA2024 #urbanlogistics #SENATOR #smartcities #urbanlab

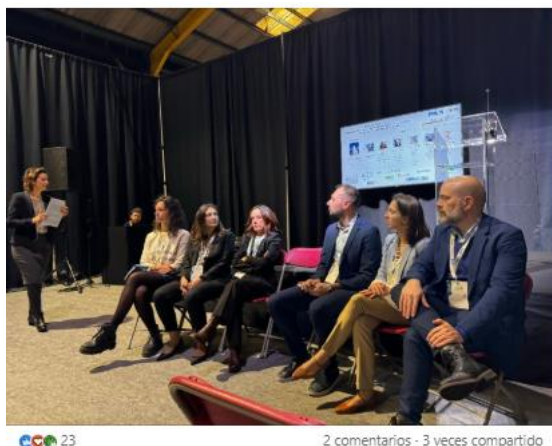


Pili Elejoste Larrucea · 2º
Director técnico / Subdirección en DeustoTech - Deusto Institute of Technology (D...
9 meses •

Join [SENATOR Project](#) and [Angela Nuñez Gonzalez](#) at Hall 8A-3 (Simmons Court), Special Session 2.3, "Innovation in Urban Logistics: Public and Private Sectors Thriving Together".

#urbanlogistics #sustainablefuture #TRA2024 DISCO Project URBANE Project DEARBOMILE LEAD: Digital Twins for Urban Logistics GREEN-LOG POLIS network ALICE, Alliance for Logistics Innovation through Collaboration in Europe (ETP LOGISTICS) Transport Research Arena (TRA)

Mostrar traducción



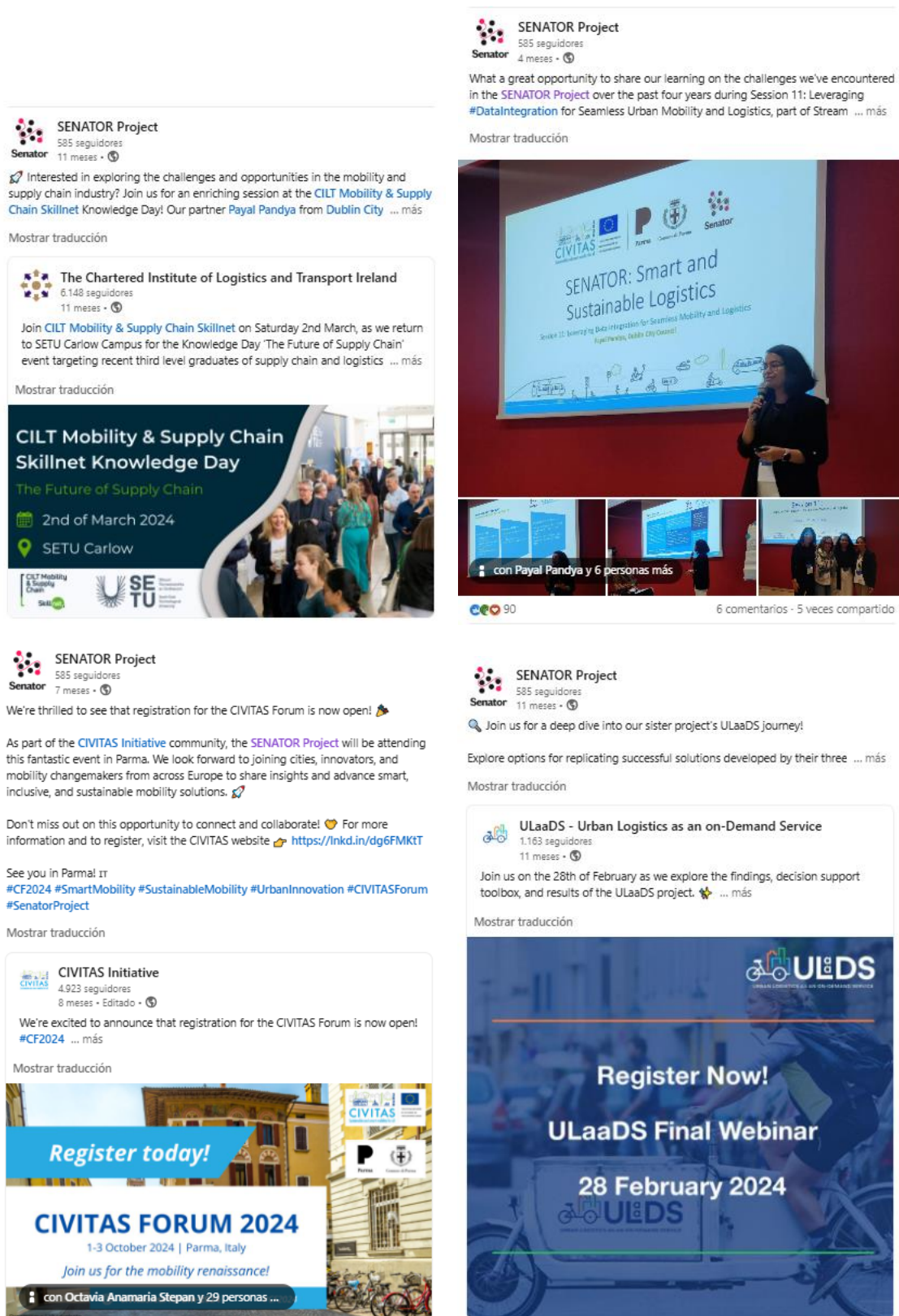


Figure 61 Senator events on social media

Twitter/ X

The actions carried out on Twitter, now named X, by [@SenatorProject](#) create a network of followers, announcing future events, keeping in touch with partners, creating specific hashtags, making relations with EU initiatives, and building relevant lists of profiles.

In total, the account has **413 followers** and has posted **449 tweets**. Due to the **increasing restrictions** imposed by the platform on accessing performance analytics, it has not been possible to continue tracking the **evolution of key performance indicators**. The available historical data, covering only the **2021-2023 period**, is presented in the following table:

Table 3 Twitter KPIs 2021-2022

	Oct 20- Jan 21	Jan 21- Apr 21	Apr 21- Jul 21	Jul 21- Sept 21	Oct 21- Dec 21	Jan 22- Apr 22	Apr 22- Jun 22	Jul 22- Sept 22	Total
Impressions	17.6K	20.9K	21.8K	10.0K	15.9K	13.9K	15.7K	7.7K	123,5K
Impressions/day	193	230	240	130	175	151	172	83	171/day
Engagement rate	2.7%	1.7%	1%	1.4%	2.9%	3.3%	4.6%	4.6%	2,8%
Link clicks	23	67	45	18	69	106	110	69	507
Retweets	34	36	36	18	63	51	82	55	375
Likes	159	119	101	65	175	156	266	165	1206

X now provides an overview of various metrics, which are detailed in the following table:

Table 4 Twitter/X KPIs 2022-2023

	Oct 22	No v 22	Dec 22	Jan 23	Feb 23	Marc h 23	Apr 23	May 23	Jun e 23	Jul y 23	Augu st 23	Tota l
Impressi ons	2,953	990	3,288	2,883	2,109	1,232	3,188	2,396	1,918	1,859	1,845	24,661
New followers	2	3	10	8	6	4	5	3	10	10	3	64

Regarding the impressions, a total of **148,161** have been reached during the 2021-2023 period. Impressions are the number of times the tweet has appeared on a timeline, which includes appearances on a follower's timeline, within Twitter's search platform, or on followers of followers' timelines. More simply, if a tweet has 1,000 impressions, it has been seen 1,000 times. So, **all the tweets of the account have been seen 148,161 times**. The number of impressions has been **increasing** as the number of followers increased too. On average, the tweets have been seen 171 times per day.

As for Audience Engagement, it tracks how content resonates with the audience: engagement rate, link clicks, retweets, and likes. The engagement rate is the number of engagements (times a user interacted with a Tweet) divided by impressions. In the case of Senator, **the average engagement rate is 2,8%**. In Twitter, most would consider 0.5% to be a good engagement rate, with anything above 1% great.

The **publications with the most impressions and most engagements** are the ones related to events in which the project has been presented and to general information about the project presented in a simple way (bullet points, images, videos, emojis, etc). This information is interesting to analyse to see what actions or type of content works best to achieve greater engagement and interest in the social media posts.

LinkedIn

The Senator LinkedIn page establishes a public image on a global professional level as a reputable and reliable project. It is the business-oriented side of social networking sites, where the audience is more professional.

The analysis **of job functions** among our LinkedIn page visitors provides valuable insights into the audience engaging with the **Senator Project**. Please note that the available visitor data covers the **past year (February 5, 2024 - February 5, 2025)**, reflecting the reporting limitations of LinkedIn. Our analysis is therefore based on this timeframe.

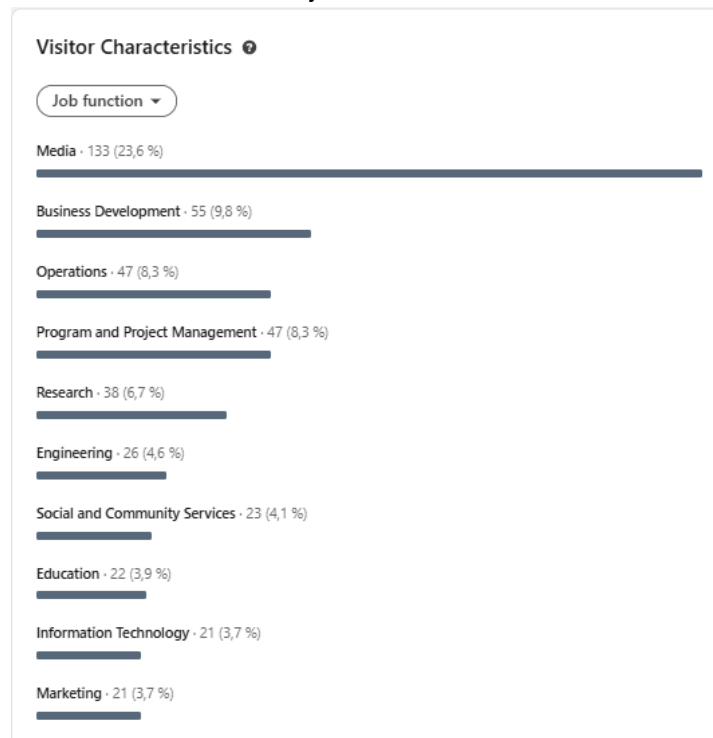


Figure 62 Top job functions of the LinkedIn visitors

Notably, **Media (23.6%)** is the dominant sector, indicating strong interest from journalists, content creators, and communication professionals. This engagement is beneficial for raising public awareness and effectively disseminating project updates. Additionally, significant engagement comes from **Business Development (9.8%)**, **Operations (8.3%)**, and **Program and Project Management (8.3%)**, demonstrating interest from professionals involved in logistics, supply chain innovation, and strategic project implementation.

The presence of professionals in **Research (6.7%)**, **Engineering (4.6%)**, and **Information Technology (3.7%)** indicates that technical and academic stakeholders are also engaging with the project, which is essential for fostering innovation and collaboration. Moreover, the **Social and Community Services sector (4.1%)** represents a relevant portion of our audience, aligning well with the societal impact aspects of our **last-mile delivery innovation**.

Regarding the **industries** of our LinkedIn page visitors, the graph highlights key sectors engaging with the **Senator Project**.

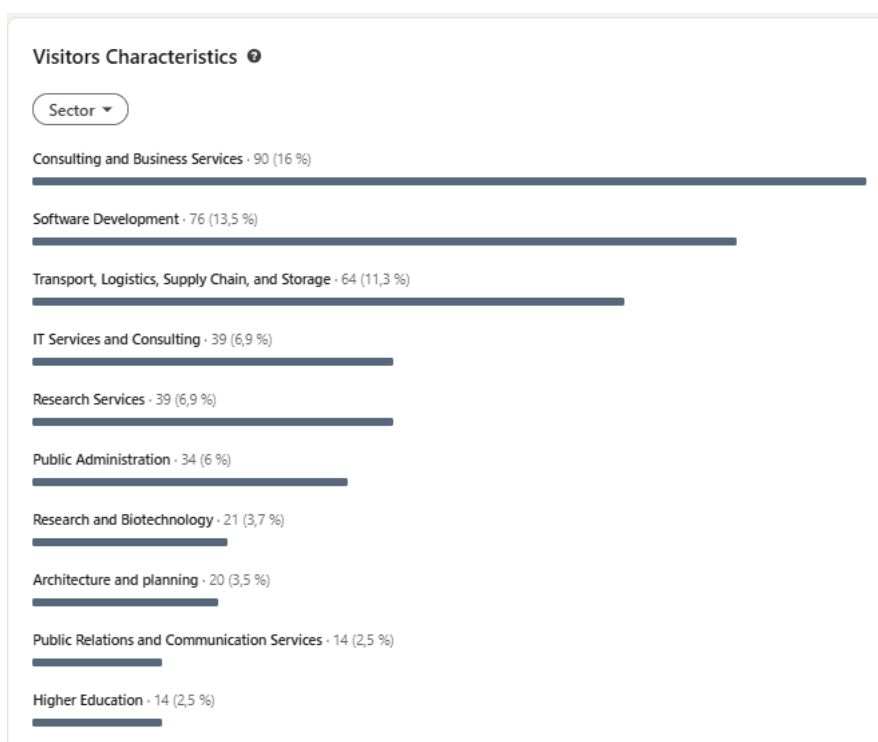


Figure 63 Top industries in LinkedIn visitors

The top industries include **Consulting and Business Services (16%)**, **Software Development (13.5%)**, and **Transport, Logistics, Supply Chain, and Storage (11.3%)**, reflecting strong interest from strategy, technology, and logistics professionals—core areas of last-mile delivery innovation.

Notably, engagement from **IT Services (6.9%)**, **Research (6.9%)**, and **Public Administration (6%)** suggests participation from technical experts, researchers, and policymakers, essential for collaboration and regulatory alignment. Additionally, representation from **Biotechnology (3.7%)**, **Architecture and Planning (3.5%)**, and **Public Relations (2.5%)** underscores interest in urban mobility, sustainability, and public awareness.

When comparing the data from **page visitors** and **followers**, we observe notable similarities between both samples. The consistency between these two groups reinforces the relevance of the project's outreach efforts, successfully attracting professionals from industries crucial to its development.

Over the last year, the primary source of followers for our LinkedIn page has predominantly been from Ireland, Spain, and Belgium. This aligns seamlessly with Senator's overarching objective of actively engaging and consistently informing local stakeholders in the living lab cities of Dublin and Zaragoza.

Follower demographics ⓘ

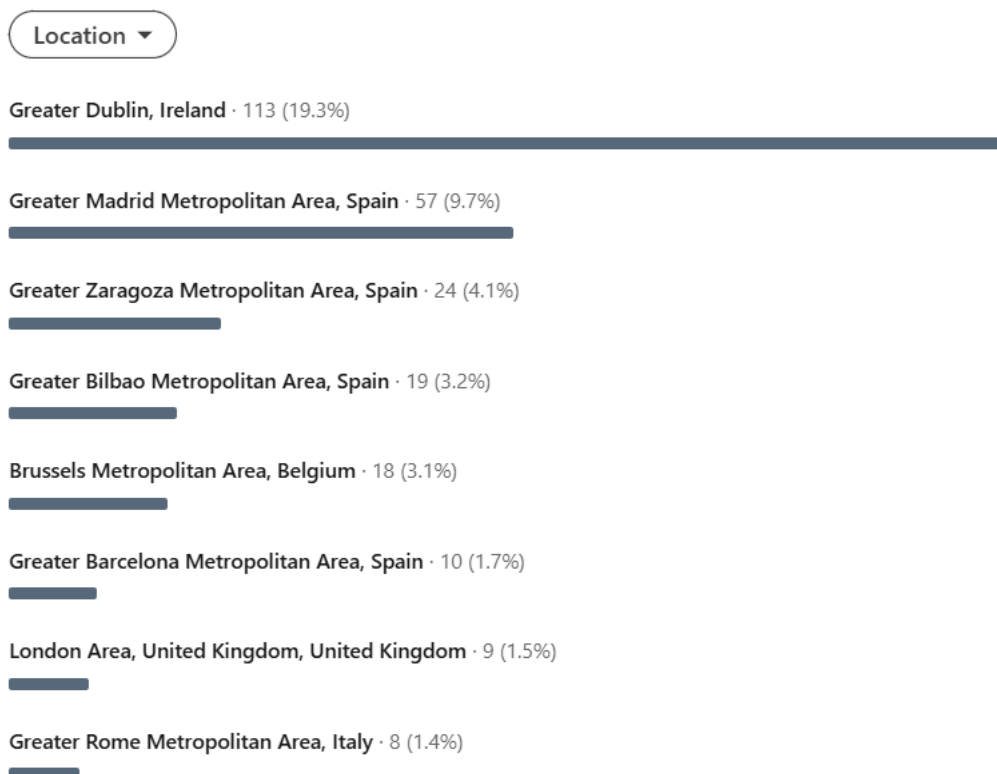


Figure 64 LinkedIn follower demographics

Senator gathers **585 followers on LinkedIn**. The evolution in the growth of followers can be seen in the graphics below:



Figure 65 Follower metrics evolution Oct 21-August 21

Follower metrics ⓘ

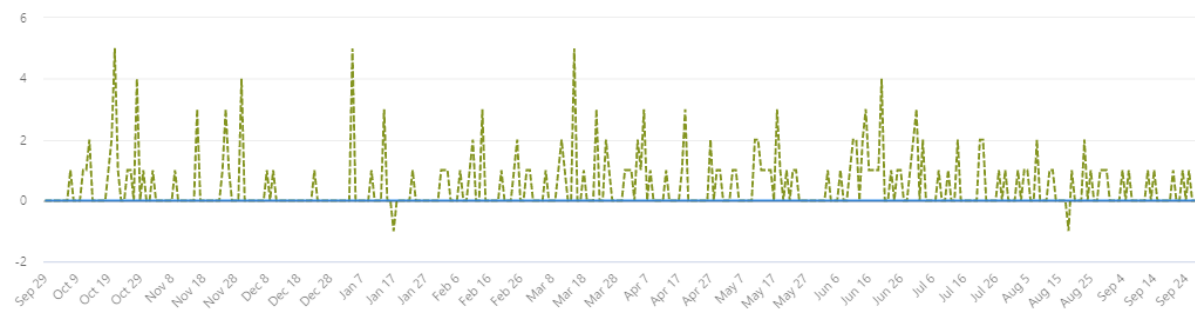


Figure 66 Follower metrics evolution Sept 21-Sept 22

Follower metrics ⓘ

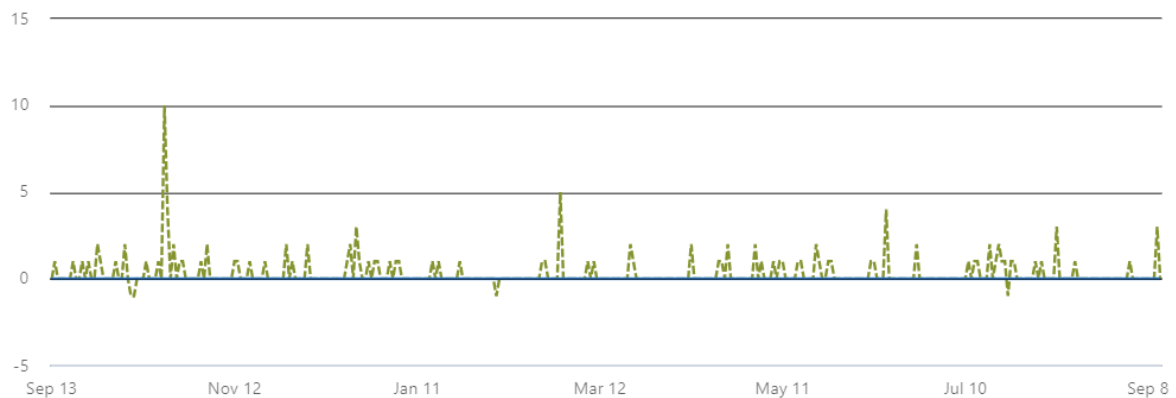


Figure 67 Follower metrics evolution Sept 22-Sept 23

Follower metrics ?

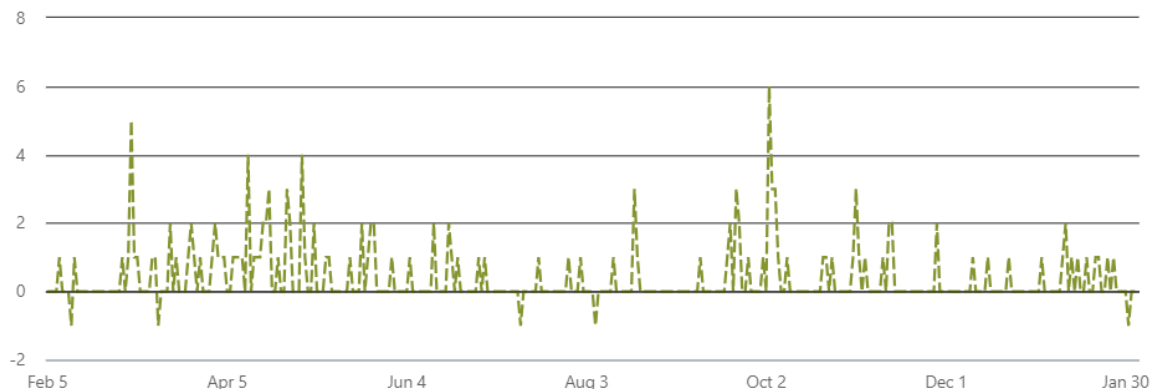


Figure 68. Follower metrics evolution Feb 24- Feb 24

Instagram

The [Instagram account](#) was created mainly to humanize the project by posting more personal and behind-the-scenes photos. However, due to the pandemic, no face-to-face meetings have been celebrated, and the account has been used to give personality to the project and exploit its most visual part. The account had 37 followers. Following the first-year report, the project's communication team found that the project's main target groups and the main stakeholders in the logistics sector that it aimed to reach are on Twitter and LinkedIn, leading to the eventual closure of the Instagram account.

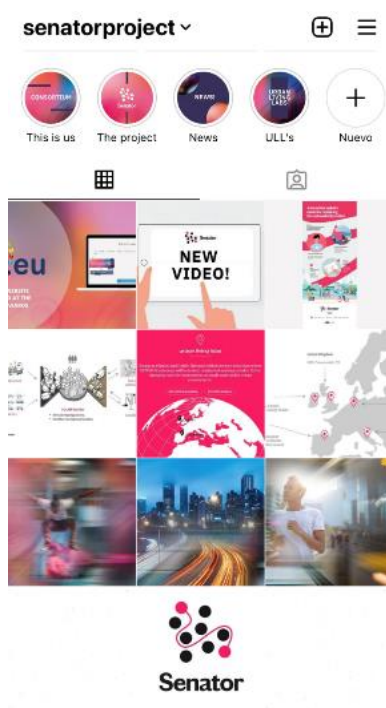


Figure 69 Senator Instagram account

The visual identity of the project was exploited on Instagram through the creation of an organised feed and visuals for the highlights covers.

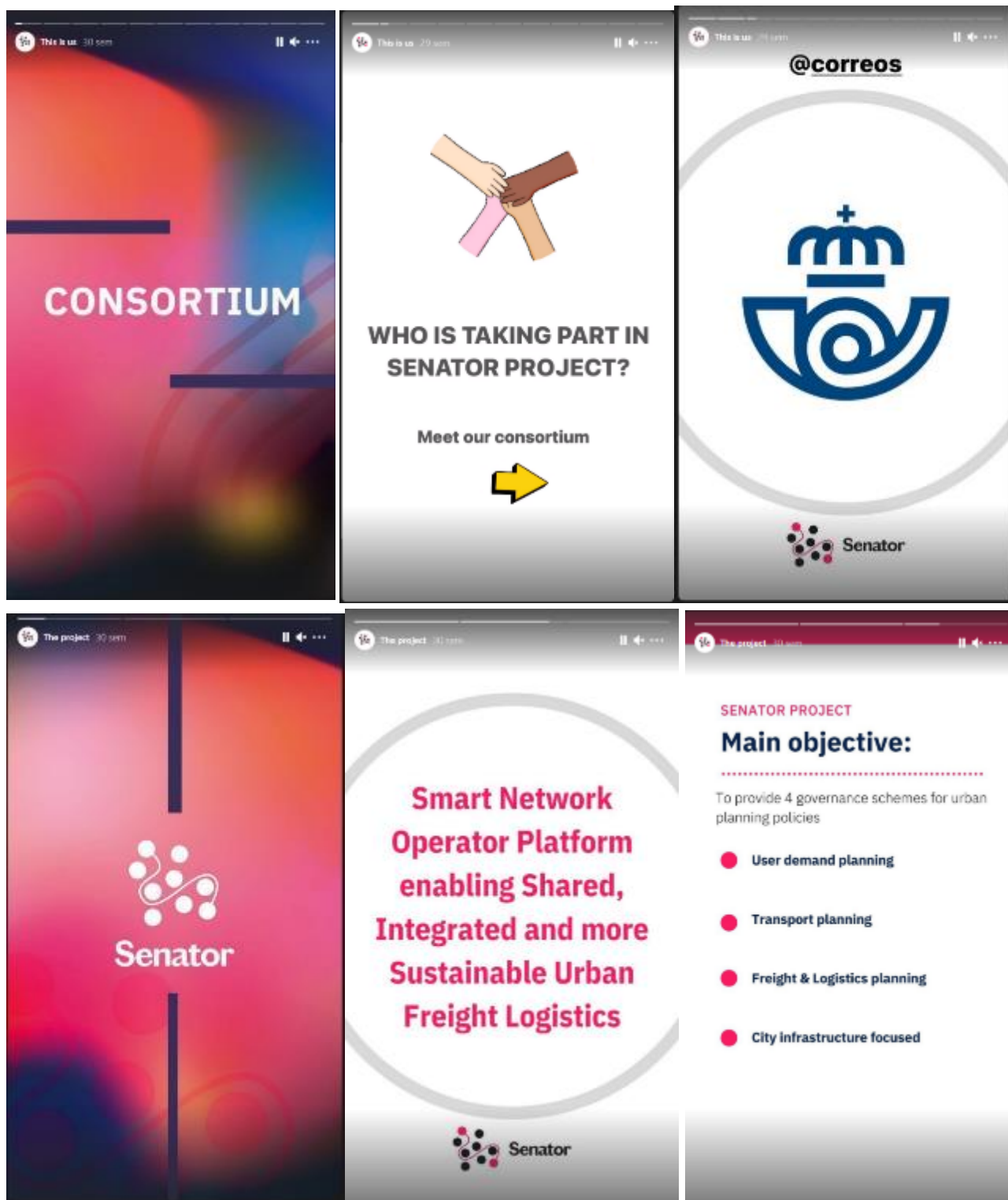


Figure 70 Instagram highlights

The decision to close the Instagram account was taken based on a strategic reassessment of our project's communication efforts. Initially, the account was created with the intention of humanizing the project by sharing personal and behind-the-scenes content. However, we found that our project's key stakeholders and primary target groups in the logistics sector were more active and engaged on platforms like Twitter/X and LinkedIn. These platforms provided a more conducive environment for professional networking and information exchange, aligning better with our communication objectives.

By consolidating our social media presence on platforms that align with our audience's preferences, we aim to maximize our impact and maintain a more focused and efficient communication strategy.

3.2.5 Supporting Communication Means and Advanced Technology Brochure

Communication support materials have been developed to enhance the project's visual impact and provide detailed, relevant information. These materials are particularly valuable for presenting information to stakeholders in a visually engaging way, making the project easier to understand. They are now available online through the website and social media channels to promote the project and will also serve as useful tools for partners participating in events and conferences.

All the Communication materials have been shared with the partners and can be found on the website of the project.

The following materials have been developed:

Videos

A [project presentation video](#) was created in March 2021 to present the project profile and general concept in a simple way. It is an animation video of 2.44 mins, that was uploaded to YouTube and has reached 615 views. The video was [updated](#) in January 2022 (757 views) to include An Post's joint to the consortium. In total, the video has reached **1,332 views**.



Figure 71 Project presentation video

A video was produced in **November 2024**, towards the **final phase of the project**, to showcase the **Dublin Urban Living Lab (ULL)** and its key role in testing and validating the Senator proposed solutions. This animated video, designed in a style consistent with the project's presentation video, enhances accessibility by visually conveying complex information in a clear and engaging way.

The video highlights the various pilot initiatives implemented in Dublin, demonstrating their contribution to the development of **smart and sustainable urban logistics solutions**. It presents three core pilots: **Digital Kerbside Management**, **Smart Loading Bays**, and the **Simulation of Urban Consolidation Centers**. As an informative and visually accessible communication tool, the video helps stakeholders and the general public better understand the impact of the **Dublin ULL** within the broader **Senator Project**.

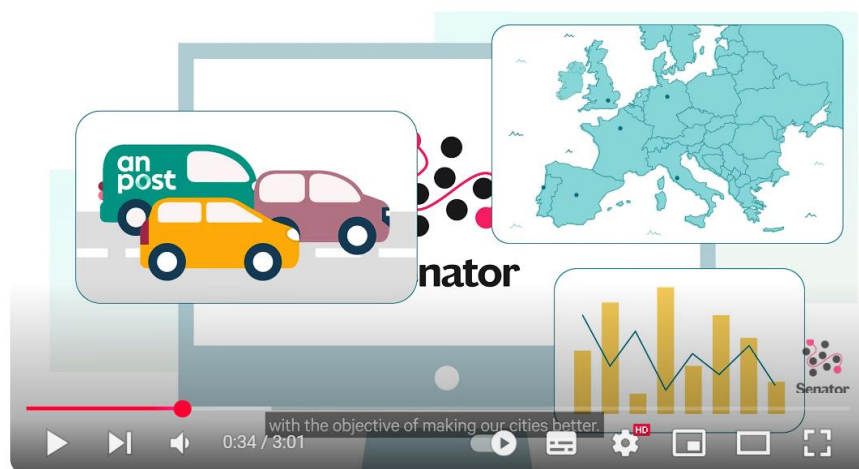


Figure 72. Dublin ULL Pilots Video

During the same period, a [demonstration video](#) was developed to showcase the **Senator Smart Network Operator Platform**, the main technological development of the project. The video highlights the platform's interface, functionality, and overall design, illustrating how this innovative tool integrates key urban layers—**transport, logistics, infrastructure, and end-receivers**—to enhance decision-making and foster collaboration among logistics operators.

Through a detailed overview of its functionalities, data integration processes, and real-world applications, the video demonstrates the platform's potential to **optimize urban freight management** and improve efficiency across the logistics ecosystem.

Additionally, the video has been embedded via a **QR code** in the **Advanced Technical Brochure**, complementing the information provided about the platform and extending the video's reach to a broader audience.



Figure 73. Senator Smart Network Operator Platform: Demo video

Similarly, for the **Zaragoza pilots**, an **animated video** has been developed to provide a detailed introduction to the various pilot initiatives carried out within the **Zaragoza Urban Living Lab: Route Optimization and Market Consolidation**. Although delays in the pilot deployment have postponed the video's release, it will still be **promoted through the usual channels**—shared on **social media**, embedded on the **Zaragoza ULL webpage** on the project website, and published on the **Senator YouTube channel** once available.



Figure 74. Zaragoza ULL Video – Still image

As the project neared its conclusion, a **final project video** was produced to summarize the key outcomes of the **Senator Project**. This video features testimonials from project partners, offering insights into the **challenges faced, lessons learned, and achievements** throughout the project's duration.

The video highlights **Senator's impact on urban logistics** and its potential to shape the future of **last-mile delivery and sustainable freight transport in European cities**. Additionally, it underscores the **importance of collaboration among stakeholders** in driving innovation and fostering more efficient, integrated urban logistics solutions.

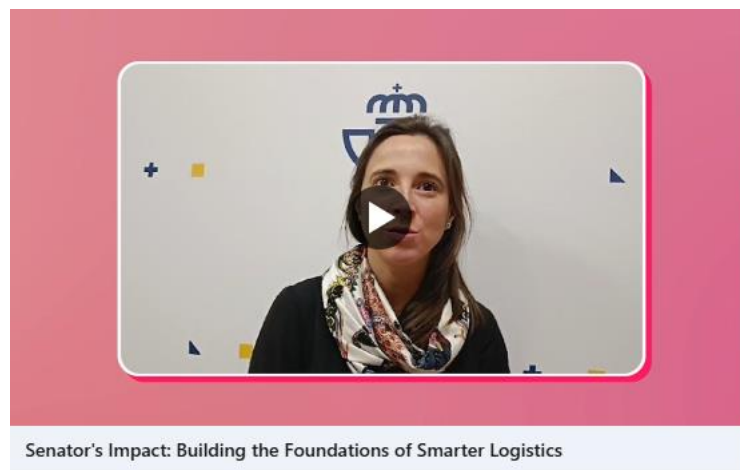


Figure 75. Senator Project Final Video

Rollup

A **roll-up** presenting the project was designed in February 2021 to explain the project idea in a simple and visually appealing way, of course in line with Senator's visual identity, to present the project and attract people to find out more. It is an infographic to be printed:



Figure 76 Senator rollup

The roll-up is popular in terms of offline promotion, being a very visual and economical way to promote the project. This advertising format is easy to transport due to its lightweight and because they are self-rolling, so it can be reused in numerous and very different actions:

- Presence in centres/offices/Universities/Councils.
- Online events: if you are not using the Senator background because you are more than one person or a scenario has been set up, the rollup can be located at the back of the speakers as a tool for promotion of the project and its identity.
- On-site events (in the long-term): in the stand, in congresses or exhibitions.

Leaflet

A [Leaflet presenting the project](#) was produced in May 2021 to present and summarize the main ideas of the project: challenges, solutions, consortium and the urban living labs. It is an

8 pages leaflet that can be used both digitally and in printed format. When partners attend physical events, copies will be printed for them to distribute.

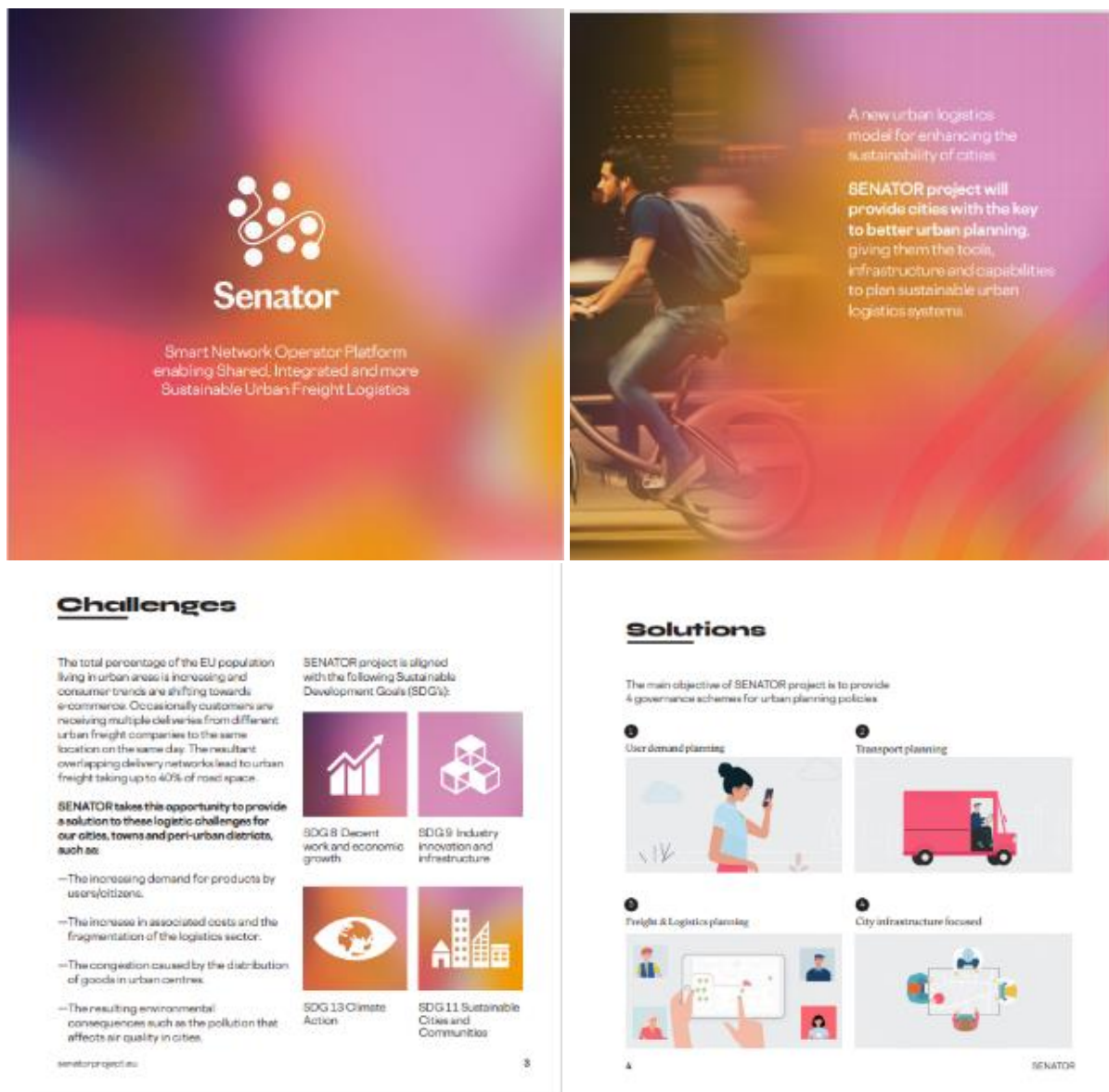




Figure 77 Senator leaflet

In **2024**, following the project's extension, the **brochure** was updated to reflect the **exact duration of 54 months**, ensuring its continued use as an **informative resource**.

Advanced Technical Brochure

As part of the **Senator Project's** communication strategy, the **Advanced Technical Brochure** was developed to provide a **comprehensive and detailed** explanation of the **Senator Smart Network Operator Platform**, the main technological outcome of the project. This brochure serves as an **informative resource** tailored to key stakeholders, including **logistics operators, transport companies, city planners, and policymakers**, aiming to enhance understanding and engagement with the platform.

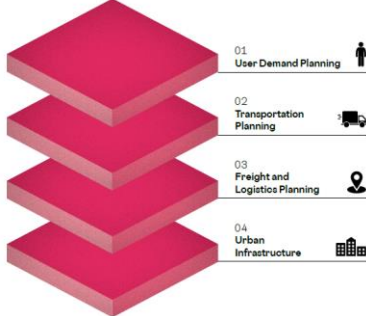


Figure 78. Senator Advanced Technical Brochure

The [Advanced Technical Brochure](#), published in **November 2024**, presents a structured overview of the platform, detailing its **functionalities, data integration processes, target user groups, and tested scenarios**. The key sections of the document include:

- **Project Overview** – Introduction to the Senator Smart Network Operator Platform, highlighting its role in optimizing urban freight logistics through a **data-driven, collaborative** approach.
- **Target User Groups** – Identification of key stakeholders, such as **logistics operators, transport providers, urban planners, and local authorities**, and how the platform caters to their specific needs.
- **Data Management and Integration** – Explanation of the **data architecture**, including real-time tracking, geospatial databases, and anonymized data for decision-making.
- **Platform Interface and Usability** – Description of the platform’s **dashboard, functionalities, mobile app, and real-time tools**, ensuring an intuitive user experience for logistics operators.
- **Tested Scenarios** – Insights from the **Urban Living Labs in Dublin and Zaragoza**, showcasing real-world applications and benefits of the platform.
- **Benefits and Impact** – Discussion on how the platform **improves efficiency, reduces emissions, enhances collaboration**, and contributes to **sustainable urban logistics**.

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SENATOR 02 OVERVIEW		5
1.1 Senator Governance schemes		
The key benefits include enhancing logistics efficiency through digitalization, improving urban space management, and integrating more sustainable transport modes.		
Scan to watch the live demo of the Senator platform		
		
		01 User Demand Planning 02 Transportation Planning 03 Freight and Logistics Planning 04 Urban Infrastructure

SENATOR 02 TARGET USER GROUPS

8



2.1 Stakeholders

Senator Platform's design is tailored to the specific needs of each user group, ensuring that everyone has access to the information

and tools necessary to optimize their operations.

TABLE 1 SENATOR PLATFORM TARGET USER GROUPS

TARGET USER GROUP	ROLE	NEEDS
Urban Managers	Act as the regulatory body overseeing urban logistics and transportation.	- Monitoring of impact of delivery flows. - Access to high level data for planning and regulation of urban logistics. - Tools to assess the impact of new local regulations (e.g., zero-emission zones).
Transport Operators	Companies responsible for the movement of goods.	- Efficient management of fleets and routes. - Real-time tracking of shipments, resources and incidents. - Tools for managing and optimizing delivery operations.
Urban Consolidation Centre (UCC) Operators	Facilities that consolidate shipments to minimize urban congestion.	- Efficient management of inbound and outbound shipments. - Tools for real-time communication with logistic providers. - Access to data on consolidation processes and shipment statuses.



3.3 Real-Time Data Integration and Management

By integrating IoT devices, such as sensors, mobile devices and fleet management systems, the Senator platform collects real-time data on the fleet and urban environment. This capability supports rapid decision-making, enabling operations to adapt to current traffic conditions and delivery needs.

The platform gathers real-time data from various sources, including:

- GPS tracking from postman and vehicles.
- Delivery actions from logistics operation.
- Environmental data to assess logistics impacts.
- Real time traffic information from the city councils.
- Real time parking status information from the city councils.

TABLE 2 SENATOR PLATFORM DATA SOURCES

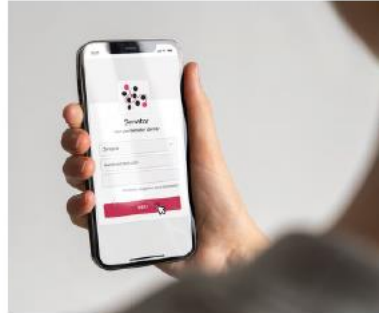
DATA SOURCES	DATA COLLECTION
Delivery Demands	Data related to shipments, such as dimensions, pick-up and delivery locations, and time windows
Vehicle Fleet Data	Information regarding vehicle types, capacities, and operating constraints (e.g., driving hours, restrictions).
Fleet Tracking	Continuous location and operational data from vehicles or personal devices (PDAs/APPs)
Urban Infrastructure	Road conditions, traffic information, details about urban infrastructures, including loading/unloading zones and restricted areas (like Low Emission Zones).

4.2 Functional Capabilities

The Senator platform acts as a "control tower" for urban logistics, enabling comprehensive oversight and seamless communication for all stakeholders. Key services include:

- **On-Demand Platform Manager (OPM):** Users can register, manage and check pick-ups, shipments, on-depots, and deliveries' status. This service consolidates demand from various sources, allowing matching with carrier availability to enhance efficiency.
- **Multimodal Fleet Manager (MFM):** Tracking and managing fleet resources and operational capacity in real time. This tool provides fleet managers with insights into vehicle characteristics, capacities, and availability.
- **Smart Routes Manager (SRM):** Enables real-time delivery route monitoring and dynamic incident response, optimizing load distribution for greater efficiency. Also, it allows consulting the optimized route planning, that integrates the two previous services information with sustainability goals (e.g., low-emission zones) and urban regulations. Operators can track vehicle locations and load status, balancing resources when disruptions occur, while monitoring infrastructure conditions like traffic and loading bays. Real-time monitoring and route configuration improve operational flexibility and support eco-friendly logistics.
- **Urban Infrastructure Diagnosis (DUI):** Provides municipalities and infrastructure managers with insights into the logistics impact on urban areas, including the most trafficked delivery routes, low-emission zones, and regulatory compliance. This service helps manage and optimize urban infrastructure involved in last-mile logistics, enhancing service efficiency and city-wide mobility.

4.3 Senator Mobile App



The Senator mobile app is designed specifically for logistics operators and affiliated agents involved in the project, enhancing urban delivery efficiency and sustainability. It leverages Senator's advanced technologies for last-mile logistics management. Initially a tool for testing key Senator features, the app has the potential to become a regular tool for carriers and delivery managers, ensuring GDPR compliance and the use of anonymized data.

Key features include:

- **Package Reception & Logging**
Delivery unit managers can quickly confirm package arrivals by scanning barcodes, with automatic checks against the Senator database for immediate logging.
- **Optimized Route Visualization**
The app displays customized delivery routes, allowing managers to select the most efficient options based on parameters like distance, time, and transportation mode.
- **Real-Time Tracking & Alerts**
Real-time tracking of deliveries, confirming successful deliveries and notifying of any issues. Users can also input alerts for unforeseen events such as road closures or delivery delays, enhancing operational flexibility.

Through these functionalities, the Senator app empowers logistics professionals to optimize urban delivery operations, promoting sustainability and responsiveness.

Figure 79. Advanced Technical Brochure – Senator Smart Network Operator Platform

Additionally, to **enhance accessibility and engagement**, the brochure includes a **QR code** linking to the **Senator Platform Demo Video**, allowing stakeholders to **visualize the platform in action**.

The **Advanced Technical Brochure** was designed as a key **dissemination tool** to:

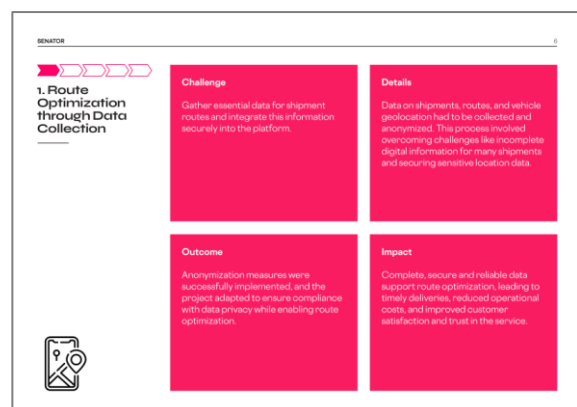
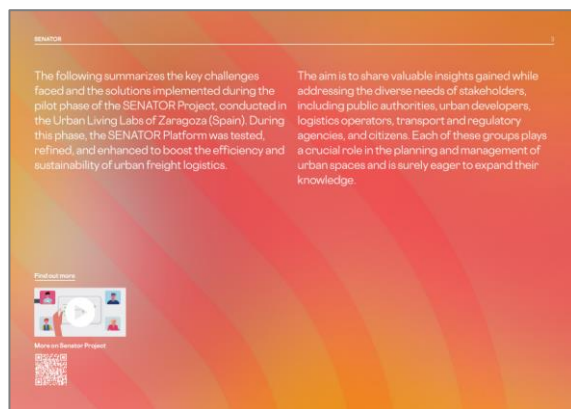
- Provide a **detailed, technical yet accessible** explanation of the platform.
- Facilitate **engagement and adoption** by logistics operators, municipalities, and policymakers.
- Serve as a **reference material** for events, presentations, and discussions on urban logistics innovation.
- Strengthen the **visibility and impact** of the **Senator Project** beyond its duration, ensuring that the platform's benefits reach a wide audience.

Additionally, a **Project Challenges & Outcomes from the Zaragoza Urban Living Lab brochure** was developed to **summarize the key challenges** faced, the solutions implemented during the pilot phase, and the **insights gained** while addressing the diverse needs of stakeholders, including public authorities, urban developers, logistics operators, transport and regulatory agencies, and citizens.

The Key Challenges explained in the brochure are:

1. Data Collection

2. Anonymization and Data Protection
3. Address Geopositioning
4. Integration with the SENATOR Platform
5. Information Display on the Platform



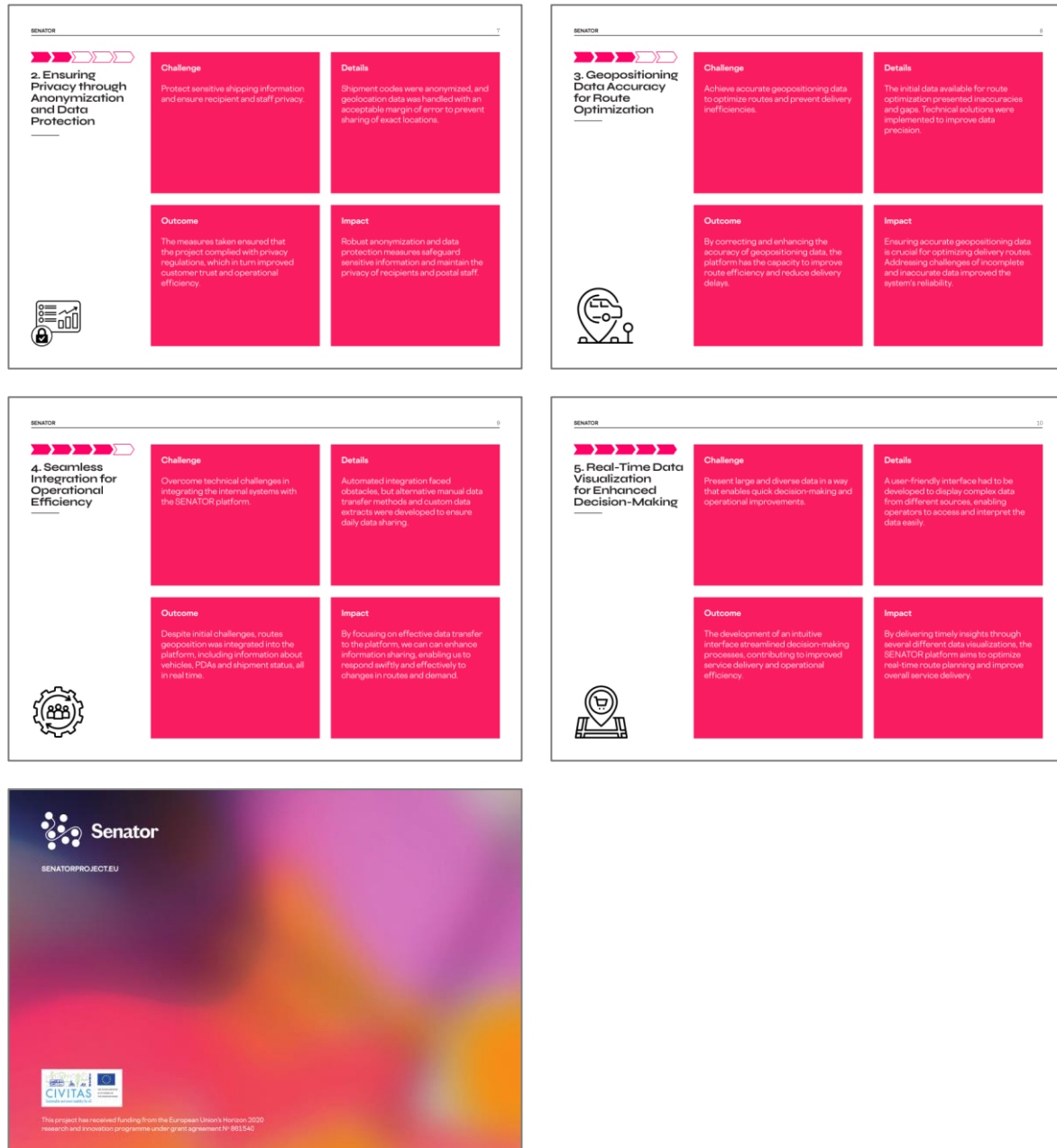


Figure 80. Project Challenges & Outcomes brochure from the Zaragoza Urban Living Lab

Background for events

During the first year of the project, the conferences have been held online due to the pandemic. Thus, backgrounds for virtual conferences have been prepared that includes the logo and visual identity of the project. The different backgrounds have been shared with the consortium, encouraging their usage:



Figure 81 Backgrounds for conferences/meetings

3.2.6 Joint events, workshops, round tables and networking.

Participation in events- International conferences, congresses, workshops, exhibitions and fairs, webinars- is key in Dissemination and Communication. The presentation of Senator in events can be seen in [Section 3.1.3 Participation in EU Events, Trade Fairs, Workshops, etc.](#) For the organisation of joint events and workshops and for networking, Senator makes use of its membership to the CIVITAS Initiative, which gathers actors united in their desire for sustainable and smart urban mobility. It acts as a network of cities, for cities, dedicated to sustainable urban mobility. The Initiative is funded by the Directorate-General for Mobility and Transport ([DG MOVE](#)), with project implementation overseen by the European Climate, Infrastructure and Environment Executive Agency ([CINEA](#))

Collaboration with CIVITAS

Being part of CIVITAS facilitates the project peer exchange, networking, and training. Regarding the **interaction with other Urban Transport and Mobility H2020 projects**,

Senator is linked to other urban logistics related initiatives like. LEAD and ULaaDS were Senator's sister projects since they started, and URBANE and DECARBOMILE have joined in the last months. Knowledge sharing is encouraged and fostered between all of them.

The first physical meeting point between the CIVITAS projects and the CIVITAS Initiative itself was the **CIVITAS Forum 2021**, which gathered most of the CIVITAS H2020 projects, and was organized the 20 and 21 October 2021 in Aachen (Germany). Senator participated in the event held in the CIVITAS Initiative presenting the project in a specific session on Urban Logistics and through a stand, in collaboration with its sister projects LEAD and UlaaDS. It was a good opportunity to set up the collaboration with other initiatives of the same call, seek synergies and establish the next steps for collaboration and participation in common events.



Figure 82 CIVITAS Forum 2021

The **Urban Mobility Days 2022**, celebrated in Brno, Czech Republic from 20 to 22 September, was another main contact opportunity for the CIVITAS projects. At the event, following the session “The Transition from CIVITAS 2020 to CIVITAS 2030”, organised at the CIVITAS Forum Conference 2021 in Aachen, a **participatory session was conducted to debate the future of the CIVITAS Initiative**. Senator participated with other representatives from projects to share their views on how the CIVITAS Initiative could, for example, contribute to addressing the challenges of the Sustainable and Smart Mobility Strategy, the new EU Urban Mobility Framework, the Fit for 55 Strategy and the European Green Deal. The session examined how the CIVITAS community, structure and functionalities could link with other cities/transport communities.



Figure 83 Debate on the future of the CIVITAS Initiative in the UMD 2022

At the event in Brno, CIVITAS also organised the **CIVITAS coordination meeting** to provide the Project Coordinators, Evaluation and Dissemination Managers of the ongoing CIVITAS projects a possibility to exchange on common issues, to identify synergies and opportunities for cross-project cooperation. The meeting was attended by the representatives from CINEA Octavia Stepan, Head of Sector, and Yannick Bousse, project officer, as well as 18 CIVITAS projects (ASSURED-UAM, DECARBOMILE, CityChangerCargoBike, FastTrack, HANDSHAKE, HARMONY, LEAD, MEISTER, MOVE21, Park4SUMP, RECIPROCITY, ReVeAL, SCALE-UP, Senator, SUMP-Plus, ULaaDs, USER-CHI and URBANE). Project representatives worked on finding synergies and opportunities for cooperation in communication & dissemination, evaluation and coordination.



Figure 84 The Senator partners from Zabala Innovation and MDS Transmodal presenting the project at the CIVITAS coordination meeting

CIVITAS ELEVATE is now coordinating and supporting the CIVITAS Initiative, and Senator is attending the support activities they carry out to boost the Europe-wide impact of CIVITAS projects on sustainable urban mobility policy and assist the CIVITAS National Networks

([CIVINETs](#)). For this reason, Senator attends its Evaluation Coordination Group (ECG) meetings to share the updates of the project in terms of evaluation activities (online, in the CIVITAS Forum and in the Urban Mobility Days 2022).

CIVITAS also celebrated the 21 of June 2021 its first **internal webinar for the communication managers of CIVITAS projects and the CIVINETs**, which Senator attended. Due to the collaboration with the CIVITAS communication team, CIVITAS promotes Senator on its website and social media channels. For example, the [promotion of Senator's presentation video](#) or [the nomination to the .EU Web Awards](#).

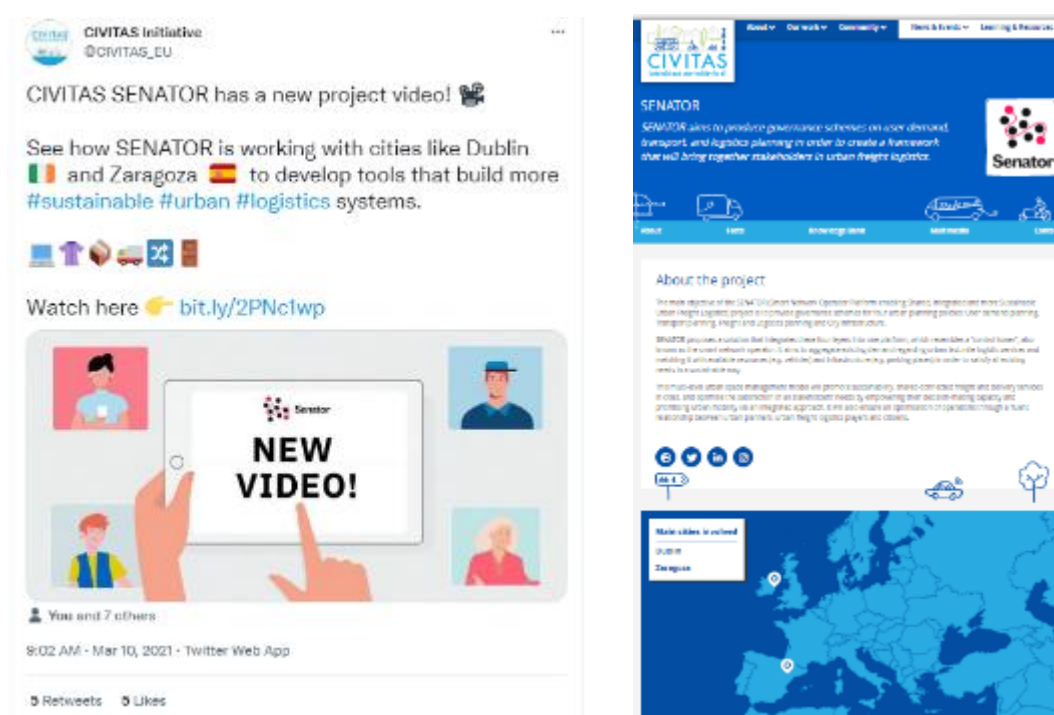


Figure 85 Collaboration with CIVITAS in communication

Throughout 2023 and 2024, the Senator Project continued its collaboration with the periodic meetings and initiatives led by the **CIVITAS Initiative**. During this period, the project actively shared updates with the CIVITAS Cluster, providing insights into the **deployment of pilots** in both the Dublin and Zaragoza ULLs.

As part of this engagement, the Senator Project proudly participated in the **CIVITAS Forum 2024 (#CF2024)**, held from October 1 to 3 in Parma, Italy. This prestigious event brought together a diverse network of urban mobility stakeholders, including city planners, policymakers, and transport operators, all committed to advancing **sustainable urban transport solutions**.

Representatives from our partners —Correos, Dublin City Council, and Zabala Innovation—, actively participated in **discussions and networking opportunities** at the Forum. A significant highlight of Senator's involvement was its [contribution to the session titled](#)

“[Leveraging Data Integration for Seamless Mobility and Logistics.](#)” which explored the role of **data integration** in enhancing urban logistics efficiency and transport sustainability.



Figure 86. Senator at CIVITAS Forum 2024

Prior to the event, on September 31, the Senator project attended a **follow-up meeting** convened by the CIVITAS cluster as part of this initiative. This gathering featured three dedicated **working sessions**: the Project Coordinators Meeting, the Evaluation Managers Meeting, and [the Dissemination Managers Meeting](#).

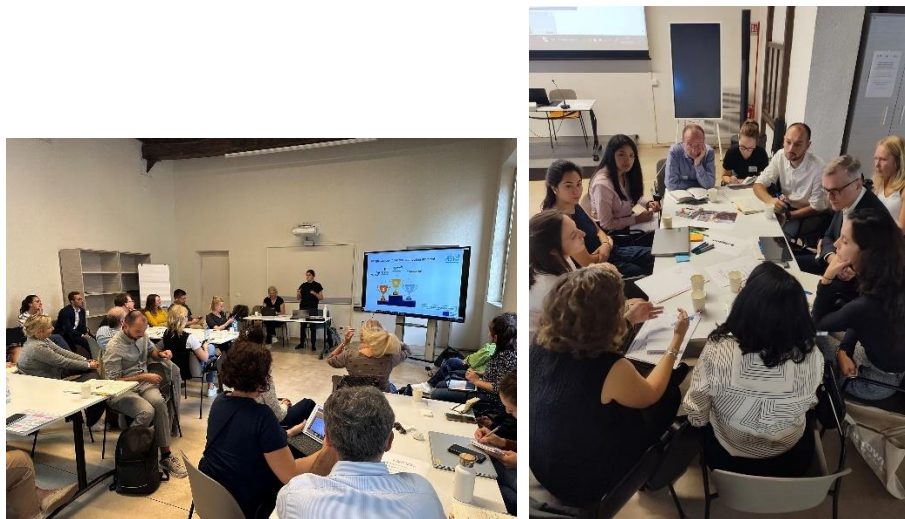


Figure 87. CIVITAS 2024 follow-up meetings & Workshop

These sessions provided an opportunity to **exchange knowledge**, review the **current status of ongoing projects**, and discuss topics of shared interest within the cluster.

In addition, the Senator project participated in the **CIVITAS Urban Logistics Workshop**, titled “[Transferring Last-Mile Logistics Innovations and Models Between European Cities.](#)” This workshop was co-organized by the Green Last-Mile Logistics City Platform, coordinated by the URBANE project, and the CIVITAS Urban Logistics and Freight Cluster, and took place ahead of the Forum’s official opening ceremony.

Senator has forged strong collaborative communication efforts with two significant projects, LEAD and ULaaDS, which are recognized as "sister projects." This partnership has proved immensely valuable for Senator, bolstering its credibility and influence when submitting abstracts for events, conferences, and organizing joint workshops. Notably, this collaboration was prominent during the Urban Mobility Days in 2020 and 2022, as well as the ICTR 2021, where the projects jointly organized sessions and informative stands, showcasing their collective expertise.



Figure 88 ICTR 2021 workshop

Our "sister" projects

SENATOR: Sulp Guidelines

These new guidelines support entities in charge of the elaboration of a Sustainable Urban Logistics Plan (SULP). In relation to Sustainable Urban Mobility Plans (SUMPs), SULPs serve to produce a comprehensive set of governance for urban planning that integrates freight transport, logistics, and citizen mobility. This document is based on lessons learned in the cities of Dublin and Zaragoza.



Figure 89 Collaboration in dissemination through a post on UlaaDS newsletter

The three projects also collaborate on social media and websites ([see 3.2.2.1 Link building](#)). This interaction that is being developed with other projects allows Senator to reach out to more stakeholders.



Figure 90 Sister projects on social media

An upcoming event where Senator played an active role is the Urban Logistics Innovation Day scheduled for September 26, 2023. During this event, Senator took part in a dedicated session centred on urban space, which served as the culminating **conference for the LEAD project**. This participation represented a significant opportunity for Senator to showcase successful practices derived from the Dublin living lab and to glean valuable insights from more advanced projects such as LEAD.



Figure 91. Urban Logistics Innovation Day

Additionally, Senator participated in the **final conference of the UlaaDS project**, in Barcelona in November 2023. This event was another notable occasion for Senator to engage with industry experts and contribute to the discourse on urban logistics innovation.

Senator has actively fostered knowledge sharing through collaboration with sister projects in the creation of [success stories](#). Both LEAD and UlaaDS projects have contributed valuable narratives that not only showcase their achievements but also serve as a rich source of insights and best practices. These success stories, developed and published on Senator's website, exemplify the commitment to knowledge sharing among these projects. Moreover, they will play a role in the upcoming success stories booklet, ensuring that the wealth of knowledge and experiences gained are accessible to a wider audience, thereby promoting further learning and innovation within the field.

RTR Conference 2025

Coinciding with the project's completion month, Senator participated in the **Conference on Results from Road Transport R&I Projects** Funded under Horizon 2020 and Horizon Europe (RTR Conference) from February 11-13, 2025.

This event brought together selected EU-funded projects to showcase scientific and technical advancements in road transport research, providing insights into achievements and future steps towards EU transport policy goals. With around 600 attendees, it served as a key platform for knowledge dissemination.

Correos, the project coordinator, presented Senator's results and potential impact in the session Digital Innovative Solutions for Sustainable Urban Logistics, alongside other European projects.



Figure 92. Senator at the RTR Conference 2025

Senator Project Final Event

As the [Senator project reached its conclusion](#), a **final online event** titled "*Senator's Impact: Building the Foundations of Smarter Logistics*" was organized, marking the culmination of this innovative journey in urban logistics. This insightful session highlighted the project's achievements, impact, and vision for the future.



Figure 93. Senator Project Final Online Event

Held **online on February 26, 2025**, the event brought together project partners to showcase key findings, practical solutions, and the transformative impact of **Senator** on urban logistics.

Designed for policymakers, logistics providers, urban planners, and academics, the event provided valuable insights into the future of mobility and logistics.

Key Topics Covered in the Webinar:

- **Innovative Technologies:** Presentation of the **Senator ICT Platform**, a powerful tool for optimizing urban logistics through data-driven decision-making.
- **Real-World Insights:** Results and lessons learned from **Urban Living Labs (ULLs)** in **Dublin and Zaragoza**.
- **Stakeholder Collaboration:** Recommendations for fostering **collaborative, emission-free logistics ecosystems**.
- **Future Outlook:** Insights into scaling solutions and next steps for real-world implementation.

The webinar was recorded and made available on Senator's YouTube channel:

<https://youtu.be/VB90H0QXBdo>.

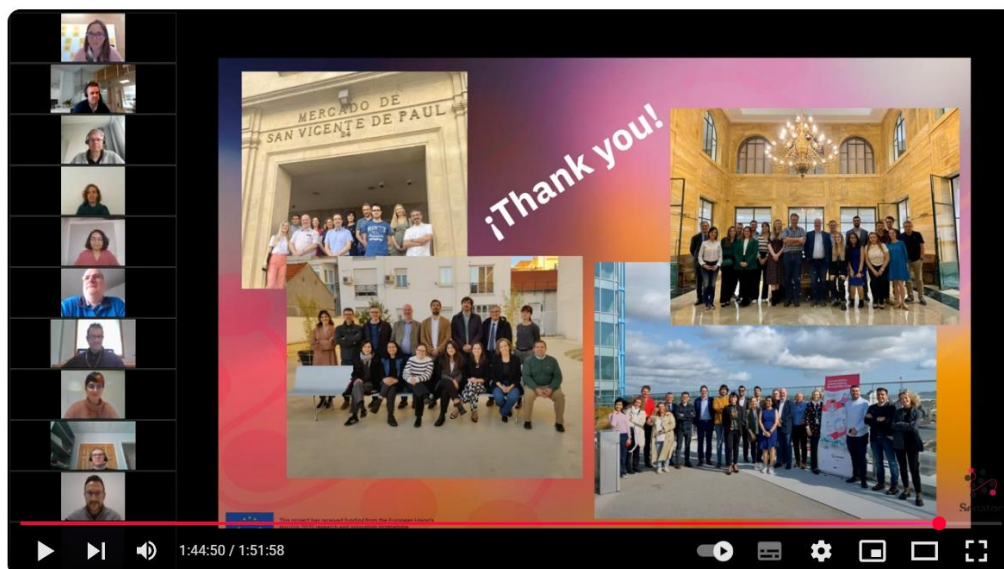


Figure 94. Senator Project Final Online Event

Other visibility actions

Consortium members are encouraged to promote the project through their own channels, amplifying its reach and enhancing visibility. To support these efforts, communication and marketing teams have been engaged to provide or review relevant materials.

Several visibility actions have been carried out. When the project was featured in a Spanish report or whitepaper, an English summary was published on the **Senator** website for non-Spanish speakers.

Additionally, [the Senator Project provided information for CINEA's latest brochure](#), "Enabling Smart and Green Logistics" **on Logistics and Urban Logistics projects**, which highlights innovative EU-funded initiatives under Horizon 2020 and Horizon Europe.

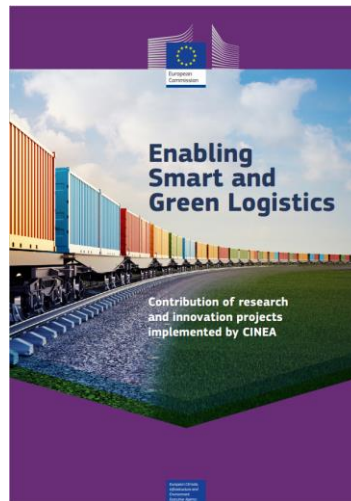


Figure 95. Enabling Smart and Green Logistics, by CINEA.

This publication showcases a selection of **freight transport and logistics projects** supported by the European Climate, Infrastructure and Environment Executive Agency (CINEA), offering insights into cutting-edge advancements in supply chain management, urban logistics, last-mile delivery, automation, and data-sharing models. Senator is featured among these pioneering projects, emphasizing its contributions to **sustainable and efficient urban freight solutions**.

SENATOR

More sustainable urban freight logistics

To manage urban planning policies in an optimal way, the SENATOR (Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics) project aims to produce governance schemes focusing on user demand planning, transport planning, freight and logistics planning, and city infrastructure.

Within this scope, the project is creating a multi-collaborative framework bringing together stakeholders in urban freight logistics. The aim is to develop a smart network operator supported by an ICT platform for integrated logistics operations. It will act on four levels based on demand, fleet and its multimodal options, intelligent route planning and urban infrastructure analysis.

This will enable the optimisation of freight delivery services in urban areas, decreasing the number and distance of delivery routes through real-time

information, predictions and planning based on AI algorithms. Moreover, it will connect goods delivery services and pick-up points and integrate all goods delivery requirements into urban planning.

The project solutions are being tested in 'Living Labs' in Zaragoza (Spain) and Dublin (Ireland). It is coordinated by Correos, the Spanish postal operator, and developed by a consortium including large public and private companies, SMEs, research centres and local governments.

Ultimately, SENATOR is working towards sustainable cities: minimising the negative impacts of freight transport and providing an effective means of collaboration between stakeholders.

The consortium consists of 15 partners from four EU Member States and the United Kingdom.

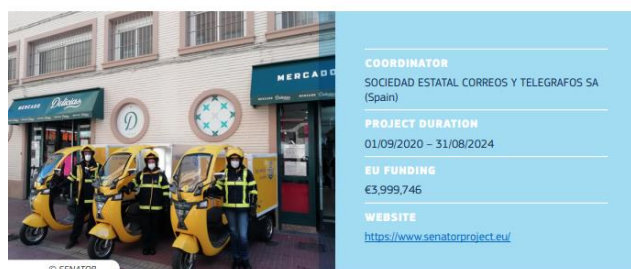


Figure 96. Enabling Smart and Green Logistics, by CINEA.

The following publications have been done on the project:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 861540

- The **Irish Department of Transport** has acknowledged the Senator Project in several key policy documents, reinforcing its impact on urban logistics and sustainable transport in Ireland.
 - In February 2023, the department published a comprehensive [Road Haulage Strategy](#), outlining its vision for the next decade. The Senator Project was featured in this strategy (page 43), highlighting the significance of the Dublin Urban Living Lab. This section provided an overview of the project, its objectives, and the ongoing efforts to enhance urban logistics through data-driven, sustainable solutions.
 - More recently, the [Moving Together strategy](#) highlighted insights from the Senator pilot in Dublin, particularly its kerbside management and smart loading bay solutions. These innovations aim to improve last-mile delivery, reduce congestion, and optimize urban space, demonstrating Senator's influence on sustainable mobility policies.
 - Additionally, **Senator** was featured in the [Moving Together | Case Studies Compendium 2024](#) as a key initiative in kerbside management. In collaboration with Dublin City Council, the project piloted LiDAR and mobile mapping technologies, creating a digital inventory of kerbside assets to regulate high-demand zones and improve urban freight efficiency.
- Creation of a [video by Software AG](#) presenting Senator as a European Research project. 16/11/2022.
- **URBANET publication by Dublin City Council:** URBANET fosters international dialogue on development activities and conveys expertise in the areas of municipal and local governance, sustainable urban development, and decentralization. It is run by the German Federal Ministry for Economic Cooperation and Development (BMZ). Senator was asked to collaborate through an article that was written by Dublin City Council, about last mile deliveries and presentation of Senator and the Urban Living Lab.



© William Murphy/flickr (CC BY-SA 4.0)

Last Mile Deliveries: How Far Can We Go?

By Payal Pandya | April 19th 2022 | Green & Smart Development, Urban Mobility, Dublin, Ireland, Urban Living Labs

The COVID-19 pandemic and its lockdowns have put immense pressure on global logistics: movement came to a halt while demand for goods remained the same. How can this demand be met in cities without causing a traffic nightmare – especially thinking about last mile deliveries? Payal Pandya shares some ideas from Dublin, Ireland.

The growth of the urban population in recent years combined with the e-commerce boom and purchasing power of the middle class made it easier for the people and the businesses to make the shift from business-to-business (B2B) to business-to-customer (B2C), meaning the businesses reaching out to the customers directly. The online channels are now thriving and the delivery vehicles from numerous companies can be seen on the road making deliveries or moving goods.



Figure 97 Publication in URBANET

- Participation in the [Radio programme Blockchain Radio in Radio Intereconomía](#) by CORREOS. The aim of the programme was to show Blockchain use cases together with Alberto Fernandez from Jelurida Swiss SA, Alfonso Tames Llana from Accenture and Santiago Muñoz Cumplido from Correos (Senator) and how they launch projects aimed at improving urban logistics.



Figure 98 Senator in Radio Intereconomía

- **CORREOS in Foretica's report** about Sustainable cities:



Figure 99. Foretica's report

- Related article on the website: [Mobility, a key element for the development of sustainable cities - Senator \(Senatorproject.eu\)](https://senatorproject.eu/mobility-a-key-element-for-the-development-of-sustainable-cities)
- **DOTGIS' whitepaper** about the logistics geolocalisation

El proyecto Senator como fruto de esta situación

Debido a este contexto, se han puesto en marcha por parte de las entidades públicas implicadas, enfocadas al desarrollo de la logística urbana y de sus infraestructuras, acciones para resolver el problema de la última milla, como es el caso del proyecto Senator, en el que se abordan conjuntamente los retos de la logística urbana y de sus infraestructuras.

El proyecto Senator se centra en la planificación y ejecución de programas de logística urbana y de sus infraestructuras, con los siguientes objetivos:

- Predicción de la demanda.
- Definición de las zonas de reparto.
- Optimización de las rutas de reparto.
- Desarrollo y diseño de infraestructuras urbanas que agilen la entrega en la última milla.

Los resultados del proyecto Senator se han compartido con los actores implicados en la logística urbana y de sus infraestructuras, como es el caso de la última milla, a través de la participación de los actores de la logística en la última milla, mejorando la eficiencia de la logística urbana y de sus infraestructuras.

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Figure 100 DOTGIS whitepaper

- Related article on the website: [Digitalising the logistics sector: the opportunity of geolocation - Senator \(Senatorproject.eu\)](https://senatorproject.eu/digitalising-the-logistics-sector-the-opportunity-of-geolocation)
- **AnPost's Sustainability Report 2021**

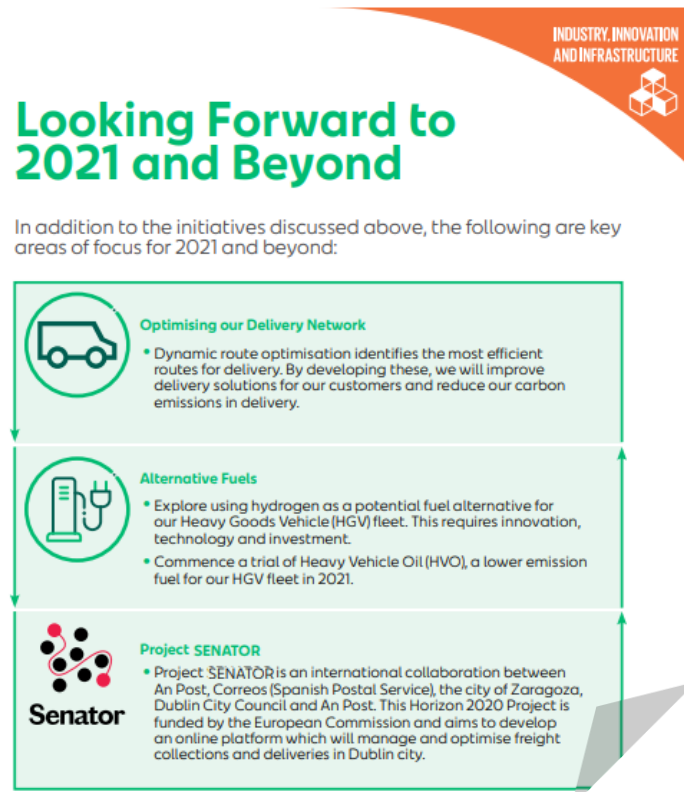


Figure 101. An Post's Sustainability Report

- Dublin City Council presented the Senator Project at the [Mobility Talks 22](#): Santa's Coming to Town: Innovation in City Logistics event organized by **EIT Urban Mobility**. This event convened experts to discuss the role of innovation in enhancing city logistics, particularly during the busy holiday season. Discussions focused on cutting-edge strategies to enhance city logistics efficiency, aiming to generate added value for all stakeholders involved. (13/12/2023)



Figure 102. Mobility Talks, EIT Urban Mobility

- The Smart City team from **Dublin City Council**, leaders of the SENATOR's pilot deployments at the Urban Living Lab in the Irish capital, participated in Arcadis'

podcast “Better Cities By Design” [episode 18](#). The discussion focused on **innovative solutions to urban challenges and transformative projects** in development, including the Digital Kerbside Management initiative. (17/05/2024)

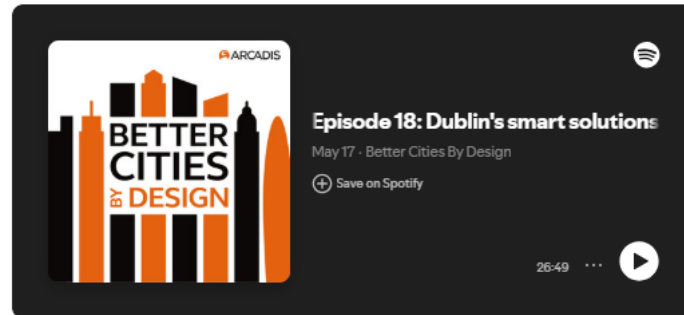


Figure 103. Better Cities by Design Podcast, episode 18.

- The article [“Rethinking Urban Logistics in the On-Demand Economy”](#) by journalist Jon Glasco, published on Urbequity, highlights the Senator Project as a key initiative in developing a digital smart network operator platform designed to promote shared, integrated, and sustainable urban freight logistics solutions. (24/06/2024)

3.3 Public Communication and Media Relations

The Senator project has engaged with Media across different levels of specialization and geographical reach. To maximize its impacts in both specialized and general outlets, various strategic actions have been implemented.

- Creation of press releases (PR) taking advantage of the milestones of the project. The PR are produced in English and sent to the partners. Every organization can adapt the content to their own corporate style and translate it into the local language. PRs are [uploaded on the Senator website](#) and the partners’ website, before being shared on the Social Media channels.
- [Materials](#) to facilitate the contact of the partners with their own Media contacts have been created: brochure, press releases, press kits, etc. In specific promotion campaigns like the voting campaign for the .EU web awards, the partners were provided with a specific communication toolkit to share with their communications/marketing departments, including visuals, posts, essential information, press release, etc.

Senator has made a significant impact on the media, with a total of [60 impacts](#). These press clippings can be conveniently accessed in [Annex I Press Clippings](#). Many of these impactful media mentions are also accessible to the general audience interested in the project through Senator's website under the ["In the media"](#) section. The Communication team has worked closely with the Communication/Marketing departments of consortium members to effectively promote the project in various media outlets.

Among the noteworthy media impacts are those facilitated by CORREOS in prominent publications such as El Pais and El Economista. El Pais stands out as a leading Spanish media outlet, boasting more than 94 million unique monthly online visitors worldwide, according to internal data. El Economista, on the other hand, is a daily newspaper at the forefront of the global Spanish-language business press.

Moreover, local radio and press in Zaragoza have shown a keen interest in the project and its living lab. They featured Senator through an interview on Hoy por Hoy Zaragoza- Cadena SER radio and included a report in El Periódico de Aragón.

Furthermore, Senator has made its first impacts in the Irish media. The Dublin-based partners have been cautious in managing expectations by carefully controlling the release of information.

The table below gathers all the impacts in the media at the different levels:

Table 5 Impacts in the media

	Title	Media	Link	Date	Country
60	Initial outcomes of the SENATOR pilots in Zaragoza and Dublin	CIVITAS	Link	09/09/2024	International
59	Rethinking Urban Logistics in the On-Demand Economy	Urbequity	Link	24/06/2024	International
58	Driving Change: SENATOR's Influence on Ireland's Moving Together Strategy	Smart Dublin	Link	23/04/2024	Ireland
57	SENATOR platform reaches technological maturity	CityLogistics.Info	Link	27/03/2024	International
56	SENATOR logistics platform reaches technological maturity	CIVITAS	Link	12/03/2024	International
55	Senator Taps Ardor Blockchain To Establish Modern Urban Planning Policies	Cryptela	Link	22/07/2023	International
54	Senator Utilizes Ardor Blockchain to Revolutionize Urban Planning Policies	The News Crypto	Link	20/07/2023	International
53	European Senator Project Employs Blockchain, Pushes Urban Freight Logistics Revolution	U Today	Link	20/07/2023	International
52	Senator, the EU-funded Senator project, taps Ardor blockchain to develop new urban planning policies	Tech STARTUPS	Link	20/07/2023	International
51	Radio interview about Senator project in Zaragoza to Deustotech	Hoy por Hoy Zaragoza- Cadena SER radio	Link	25/04/2023	Spain
50	Correos colabora con Zaragoza en un nuevo proyecto de reparto de última milla	C de Comunicación Logística	Link	18/04/2023	Spain
49	Zaragoza estrena en el centro el sistema de reparto de última milla	El Periódico de Aragón	Link	18/04/2023	Spain
48	To Reduce Traffic and Emissions, An Post Proposes Taking Over Parcel Deliveries in Dublin 2	Dublin Inquirer	Link	09/11/2022	Ireland

	Title	Media	Link	Date	Country
47	El mercado de San Vicente de Paúl de Zaragoza se convertirá en un centro de reparto de última milla	El Periódico de Aragón	Link	06/06/2022	Spain
46	An Post and Austrian Post tackling last-mile deliveries to reduce emissions	Parcel and postal technology International	Link	07/03/2022	Ireland
45	Jelurida与埃森哲将共同开发由欧盟和Correos 招标的物流运输系统	Mp weixin/Insight Finance Chinese media	Link	13/12/2021	China
44	Senator is a new blockchain project funded by the European Union	Europe World News	Link	08/12/2021	International
43	Jelurida & Accenture Team Up To Develop Mainstream Blockchain-Integrated Business Models	Blockonomi	Link	08/12/2021	UK
42	Senator es un nuevo proyecto blockchain financiado por la Unión Europea	Cointelegraph en Español	Link	07/12/2021	Spain
41	European Union and Correos Select Accenture and Jelurida to Lead 'Senator' Freight Logistics Project	Cryptonews	Link	06/12/2021	International
40	European Union and Correos Select Accenture and Jelurida to Lead 'Senator' Freight Logistics Project	Coinspeaker	Link	05/12/2021	Malta
39	Jelurida to Collaborate With Accenture On EU's "Senator" Project to Manage Urban Planning Policies	Ihodl	Link	06/12/2021	EEUU
38	Jelurida & Accenture To Collaboratively Develop Mainstream Business Models Using Blockchain Technology	Crypto News Flash	Link	06/12/2021	Germany
37	Jelurida will collaborate with #Accenture on part of the EU-funded "Senator" freight logistics project!	Jelurida's website announcement	Link	02/12/2021	Switzerland
36	Correos, Blockchain y cómo será la logística urbana	Media tribune by Javier Molina in Cotizalia-El Confidencial	Link	02/12/2021	Spain
35	Blockchain Radio, Actualidad, Casos de uso y Foco en los NFTs	Radio programme Blockchain Radio in Radio Intereconomía	Link	02/12/2021	Spain
34	Las devoluciones en mensajería, un dolor de cabeza para el transporte y el medioambiente	Mention to the project in an article in El Confidencial	Link	28/09/2021	Spain
33	Senator: Diseño inteligente de la logística de última milla	Article in Urbequity's blog	Link	21/07/2021	Spain
32	Page in Deusto's website	Presentation of the project	Link	24/02/2021	Spain
31	Introducing ULaaDS' sister projects: LEAD and Senator	Article in Ulaads project's website	Link	27/01/2021	International
30	El proyecto europeo Senator desarrollará un nuevo modelo de logística urbana	Article in esmartcity.es	Link	01/12/2020	Spain
29	'Senator', algoritmos para una distribución postal eficiente	Article in El Pais	Link	27/11/2020	Spain
28	Senator: A new urban logistics model for sustainable cities	Article about the project in Zabala.eu	Link	26/11/2020	International
27	Senator: soluciones logísticas y de planificación urbana para lograr ciudades sostenibles	Article about the project in Zabala.es	Link	26/11/2020	Spain
26	Correos, por un black friday más sostenible e innovación en movilidad	Explanation of the project in El Economista	Link	26/11/2020	Spain

	Title	Media	Link	Date	Country
25	Senator to build a new urban logistics model	Presentation of the project in LEAD's website	Link	25/11/2020	International
24	Senator	Presentation of the project in Civitas website	Link	25/11/2020	International
23	New EU-funded initiative launched to create a new urban logistics model	Article in ELTIS	Link	05/11/2020	International
22	Senator project, participant in the Urban Mobility Days 2020	Article in CORDIS	Link	29/10/2020	International
21	Senator Project Kicks off: a new urban logistics model	Article in CORDIS	Link	29/10/2020	International
20	Presentation of the project in their website	Page in Zabala. Eu	Link	28/10/2020	International
19	Presentation of the project in their website	Page in Zabala. Es	Link	28/10/2020	Spain
18	Presentation of the project in their website	Page in Rina's Website in Italian	Link	07/10/2019	Italy
17	Presentation of the project in their website	Page in Rina's Website	Link	07/10/2020	Italy
16	Zaragoza empieza a trabajar en el proyecto europeo Senator para diseñar un nuevo modelo logístico urbano	Article in Diarioaragonés	Link	06/10/2020	Spain
15	El Ayuntamiento inicia los trabajos del proyecto europeo Senator que diseña un nuevo modelo logístico urbano	Article in 20Minutos	Link	06/10/2020	Spain
14	El Ayuntamiento de Zaragoza inicia los trabajos del proyecto europeo Senator	Article in El Periódico de Aragón	Link	06/10/2020	Spain
13	El Ayuntamiento de Zaragoza inicia los trabajos del proyecto europeo Senator que diseña un nuevo modelo logístico urbano	Article in Europa Press Aragón	Link	06/10/2020	Spain
12	Page in mdst.co.uk	Presentation of the project on MDS Transmodal's Website	Link	02/10/2020	UK
11	Sostenibilidad: DeustoTech participa en el proyecto europeo "Senator" para lograr ciudades con logística 'cero emisiones'	Article on America Retail	Link	24/09/2020	Spain
10	DeustoTech participa en el proyecto europeo Senator para lograr ciudades con logística cero emisiones	Press release on euskadi.eus	Link	23/09/2020	Spain
9	Inicio de proyecto participando por Deusto	Hemisferios	Link	22/09/2020	Spain
8	Inicio de proyecto participando por Deusto	MMA Ingeniería	Link	22/09/2020	Spain
7	Senator, un proyecto europeo en el que participa la universidad de Deusto que persigue avanzar hacia ciudades con logística 'cero emisiones'	Estretagia empresarial web	Link	22/09/2020	Spain
6	DeustoTech participa en el proyecto europeo "Senator" para lograr ciudades con logística 'cero emisiones'	Article on "El blog de la empresa vasca" by Grupo Spri	Link	22/09/2020	Spain
5	Hacia ciudades con logística 'cero emisiones': Arranca 'Senator' con la participación de Deusto	Article in Religión Digital	Link	22/09/2020	Spain

	Title	Media	Link	Date	Country
4	Arranca Senator, un nuevo proyecto europeo en el que participa Deusto que persigue avanzar hacia ciudades con logística 'cero emisiones'	Article on Deusto's website	Link	22/09/2020	Spain
3	Launch of the new Horizon 2020 Project Senator	Article on Deusto's website	Link	22/09/2020	International
2	Presentation of the project in their website	Page in Softwareag.com	Link	22/09/2020	Germany
1	Correos participa en un proyecto europeo para diseñar un nuevo modelo logístico urbano	Article in El Mercantil	Link	10/09/2020	Spain

Tabla 1 Impacts in the media

4 T.7.2 Co-creation processes and citizens awareness

The work started at M3 (November 2020) and was finished finished at M48 (August 2024). Within task 7.2 a methodology for co-creation adapted to the pilot's context was submitted as D7.8 "Co-creation and engagement methodologies", as a way of structuring the public participation in an effective manner. To reach the final deliverable, a series of interim activities were accomplished:

- Stakeholder mapping: Aimed at fostering social awareness and stakeholder engagement, a collaborative analysis between ZABALA, DCC, ZARAGOZA and NUIT UCD; was carried out for Zaragoza and Dublin.
- Presentation of the Senator design thinking approach to the partners involved in the participatory process.
- A co-creation and engagement strategy for the 2 pilots was collaboratively designed, based on the stakeholders mapping, and supported by the partners leading the participatory activities.

The deliverable D7.8 compiles Senator citizen engagement strategies on which the co-creation processes will be based. It provides a detailed description of the steps and the tools to set up and carry out the Urban Living Labs. The deliverable is divided in two parts.

- co-creation methods, tools and activities and how to implement them in the workshops and engagement activities of Senator.
- the detailed plan of each Urban Living Lab. This section presents an overall description of how the ULLs organisers will approach the main points in setting up and carrying out their collective intelligence processes.

After the work done for deliverable 7.8, ZABALA started working on its update, deliverable 7.9, which was summited on month 25. Deliverable 7.9 presented a tailor-made co-creation strategy for each of the ULLs following the overall co-creation strategy that was presented in D7.8 The work of this deliverable will feed in the next steps of Task 7.3, laying the groundwork of the Social Impact Assessment and Social Risk Analysis. Thus, the engagement and co-creation methodology developed points out the main tools to conduct the analysis, as it will allow to define Social Impact Indicators together with stakeholders choosing those indicators that are more relevant to them.

The update of the co-creation and stakeholder engagement strategy was done in collaboration with project partners that are directly involved in the ULLs. Following the overall engagement and co-creation strategy proposed in D7.8, ZABALA worked together with project partners to identify their needs and update the structure, objectives, themes and

participant profiles for the co-creation sessions. The adaptation was made based mostly looking at the following elements:

A. Elements related to the logistics system:

- Local logistics system priorities and challenges
- Available logistic models
- Key problems of local logistic stakeholders, retailers, consumers, and non-users
- Business model of logistic system (e.g. number of logistic operators, etc.)
- Assets of the logistic system (e.g. infrastructure, possession of data, etc.)

B. Elements related to stakeholders' profiles:

1. Organizer's priorities
2. Local culture and customs
3. Stakeholders' main communication channels
4. Stakeholders interest

As explained in D7.8 and D7.9, co-creation sessions were carried out with each stakeholder. The main objective of this first co-creation period was to identify the minimum requirements needed for a successful implementation of the Senator system.



Figure 104 Senator co-creation approach

The co-creation process in Zaragoza was divided in two scenarios to better address the specific needs of each of them. The aim of the first co-creation sessions of Senator was centered in the specific analysis of Zaragoza's local markets as centres of commercial activity the understanding on how local retailers are adapting themselves to the changes in consumption patterns, as well as their role in territorial changes, tourism, gentrification, competition with large supermarkets and the growing importance of Internet sales which opens the space for new clients and ways of working.

The two scenarios were chosen according to the needs of the different local markets being those:

- **Mercado San Vicente de Paúl:** Where the goal was to break barriers between tradition and innovation and embarking local market owners on digital transformation.
- **Mercado Central:** Where the objective of the sessions included better communication about the importance and benefits of the digital society among local business owners.

The first period of the sessions in Zaragoza was carried out in May 2023 and engagement was very high, counting with the collaboration of many internal and external stakeholders. This situation facilitated the discussions among participants and the exchange of ideas. The Zabala Innovation team had prepared different facilitation techniques to ensure equal participation, conflict management and the creation of a safe and inclusive environment. Fortunately, none of the were necessary as participants shared their concerns, insights and local knowledge contributing to a deeper understanding of the social impact that Senator project might have in Zaragoza. Collaboration of Zaragoza's City Council was essential for the successful development of the sessions.

Regarding the Irish ULL, the main objective of the co-creation sessions in Dublin was to gather the views of Dublin and see if it's possible to strengthen market competition while strengthening sustainability at the same time or if one must be sacrificed in the name of the other. The Zabala Innovation team has been working closely with ANPOST and Dublin City Council to gather as many views as possible of transport and logistic operators. Unfortunately, engagement was lower than first expected, and it was agreed to change the co-creation plans for Dublin and focus them on using ANPOST and Dublin City Council insights, concerns and local knowledge to contribute to build a comprehensive understanding of the project's effect on Dublin's social fabric, community dynamics and livelihoods of impacted stakeholders. This closeness with project stakeholders, has allowed the Zabala team to collaboratively identify with them potential mitigation measures and actions to address social concerns and maximize project's positive social impacts.

5 T7.3 Social Impact Assessment and Social Risk analysis

Within Task 7.3, the Zabala team has developed a **Social Impact Assessment methodology** and a **global indicators' framework**, a comprehensive methodology and set of indicators created to assess the social impact of the project. Given the development of the project, the measurement of the Social Impact Assessment hasn't been completed within its duration as planned originally. Therefore, as agreed, this methodology has been developed to measure the Social Impact of SENATOR once the project is finished, and the actors who will carry out the assessment has been trained to implement it.

This methodology was designed to provide a tailored framework for evaluating the social outcomes of SENATOR's activities, with a strong focus on adapting it to the specific contexts of each Urban Living Lab (ULL). The aim was to create a tool that would not only measure social impacts effectively but also ensure the framework's relevance and applicability across different pilot environments. This will allow for the measurement of the social impact post-project completion and ensure that these assessments can continue.

The definition of the methodology for the Social Impact Assessment has been developed in the following 3 phases, as seen in the figure below:

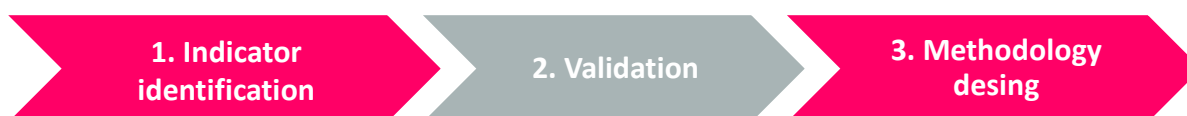


Figure 105 - Phases of the methodology definition process.

1. Identification of indicators:

To develop the methodology for the Social Impact Assessment, the process began with a systematic literature review. After the initial search and screening, 36 documents were found to be relevant for creating the methodology, especially for selecting indicators. Some indicators were directly identified from the documents, while others were developed based on the information in the reviewed material.

Next, a desk review of Social Impact Assessment practices for similar projects to SENATOR was conducted, focusing on both sector and scope. This selection was based on the Deliverable 4.1 "SULP guidelines" from RINA. The desk research primarily reviewed project proposals, reports, and studies to identify relevant indicators, with a special focus on projects within the CIVITAS network, which promotes sustainable urban mobility. This included examining EU-funded urban mobility projects to ensure a thorough understanding

of the indicators used and their effectiveness. These sources helped identify the most relevant indicators for assessing the social impact of the SENATOR project.

2. Validation

After the initial literature review and identification of indicators, the next step was to validate these indicators for each ULL (Urban Living Lab) with project partners and stakeholders. This validation was done through co-creation sessions, a collaborative approach that gathers diverse perspectives to shape the design process. These sessions aimed to foster creativity and innovation in identifying key indicators and defining the methodology, ensuring the indicators were relevant and tailored to the specific needs of the project and ULLs.

The co-creation sessions focused separately on Zaragoza and Dublin. In Dublin, the validation process involved the Dublin City Council and An Post, where discussions focused on the applicability of indicators to Dublin's urban and logistical context, especially considering data availability and accessibility. In Zaragoza, the sessions included the Zaragoza City Council, local markets (Mercado Central and Mercado San Vicente de Paul), and Correos, addressing similar concerns about the relevance of the indicators and the challenges of data collection. Both sets of sessions helped refine the methodology to make it more effective and practical for each location.

For both Urban Living Labs (ULLs), an initial Excel file containing a selection of indicators was sent for a preliminary review to prepare stakeholders for the co-creation session. They were given two weeks to review the document, with open communication for any clarifications. The file also included instructions for the validation process.

Figure 106 - Indicator validation spreadsheet: instructions.

Social impact assessment										
Indicators proposal: Indicators to be answered by the City Council and the Market										
Actor	Category	Subcategory	Nº	Indicator	Example question	Measure	Related sustainability impact	Validation	Comments	
N/A	Context indicator	Urban occupation	1	Urban density (per km2)	N/A	Number	Environmental			
N/A	Context indicator	Urban occupation	2	Volume of local markets in the zone	N/A	Number	Environmental			
N/A	Context indicator	Urban occupation	3	Volume of grocery stores/supermarkets in	N/A	Number	Environmental			
N/A	Context indicator	Urban mobility	4	Average vehicle speed (km/h)	N/A	Number	Environmental			
N/A	Context indicator	Urban mobility	5	Nework use	N/A	Number	Environmental			
N/A	Context indicator	Urban mobility	6	Freight km	N/A	Number	Environmental			
N/A	Context indicator	Market deliveries	7	Cost per delivered item	N/A	Number	Environmental			
N/A	Context indicator	Market deliveries	8	Cost per received item	N/A	Number	Environmental			
Citizens	Public participation	Participation as a consumer	9	Volume of people that enter to the market	N/A	Number	N/A			
Citizens	Public participation	Participation as a consumer	10	Volume of purchases made in the market	N/A	Number	N/A			
Citizens	Public participation	Participation as a consumer	11	Volume of deliveries made in the market	N/A	Number	N/A			
Citizens	Public participation	Participation as a consumer	12	Volume of recommendations about the m	N/A	Number	N/A			
Citizens	Public participation	Participation as a consumer	13	Volume of answered recommendations a	N/A	Number	N/A			
Citizens	Public participation	Participation as a consumer	14	Volume of complaints about the market m	N/A	Number	N/A			
Citizens	Public participation	Participation as a consumer	15	Volume of answered complaints about th	N/A	Number	N/A			
Citizens	Citizen empowerment	Accessibility and transparency	16	Accessibility of the citizens to the market in	Do the citizens have different	Yes/No	Cultural			
Citizens	Citizen empowerment	Accessibility and transparency	17	Accessibility of the citizens to the market in	Is it easy to access to informa	Yes/No	Cultural			
Citizens	Citizen empowerment	Citizen inclusion and engagement	18	Inclusion of citizens in evaluation process	Are the citizens (as individual)	Yes/No	Cultural			
Citizens	Citizen empowerment	Citizen inclusion and engagement	19	Inclusion of citizens in design processes	Are the citizens (as individual)	Yes/No	Cultural			
Citizens	Citizen empowerment	Citizen inclusion and engagement	20	Inclusion of citizens in decision-making p	Are the citizens (as individual)	Yes/No	Cultural			
Citizens	Citizen empowerment	Citizen inclusion and engagement	21	Success rate of citizens invitations in eva	N/A	Number	Cultural			
Citizens	Citizen empowerment	Citizen inclusion and engagement	22	Success rate of citizens invitations in des	N/A	Number	Cultural			
Citizens	Citizen empowerment	Citizen inclusion and engagement	23	Success rate of citizens invitations in dec	N/A	Number	Cultural			
Citizens	Citizen empowerment	Citizen inclusion and engagement	24	Type of strategy followed and incentives	Is there any incentives to ena	Yes/No	Cultural			
Citizens	Social cohesion	Perception regarding pilot involved act	25	Volume and type of collaborative actions	Are there collaborative action	Number	Cultural			
Citizens	Social cohesion	Perception regarding pilot involved act	26	Volume and type of collaborative actions	Are there collaborative action	Number	Cultural			
Retailers	Citizen empowerment	Retailers inclusion and engagement	27	Inclusion of retailers in evaluation process	Are retailers included to take i	Yes/No	Cultural			
Retailers	Citizen empowerment	Retailers inclusion and engagement	28	Inclusion of retailers in design processes	Are retailers included to take i	Yes/No	Cultural			
Retailers	Citizen empowerment	Retailers inclusion and engagement	29	Inclusion of retailers in decision-making p	Are retailers included to take i	Yes/No	Cultural			
Retailers	Citizen empowerment	Retailers inclusion and engagement	30	Success rate of retailers invitations in des	N/A	Number	Cultural			
Retailers	Citizen empowerment	Retailers inclusion and engagement	31	Success rate of retailers invitations in des	N/A	Number	Cultural			
Retailers	Citizen empowerment	Retailers inclusion and engagement	32	Success rate of retailers invitations in dec	N/A	Number	Cultural			
Retailers	Citizen empowerment	Retailers inclusion and engagement	33	Type of strategy followed and incentives	Is there any incentives to ena	Yes/No	Cultural			
Transport Agencies/Logist	Citizen empowerment	Transport Agencies/Logistic Operators	34	Inclusion of transport agencies/logistic op	Are transport agencies/logisti	Yes/No	Cultural			
Transport Agencies/Logist	Citizen empowerment	Transport Agencies/Logistic Operators	35	Inclusion of transport agencies/logistic op	Are transport agencies/logisti	Yes/No	Cultural			
Transport Agencies/Logist	Citizen empowerment	Transport Agencies/Logistic Operators	36	Inclusion of transport agencies/logistic op	Are transport agencies/logisti	Yes/No	Cultural			
Transport Agencies/Logist	Citizen empowerment	Transport Agencies/Logistic Operators	37	Success rate of transport agencies/logist	N/A	Number	Cultural			
Transport Agencies/Logist	Citizen empowerment	Transport Agencies/Logistic Operators	38	Success rate of transport agencies/logist	N/A	Number	Cultural			
Transport Agencies/Logist	Citizen empowerment	Transport Agencies/Logistic Operators	39	Success rate of transport agencies/logist	N/A	Number	Cultural			
Transport Agencies/Logist	Citizen empowerment	Transport Agencies/Logistic Operators	40	Type of strategy followed and incentives	Is there any incentives to ena	Yes/No	Cultural			

Figure 107 - Indicator validation spreadsheet: indicator examples (City Council).

Following this, separate online co-creation sessions were held with stakeholders for each ULL:

- **First co-creation session:** An online meeting provided an overview of the proposed indicators for discussion and clarification. Stakeholders were given a two-week reflection period to validate indicators in the Excel file, marking them as "Validated," "Not Validated," or "To Be Validated," with space for comments and suggestions for new indicators.
- **Second co-creation session:** This session reviewed accepted and rejected indicators, discussed reasons for decisions, and included a review of any new proposed indicators. Another two-week reflection period followed for final validation.

In the case of Zaragoza, an additional co-creation session was held due to the involvement of two markets and more actors. These sessions helped refine the indicators for the specific needs of both Dublin and Zaragoza, ensuring that the methodology for measuring social impact was robust and tailored to each city. General indicators were selected for both ULLs, along with specific ones for each city's context. A summary of the whole process can be seen in the figure below:



Figure 108 - Co-creation and validation process

3. Desing of the methodology

The final step in the process, after selecting and validating indicators, was to develop a detailed methodology for measuring social impact. This methodology, outlines the procedures and tools necessary to assess social impact based on the chosen indicators, ensuring a systematic and reliable evaluation.

To ensure the methodology is understood and can be used in the future by the ULLs, ZABALA provided training for the actors responsible for assessing social impact in each ULL. This training aims to ensure they are proficient in using the methodology beyond the project's completion.

The training covered the following topics:

- The context and objective of the social impact assessment methodology.
- The social impact assessment framework: stakeholders, categories, subcategories, and indicators.
- The assessment process: steps to complete an assessment.
- The social impact assessment tool and its interpretation, including a demonstration.
- A case study to show understanding of the tool.
- A question-and-answer session for ULLs' responsible actors.



Figure 109 - Training material screenshot

Although the content was the same, separate training sessions were held for each ULL to address specific issues related to their unique contexts and indicators.

In conclusion, all the steps and processes outlined above have been thoroughly documented in Deliverable 7.10, *Social Impact Assessment and Risk Analysis*. This deliverable includes the global indicators framework, which allows the ULLs to choose the most relevant indicators for their specific needs, along with additional details that support the comprehensive methodology for assessing social impact. It serves as a complete reference for the future use of the developed methodology, ensuring a systematic and adaptable approach to evaluating social impact in the ULLs.

6 Coordination and procedures

The D&C actions and processes have been led by ZABALA and coordinated with CORREOS (leader of the project), and the rest of the members of the consortium through the Communication Team. This team that was built at the start of the project consists of, at least, one member of each partner and the designated media representative(s) from each of the Communication/Marketing/Business Departments of every partner organization. The coordination with the Communication team has been easy and smooth.

Moreover, Senator partners play a key role in the execution of the D&C Plan as they represent the most important ambassadors and multipliers for disseminating and communicating messages, achievements, and results towards stakeholders. Internal procedures were established to coordinate the communication among partners, boost synergies for the dissemination strategy, and fulfil the European Commission's requirements.

All the procedures and responsibilities were explained to both the technicians involved in the project and their Communication/Marketing departments in a 1-hour **Communication Training session**. The training was organised on the 26th of March 2021. The session included the following points:

- Basic concepts: what is dissemination and communication, why we need to make the project visible, the objectives of the Dissemination and Communication Plan, etc.
- The Grant Agreement rules regarding Dissemination, Open Access, and Visibility of EU funding (Article 29).
- Target groups of the project.
- The Communication Strategy tools
- Communication support materials available and how to use them.
- Social Media Guidelines: How to interact with Senator on social media and why it is important to enhance the project's visibility.
- Internal procedures when attending an event or conference.
- Promotion of the project in media.
- External communication procedure: it includes the steps to follow when press releases, communication materials or scientific publications are created: timing, roles, and responsibilities.

All the procedures and the training session were sent to the partners and their communication departments and are available in the internal project repository accessible to the partners.

7 Annex I. Press clippings

62. La jornada ‘Desafío 6-minutos ALIA: Retos logísticos e innovación en la cadena de suministro’ reúne a 200 profesionales del sector en Zaragoza – Logística Profesional (21/01/2025)

En total participaron 30 ponentes

La jornada ‘Desafío 6-minutos ALIA: Retos logísticos e innovación en la cadena de suministro’ reúne a 200 profesionales del sector en Zaragoza



Las conclusiones de la jornada se incluirán en el Proyecto SENATOR. Fuente: ALIA.

LOGÍSTICA PROFESIONAL | Martes, 21 de enero de 2025, 15:32



La Fundación Zaragoza Ciudad del Conocimiento, dentro del proyecto europeo SENATOR, y el Clúster Logístico de Aragón (ALIA) han celebrado en el Instituto Tecnológico de Aragón (ITA) en Zaragoza, la jornada ‘Desafío 6-minutos ALIA: Retos logísticos e innovación en la cadena de suministro’.

El acto congregó a 200 profesionales del sector y en él participaron 30 ponentes con intervenciones de 6 minutos para presentar las innovaciones que están llevando a cabo las empresas logísticas en toda la cadena de suministro. Además, se han dado a conocer las convocatorias de financiación del CDTI.



“Un sector por el que destaca Zaragoza y Aragón en el contexto europeo es por su apuesta estratégica y de largo recorrido por la logística”, Daniel Sarasa, director de Fundación Zaragoza Ciudad del Conocimiento (FZC).

Daniel Sarasa, director de Fundación Zaragoza Ciudad del Conocimiento (FZC), ha destacado: “Si hay un sector por el que destaca Zaragoza y Aragón en el contexto europeo es por su apuesta estratégica y de largo recorrido por la logística, por lo que las organizaciones que coorganizamos estos actos podemos tejer esa conexión necesaria entre la financiación y el apoyo europeos y el vibrante ecosistema local”.

Además del director, también han participado en la apertura de la jornada Raquel Campos, directora general de Planificación Estratégica y Logística del Gobierno de Aragón; Esther Borao, directora general del ITA; Jesús Soler, COO de Grupo Agora; y Ángel Gil, gerente de ALIA, en el que es además el primer evento del programa ‘15 años, 15 hitos’ con el que el clúster aragonés celebra a lo largo de este año su 15 aniversario.

En esta jornada se han abordado cuestiones como **seguridad en los data center corporativos**, **aplicaciones de IA** para sacar partido del conocimiento de bases de datos en las fases de aprovisionamiento y gestión de la demanda, **gemelos digitales** en procesos de fabricación o **iluminación inteligente** para cámaras de frío.



“Las nuevas experiencias en IA y en tecnologías disruptivas están siendo de gran interés para las empresas”, Ángel Gil, gerente de ALIA.

Ángel Gil, gerente de ALIA, ha señalado: “Las nuevas experiencias en IA y en tecnologías disruptivas están siendo de gran interés para las empresas por la eficiencia que pueden aportar en todas las fases de la cadena de suministro”.

En materia de **automatización y tecnologías emergentes**, se han expuesto casos sobre digitalización para la planificación de recursos humanos, e-CRMS o gestión de flotas, ciberseguridad, digitalización de almacenes o inspección de vías ferroviarias con tecnologías avanzadas.

La **eficiencia energética industrial y de transporte de última milla** o los sistemas de **optimización de espacios y capacidad logística** han centrado los temas relativos a sostenibilidad.

Proyecto SENATOR

Las conclusiones de la jornada se incluirán en el Proyecto SENATOR (Smart Network Operator Platform), en el que participa Fundación Zaragoza Ciudad del Conocimiento junto con el Ayuntamiento de Zaragoza y otros socios europeos.

Coordinado por Correos España y financiado por la UE con 4 millones de euros bajo el paraguas de Horizonte 2020, busca **optimizar la logística urbana** haciéndola más sostenible y eficiente mediante una plataforma virtual que coordina actores clave como minoristas, operadores logísticos, ayuntamientos y consumidores, para avanzar en la gestión inteligente, eficiente y en la reducción de emisiones.

61. Zaragoza testará la tecnología que permitirá optimizar las rutas de reparto - El Periódico de Aragón (14/01/2025)

Reparto de última milla

Zaragoza testará la tecnología que permitirá optimizar las rutas de reparto

- La capital ha sido elegida por Europa como laboratorio de prueba junto a Dublín
- El proyecto busca mejorar la organización de las entregas de última milla



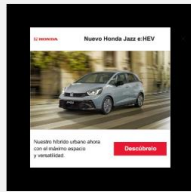
Una furgoneta de Correos, la semana pasada en Zaragoza. / MIGUEL ÁNGEL GRACIA

Carlotia Gomar
ZARAGOZA 14 ENE 2024 10:10 Actualizada 14 ENE 2024 10:19

Zaragoza como banco de pruebas. Este es uno de los eslóganes más utilizados por el Gobierno del PP en la capital. Uno de esos experimentos tiene que ver con la **optimización de la distribución de última milla y la reducción del tráfico de reparto en las ciudades**. A través del proyecto europeo Senator y de la mano de Correos, se va a testar una aplicación que permitirá a las empresas de paquetería poder **compartir servicios de una misma ruta, agilizando y abaratando el proceso** al compartir vehículos y personal y, lo que es más importante, reduciendo el tráfico en la ciudad y la contaminación.

El proyecto Senator, con la Universidad de Deusto, surge para **solucionar algunos de los retos en logística de las áreas urbanas, mejorando la organización de las entregas de última milla en los mercados públicos**. Zaragoza ha sido elegida junto a Dublín para desarrollar la tecnología y testarla. El presupuesto total es de 3,9 millones de euros, de los que a la ciudad le corresponden 257,212 euros. En el caso de la capital aragonesa son dos los proyectos principales que se van a poner en marcha a lo largo de este año.

Publicidad:



Por un lado, la **optimización del reparto de última milla en los centros urbanos y las zonas de bajas emisiones**. Correos y su filial de paquetería urgente, Correos Express, son las empresas encargadas de poner a prueba la app diseñada para **coordinar repartos de distintas empresas, creando una red inteligente de distribución** basada en una plataforma TIC (Tecnología de la Información y Comunicación).

Zaragoza plantea Cogullada como un centro de distribución de reparto

Por simplificarlo, Correos y su filial tienen distintos repartos asignados que, en muchas ocasiones, se solapan. Lo que se va a testar con la tecnología que se está desarrollando en la Universidad de Deusto es una aplicación que **generará rutas conjuntas para evitar duplicidades y que dos repartidores de dos o más empresas realicen la misma salida o acudan a la misma calle o zona**, optimizando así los recursos.

Uno de los principales problemas que se ha encontrado Correos para llevar a la práctica este proyecto ha sido el **cumplimiento de la Ley de Protección de Datos**, ya que deben compartir información privada, como es el nombre y la dirección de los compradores. Un escollo que, al parecer, tiene solución.

Reserva de la zona de carga y descarga

Por otro lado, a través de Senator se va a comprobar la **eficacia de una aplicación con la que las empresas de reparto podrán reservar zonas de carga y descarga**. A través de una aplicación móvil, las compañías podrán conocer en tiempo real la disponibilidad del espacio y guardar durante un tiempo determinado el espacio necesario para el reparto de la mercancía. **Este programa se probará en el Mercado Central y el de San Vicente de Paul** y todavía está por ver qué tecnología se utilizará, si mediante tecnología Bluetooth o GPS.

Publicidad:



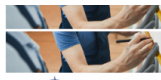
El futuro de Cogullada pasará por la movilidad eléctrica y las renovables

Ambos proyectos van a ponerse en marcha a lo largo de este 2024, una vez se desarrollen las aplicaciones móviles. En cuanto al segundo programa, el ayuntamiento zaragozano tiene su propio plan de reserva de zonas de carga y descarga ligado al nuevo contrato de estacionamiento regulado (**zona azul y naranja**) que tiene que salir a licitación a lo largo de este año. Este contrato incluirá dos novedades, una herramienta que permita conocer la ocupación de las plazas (también las destinadas a la carga y descarga) y cámaras lectoras de matrícula que vigilen los accesos a las zonas de bajas emisiones.

Hacia una movilidad más sostenible

El concejal de Economía, Transformación y Transparencia, Carlos Gimeno, explicó que **esta tecnología, testada en Zaragoza, podría exportarse al resto de ciudades europeas** y ofrecerá al consistorio datos sobre los flujos de reparto en la ciudad. Una información que les permitirá adoptar decisiones de cara al futuro sobre la movilidad en la ciudad y sobre la demanda y necesidades de los zaragozanos. Además, recaló que **este tipo de proyectos permiten seguir avanzando hacia una movilidad más sostenible, también en el reparto de paquetería**, que copa gran parte del tráfico diario. Por no hablar de que coloca a Zaragoza en el mapa internacional como banco de pruebas.

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- Montecsi, el bar con las bravas más famosas de Zaragoza: "Sin la salsa, el bar no sería nada"
- Cierra por sorpresa esta emblemática heladería de la calle Don Jaime I de Zaragoza
- Arcosur sacude su mercado inmobiliario y la Saneas se desprende de todos sus suelos residenciales
- El pueblo de España donde el agua siempre "sale caliente" está en Aragón
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- La DGA limpia y prepara la antigua Escuela de Artes y Oficios para atraer nuevos inquilinos
- La segunda barbería más influyente de

60. Initial outcomes of the SENATOR pilots in Zaragoza and Dublin | CIVITAS (09/09/2024)



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Initial outcomes of the
SENATOR pilots in
Zaragoza and Dublin

Monday 9 September 2024



In its final year of implementation, the **SENATOR** project is achieving successful pilots in Zaragoza and conducting insightful simulations in Dublin. The cities, designated as Urban Living Labs, are testing solutions in real-world environments with the aim of enhancing efficiency, replicability, and sustainability.

Despite initial challenges as a result of the COVID-19 pandemic and new data protection regulations, SENATOR has navigated various obstacles that affected development timelines and is making significant progress in its final phase.

Navigating regulatory and technological challenges

The completion of the route optimisation algorithm by the University of Deusto and the implementation of the dashboard by DOTGIS at the beginning of the year have enabled the start of the project's pilots and simulations, as well as the collection of initial data on the algorithm's efficiency.

To address limitations such as data anonymisation, standardisation, and normalisation, the project has incorporated various additional technological developments to adequately integrate the information into the platform. These efforts, led by the technology teams from the University of Deusto and Correos, include everything from anonymising data and geolocating shipments to integrating real-time route information.

"Numerous technological developments were necessary to support the optimiser and launch the pilots, but we knew innovation is complex, and we are very grateful for the teams' efforts," explains Ángela Núñez, coordinator of SENATOR.

Success in route optimisation simulations in Zaragoza

Within the framework of the pilot in Spain, preliminary tests of the route optimisation system have confirmed the algorithm's proper functioning, showcasing its significant ability to enhance logistics route management efficiency.

For the development of this pilot, various pre-established routes for temperature-controlled deliveries were compared with those generated by the SENATOR platform, considering different scenarios and various constraints, such as delivery orders, time slots, and delivery times.

"These results underscore the potential of SENATOR to enhance operational efficiency and productivity. Although it has not yet been tested in the daily operations of the logistics operator, the theoretical results are promising," notes Núñez.

Following this theoretical phase of algorithm training, efforts are now focused on the ability to adjust and modify delivery routes in real time to address unforeseen changes in daily operations. This involves developing the functionality to incorporate additional orders into ongoing routes as part of a dynamic re-planning of delivery routes.

Digital transformation of urban infrastructure in Dublin

In Dublin, the pilot project for virtual kerbside management, which started in October 2022, has been selected as one of the 35 exemplar transport projects under Ireland's National Pathfinder Programme by the Department of Transport. This programme plays a key role in the implementation of the National Sustainable Mobility Policy Recommendations.

Led by Dublin City Council (DCC) as part of SENATOR Project, the pilot involves creating a digital and dynamic map of kerbside assets, including city's loading and unloading zones. The SENATOR platform now has an inventory of more than 15 unique assets with 4000+ data points for 60+ kerb kilometres.

Additionally, as a part of the pilot project on digital loading bays and following recommendations from the city's transport and An Post teams, DCC has installed 49 sensors in nine strategically identified locations in congested loading and unloading areas, offering real-time availability updates via a web platform and mobile application. This technology allows delivery drivers to head towards available points, leading to a reduction in traffic caused by vehicles looking for space and, thereby, also air pollution.

The Dublin pilots (kerbside management and urban consolidation centres) have now also been included as the case studies in the National Demand Management Strategy (Moving Together Strategy) by the Department of Transport.

Progress and future directions in SENATOR implementation

In the coming months, the development of the pilots will continue, along with the analysis of results and the calculation of the necessary indicators to evaluate the SENATOR technology and its value in improving the cities of Dublin and Zaragoza.

As part of the Zaragoza pilots, Correos and Correos Express are preparing to conduct the real-world pilot in Zaragoza. This will allow for the efficiency of the collaboration between the two networks in daily operations to be measured. The process will assess the impact on operational times and efficiency, as well as address challenges related to information integration and real-time management.

In Dublin, as the pilots continue, An Post and Dublin City Council, both of which are SENATOR consortium members, plan on streamlining the theoretical trials using available data sets on city infrastructure (kerbside maps), parcels deliveries (data from An Post) and route optimisation to test multiple scenarios. This will provide an opportunity to test out different scenarios in an urban environment on the SENATOR Platform.

The SENATOR project has brought together multiple stakeholders in the logistics sector in both Zaragoza and Dublin, and has thereby provided an opportunity to work for these actors to work together towards a common goal of having a greener city.

Author: Mónica Pérez

59. Rethinking Urban Logistics in the On-Demand Economy - Urbequity (24/06/2024)

Rethinking Urban Logistics in the On-Demand Economy



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Rethinking urban logistics is a core part of any smart city strategy. Wander through a European city on a warm evening, and you'll likely encounter some pedestrian-friendly streets perfect for leisurely strolls. However, return the next morning, and the scene is transformed. The less walkable streets are crowded with delivery vans blocking sidewalks, creating safety hazards, and adding to congestion and pollution.

The growth of e-commerce, already straining urban logistics before the global pandemic, surged dramatically in 2020, fuelling unprecedented demand for fast deliveries. Delivery and freight vehicles, while accounting for 25% of urban traffic, occupy 40% of road space and generate 40% of transport emissions.

For cities grappling with the negative impact of urban freight and e-commerce deliveries, the post-pandemic era offers little respite. [E-commerce participation is expected to increase to 560 million people in Europe by 2025](#) (up from 450 million pre-pandemic). [The World Economic Forum predicts a staggering 36% increase in delivery vehicles in the top 100 cities over the next decade.](#)

These urban logistics challenges disrupt the quality of life in cities, prompting the search for innovative solutions. Tomorrow Mobility predicts that sustainable last-mile delivery solutions could slash air pollution by 70% and congestion by 50%. Despite the potential benefits, change agents and stakeholders struggle to find sustainable solutions.

How can smart cities, freight operators and stakeholders cooperate to improve and optimize logistics operations? European cities and policymakers attempt to answer this question through wide-ranging research and experimentation in collaborative projects which:

- Focus on shared, integrated logistics platforms (SENATOR)
- Aim for digital transformation of urban logistics (DISCO)
- Facilitate collaborative logistics ecosystems (ULaads and SPROUT)
- Explore opportunities for digital twins (LEAD).



Shared, integrated urban logistics platforms

Innovative digital platforms can help to optimize urban deliveries while reducing costs. Europe's H2020-funded [SENATOR](#) project was launched in 2020 to develop a cutting-edge digital smart network operator platform that fosters shared, integrated and more sustainable delivery solutions urban freight logistics.

SENATOR's goal is to solve problems in urban, metropolitan and peri-urban areas and deliver governance policies pertaining to user demand, transport planning, freight and logistics planning and urban infrastructure.

Within SENATOR, Dublin and Zaragoza were selected as Urban Living Labs—pilot cities aimed at ensuring project replicability and sustainability across various policy frameworks, allowing solutions to be tested and adapted within real-life urban environments.

In late 2023, SENATOR released a mobile app tailored for logistics operators. This was followed a few months later with an announcement of 'technology maturity' and the start of an operational phase to evaluate how SENATOR's technology and artificial intelligence can improve the distribution of goods.

The insights gained from implementing pilots within the project are already being considered to tackle urban planning challenges. A press release stated: "The Irish Government's Department of Transport recently introduced a proposal for a new strategy aimed at managing and alleviating congestion in Irish towns and cities ... and this strategy draws insights from the SENATOR project pilot in Dublin."



SENATOR has a work package dedicated to exploiting the results. This includes twinning or clustering with other projects to share findings on how to implement (economically) sustainable urban logistic measures, and also relies on private companies in the SENATOR consortium, such as Deusto Tech, DotGis or Software AG, to take this technology to the market.

58. Driving Change: SENATOR's Influence on Ireland's Moving Together Strategy - Smart Dublin (23/04/2024)


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Driving Change: SENATOR's Influence on Ireland's Moving Together Strategy

SmartDublin | April 23, 2024 | BLOG



The Irish Government's Department of Transport recently published a new strategy. "Moving Together – A Strategic Approach to Enhancing Transport System Efficiency in Ireland," offers a strategic vision to manage and reduce congestion. The six key areas that were considered as part of the strategy that helped us achieve this target include:

1. Land Use and Transport Planning
2. Optimal use of Space
3. Fiscal Measures
4. Generators of Demand (Movement of People)
5. Generators of Demand (Movement of Goods)
6. Captive Car Users

The strategy's actions are aligned with our EU-funded H2020 Senator project which is looking at novel ideas and approaches to help address the challenge of urban logistics in busy cities.

Dublin City Council, in collaboration with our Senator partners – An Post and University College Dublin, is piloting several initiatives to address urban transportation challenges in *Senator's Dublin Living Lab*. This includes looking into the ways to better manage the kerbs in Dublin City Centre which is an extremely contested space. With so many demands on our kerb space from outdoor dining, parking, deliveries, and micro-mobility (scooters and bikes) to buses and taxis, it is tough to manage this effectively and efficiently. Striking a balance for access to this space is also a challenge. It's not a surprise then that we call this project 'Kicking Chaos from Kerb' project and it is having some positive influence on the national strategy.

Kerbside Management is in the "Local Authority Climate Action" section of the draft strategy. And advocates for aligning transportation with land use and prioritising more sustainable use of kerbside through more effective digital mapping and categorisation of its use. Having this data can support better demand management initiatives. A key recommendation in the strategy focuses on 'Developing Sustainable Freight Distribution Strategies for 5 Cities'. It proposes building on the outputs of the Senator Project under local measures. The report mentions asset sharing and digital freight platforms which are key goals of the Senator project which aims to also create consolidation centres for deliveries while delivering better management and prioritisation of kerbsides.

Moving Together Strategy

The Moving Together Strategy is a framework identified by the Department of Transport. It shows the many options available at national, regional, and local levels. These options enhance efficiency in the transportation system. The Strategy aims to guide and support both public and private entities. They will work together to develop actions based on evidence.

Also, there is a strong emphasis on engaging local communities. This is to ensure customized plans that address their needs and preferences.

The framework provides the policy direction needed at a national level to meet the objectives. It also identifies the options that all levels could use. There are 35 recommendations in the strategy which are further supported by an implementation Plan.



Senator's Impact on Guidance and Advice Proposals

Senator made its impact on the draft strategy specifically in two key areas: Generators of Demand (Movement of Goods) and improving public space use. Retail and freight transportation are crucial factors in this equation. The main lessons for implementation focused on planning for smart loading bay solutions and on comprehensive kerbside management strategies. Both are key to the Senator Project.

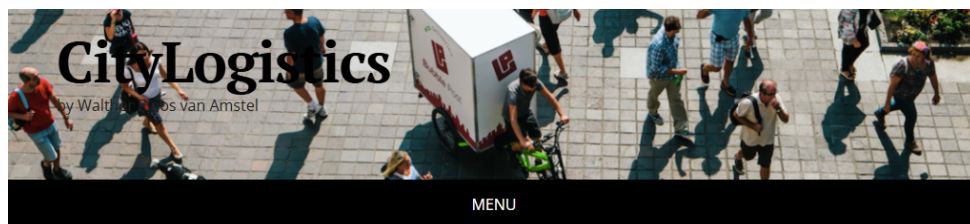
The draft strategy acknowledges the critical role of kerbside management in urban transportation. It sees it as a space for many activities, like parking, loading, and public transport stops. Also, for pedestrian facilities and cycling infrastructure. It proposes ways to optimise kerbside space use which can help to reduce congestion and ultimately improve well-being.

It is worth noting that the kerbside management project is also one of the 35 projects that have been selected nationally under the 'Pathfinder Programme'. This programme forms a key part of implementing the National Sustainable Mobility Policy, which sets out the government's plans to meet Ireland's requirement to achieve a 50% reduction in greenhouse gases by 2030 in the transport sector. [Find out more information on the Pathfinder Programme.](#)

"We are delighted that our pioneering work around Digital Kerbside Management in Dublin, delivered through the EU-funded H2020 Project, Senator, has been recognised on a national level as a part of the Moving Together Strategy by the Department of Transport. Having access to better kerbside data and how this space is being used is essential to managing it more efficiently. This could potentially reduce congestion and deliver more sustainable outcomes for the city. We are looking forward to seeing the outcome of the public consultation." – *Jamie Cudden, Smart City Programme Manager.*

For more information: [New Government Strategy to Manage and Reduce Congestion \(www.gov.ie\)](#)

57. [SENATOR platform reaches technological maturity – CityLogistics](#) (27/03/2024)



SENATOR platform reaches technological maturity

March 27, 2024 Research Comments: 0

The [SENATOR](#) project has achieved the technological maturity that allows it to start the most operational phase of pilots in 2024 and test its advanced technology, based on artificial intelligence, to improve city logistics in two [Urban Living Labs](#), in Zaragoza (ES) and Dublin (IE). [SENATOR is led by Correos](#) and aims to make last-mile delivery more efficient and sustainable.

The route optimization algorithm is operational and at the heart of the SENATOR platform. Most of the interface's visuals, where information generated by the algorithm is displayed for users, are also functional. This advancement results from joint work by the Technological Institute of Deusto (DeustoTech) and DOTGIS.

The level of technological maturity achieved by the project makes it possible to advance to the final phase of the pilots, where the operation of the SENATOR platform will be tested in various simulations and controlled tests related to the daily distribution operations in Dublin and Zaragoza.

"This advance not only represents a significant achievement in the development of SENATOR technology, but also an essential step towards the practical implementation of optimization in urban goods distribution," points out Ángela Núñez, European sustainability project manager at Correos and SENATOR project coordinator.

An integrated solution for urban logistics

If it reaches the market, the incorporation of this algorithm would distinguish the SENATOR platform as the most comprehensive solution in urban logistics currently available. The tool's goal is to facilitate strategic decision-making and provide participating partners with unprecedented control over their logistics operations.

In contrast to other existing tools, "SENATOR offers an unprecedented integration of various functionalities into a single platform, which simplifies logistics management and maximizes operational efficiency," explains Pilar Elejoste, technical director at DeustoTech.

Another aspect to highlight is the algorithm's ability to operate in real time. In addition to proposing the most suitable routes each day based on the parameterization performed at the beginning of the day, adjusting to the variables entered by the operator, it also enables immediate adjustments to adapt to unforeseen changes and dynamically improve efficiency in the last mile.

The interface or dashboard of the platform is in a very advanced design stage, as the last visuals are being finalized. "The information generated by the algorithm will be presented comprehensibly through an intuitive and comprehensive interface," adds Elejoste, thus allowing for real-time management of goods distribution.

Overcoming barriers in the pursuit of innovation

The platform's development has posed a series of significant technical and technological challenges, resulting in unavoidable delays in some project milestones. SENATOR has successfully addressed some of these challenges, including those linked to the complexity of fostering collaboration among competing companies in pursuit of innovation.

Núñez highlights another crucial challenge: "Innovation, especially in digitalization, is always a challenge, especially when facing urban goods distribution from such a disruptive perspective as in SENATOR, but great challenges prepare us for the future. Working on these projects is always an opportunity and an exciting challenge."

Source: [Senator](#)

56. [SENATOR logistics platform reaches technological maturity | CIVITAS](#) (12/03/2024)

CIVITAS

SENATOR logistics platform reaches technological maturity

Tuesday 12 March 2024



The **SENATOR** project has achieved the technological maturity that allows it to start the most operational phase of pilots in 2024 and test its advanced technology, based on artificial intelligence, in an effort to allow for better urban distribution of goods in two **Urban Living Labs**, namely in Zaragoza (ES) and Dublin (IE). SENATOR is led by Correos, and aims at making the operation of last-mile delivery more efficient and sustainable.

The **route optimisation algorithm**, which constitutes the heart of the SENATOR platform, is currently operational. Most of the visuals of the interface, where information generated by the algorithm is displayed for users, are also functional. This advancement is the result of joint work by the Technological Institute of Deusto (DeustoTech) and DOTGIS.

The level of technological maturity achieved by the project makes it possible to **advance to the final phase of the pilots, where the operation of the SENATOR platform will be tested** in various simulations and controlled tests related to the daily distribution operations in Dublin and Zaragoza.

"This advance not only represents a significant achievement in the development of SENATOR technology, but also an essential step towards the practical implementation of optimisation in urban goods distribution," points out Ángela Núñez, European sustainability project manager at Correos and SENATOR project coordinator.

An integrated solution for urban logistics

The incorporation of this algorithm would distinguish the SENATOR platform, if it reaches the market, as the most comprehensive solution in urban logistics that is currently available. The goal is for the tool not only to facilitate strategic decision-making, but also to provide participating partners with **unprecedented control over their logistics operations**.

In contrast to other existing tools, "SENATOR offers an unprecedented integration of various functionalities into a single platform, which simplifies logistics management and maximises operational efficiency," explains Pilar Elejoste, technical director at DeustoTech.

Another aspect to highlight is the **algorithm's ability to operate in real-time**. In addition to proposing the most suitable routes each day based on the parameterisation performed at the beginning of the day, adjusting to the variables entered by the operator, it also enables immediate adjustments to adapt to unforeseen changes and dynamically improve efficiency in the last mile.

The interface or dashboard of the platform is in a very advanced stage of design, as the last visuals are being finalised. "The information generated by the algorithm will be presented comprehensively through an intuitive and comprehensive interface," adds Elejoste, thus allowing for real-time management of goods distribution.

Overcoming barriers in pursuit of innovation

The development of the platform has posed a series of significant technical and technological challenges, which have resulted in some project milestones experiencing unavoidable delays. Thanks to continuous effort, SENATOR has successfully addressed some of these challenges, including those linked to the **complexity of fostering collaboration among competing companies in pursuit of innovation**.

Núñez highlights another crucial challenge: "Innovation, especially in digitalisation, is always a challenge, especially when facing urban goods distribution from such a disruptive perspective as in SENATOR, but great challenges prepare us for the future. Working on these projects is always an opportunity and an exciting challenge."

Authors: Mónica Pérez

55. [The News Crypto](#) (20/07/2023) **THENEWSCRYPTO** News ▾ Markets ▾ Editor's Choice Press Release Interview Learn

SENATOR Utilizes Ardor Blockchain to Revolutionize Urban Planning Policies

European project SENATOR uses blockchain technology to support sustainable and secure last-mile operations in urban planning policies. Major urban concerns may be addressed by decentralization and openness with the aid of four different governance plans.

The new initiative called [SENATOR](#)—or “Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics”—is backed and financed by the European Commission. It is being worked on by a global collaboration, which is being led by Correos.

SENATOR will have an ICT platform for integrated logistical operations and a smart network operator at its core. It provides complete optimization of urban goods delivery services, one of the EU's most urgent issues.

The strategy used by SENATOR will cut down on the number and length of goods delivery routes in metropolitan areas. That should therefore have a favorable effect on the availability of real-time information, planning, and forecasts related to these tasks.

Jelurida joins SENATOR as a partner of the business that was awarded the Correos public tender. Jelurida is significantly advancing the [Blockchain](#) project through the partnership.

The SENATOR initiative also links collection points and goods delivery providers to include the needs for goods delivery into urban planning. Without such a remedy, goods distribution often has a detrimental effect on metropolitan areas. Collaboration among agents and improved solutions for all stakeholders are made possible by a proactive attitude.

54. [U Today](#) (20/07/2023)

European SENATOR Project Employs Blockchain, Pushes Urban Freight Logistics Revolution

Backed by the European Commission, the [SENATOR](#) project is embarking on a groundbreaking mission to reimagine urban logistics operations. Implementing blockchain technology, SENATOR aims to address the significant challenges of last-mile operations within urban planning policies.



SENATOR is an initiative steered by an international consortium coordinated by Correos. Central to SENATOR's mandate is the development of a smart network operator underpinned by an ICT platform. The aim is to achieve comprehensive optimization of freight delivery services in urban locales, a pressing issue in the European Union's strategic plans.

The initiative aims to reduce the distance and number of freight delivery routes in urban areas. The anticipated result is a positive influence on real-time planning, data provision and predictive models associated with these operations.

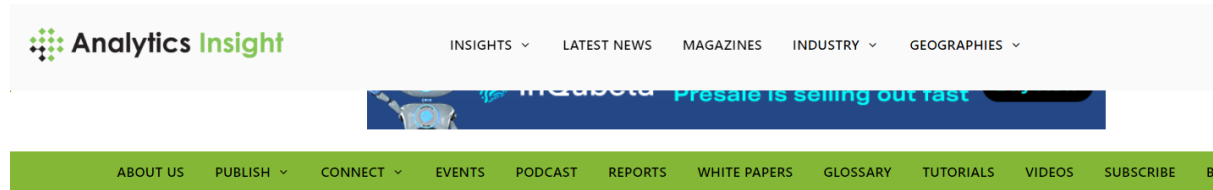
The SENATOR project seeks to fuse freight delivery services and collection points to assimilate freight delivery needs into urban planning procedures. By leveraging a proactive approach, SENATOR aims to foster collaboration and cultivate improved solutions for all stakeholders, potentially alleviating the negative effects that freight distribution typically exerts on urban environments.



Powering this initiative is Jelurida's [Ardor](#) blockchain, crucial for providing bridging solutions to other blockchains. The Ardor blockchain's capabilities will support the traceability of crucial transactions such as freight interchanges between different logistic operators and the traceability of cold chain variables.

Transaction throughput and efficiency are pivotal given the real-world implications of the project. SENATOR employs a digital identity solution known as SENATOR ID. This system applies to individual users, entities (including IoT devices and vehicles) and legal persons, presenting a flexible approach that caters to a range of current and future use cases.

53. [Analytics Insights](#) (20/07/2023)



Blockchain . Latest News

SENATOR Taps Ardor Blockchain To Establish Modern Urban Planning Policies



IndustryTrends
July 20, 2023 · 2 mins read



 New Cryptos L

SENATOR is a European project leveraging blockchain technology for urban planning policies to sustainable and secure last-mile operations. With the help of four distinct governance schemes, major urban issues can be tackled through decentralization and transparency.

SENATOR, or "Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics", is a new project backed and funded by the European Commission, and an international consortium coordinated by Correos is working on it.

At its core, SENATOR will encompass a smart network operator supported by an ICT platform for integrated logistics operations. It enables full optimization of freight delivery services in urban areas, one of the more pressing topics in the European Union.

SENATOR's approach will reduce the distance and number of freight delivery routes across urban areas. In turn, that should positively impact the provision for real-time information, planning, and predictions associated with these tasks.

"Jelurida participates in SENATOR as a collaborator of the company that won the public tender issued by Correos. Through this collaboration, Jelurida is making an important contribution to the project in the Blockchain.

Additionally, the SENATOR project connects freight delivery services and collection points to integrate freight delivery requirements into urban planning. Without such a solution, freight distribution often negatively impacts urban environments. A proactive approach will pave the way for agent collaboration and better solutions for all parties involved.

52. [Tech Startups](#) (20/07/2023)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 861540



Tech Startups ▾

SENATOR, the EU-funded SENATOR project, taps Ardor blockchain to develop new urban planning policies

 Daniel Levi POSTED ON JULY 20, 2023

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The [SENATOR project](#) is a European initiative that is using blockchain technology to address the challenges of urban freight logistics. The project is backed by the European Commission and is being coordinated by Correos, a Spanish postal service.

The EU-funded SENATOR project has recently tapped the Ardor blockchain to develop new urban planning policies that are more efficient, transparent, and sustainable.

The goal of the SENATOR project, which stands for “Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics,” is to develop a smart network operator that will use blockchain to optimize freight delivery services in urban areas.

At the heart of SENATOR is a smart network operator powered by an ICT platform, facilitating integrated logistics operations. By optimizing freight delivery services in urban areas, the project aims to reduce delivery distances and routes, leading to improved real-time information, planning, and predictions for these tasks. This initiative is set to have a positive impact on urban freight logistics, a pressing topic within the European Union.

[Jelurida](#), a Swiss blockchain software development startup incorporated in the Netherlands in 2016, is actively involved in the SENATOR project, collaborating with the company that won the public tender issued by Correos. Through this partnership, Jelurida brings its expertise in blockchain technology to make a significant impact on the project.

The SENATOR project aims to integrate freight delivery services and collection points into urban planning, addressing the negative impacts of freight distribution in urban environments. By fostering agent collaboration and innovative solutions, the project seeks to benefit all stakeholders involved.

51. [Hoy por Hoy Zaragoza- Cadena SER radio](#) (25/04/2023)



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N° 861540



The screenshot shows the SER2 website interface. At the top, there is a menu icon on the left, the SER2 logo in the center, and a yellow button labeled 'Elige tu emisora' on the right. Below the header, a breadcrumb trail reads: < PODCAST > Actualidad > Radio Zaragoza, audios extra. The main content area features a large dark blue card for the podcast 'Radio Zaragoza, audios extra' with the SER2 PODCAST logo at the bottom. To the right of the card, the episode title 'Hoy por Hoy Zaragoza (25/04/2023)' is displayed, along with the date '25/04/23' and social media sharing icons for Facebook, Twitter, LinkedIn, and WhatsApp. Below the title is a player interface showing a play button, the episode title, and a duration of 50:00. A description follows: 'Magacín de actualidad, ocio y cultura de la ciudad de Zaragoza, con Mónica Farré.' At the bottom left, it says 'Creado por' followed by a small profile icon and the name 'Hoy por Hoy Zaragoza'. At the bottom right, there is a section titled 'OTROS PODCASTS DE HOY POR HOY ZARAGOZA'.

50. C de Comunicación Logística (18/04/2023)



Correos colabora con Zaragoza en un nuevo proyecto de reparto de última milla

18/04/2023 • Última milla • C de Comunicación

El nuevo sistema, enmarcado dentro de la iniciativa Senator de la UE, se pondrá en marcha a finales de marzo en el centro de la ciudad.

Compartir:



El **Ayuntamiento de Zaragoza** estrenará a finales de marzo un nuevo sistema de reparto de última milla que contará con la colaboración de **Correos**. Esta iniciativa pretende optimizar las rutas, agilizar las entregas, así como reducir el tráfico y la contaminación. El proyecto explora el desarrollo de un nuevo modelo de logística urbano más eficiente y será subvencionado íntegramente por la UE, a través de la iniciativa **Senator**, enmarcada en **Horizonte 2020**.

Zaragoza y Dublín, las elegidas

La UE ha elegido a **Zaragoza** y **Dublín** como las ciudades en la que se va a llevar a cabo esta prueba, en la que participarán un **consorcio internacional** formado por compañías e instituciones españolas, irlandesas, alemanas, inglesas e italianas.

El proyecto se llevará a cabo exclusivamente en las áreas del Casco Histórico, parte del Centro, Las Fuentes y San José. El consistorio ha cedido una parte del sótano del mercado **San Vicente de Paúl** para que los productos destinados a la venta online puedan almacenarse para después ser distribuidos, según han informado a este medio representantes de **Zabala Innovation**, compañía participante en el proyecto.

Colaboración entre operadores

El principal objetivo de este proyecto es conseguir que los diversos operadores que operan en la ciudad colaboren para lograr una mayor **eficiencia conjunta**, para ello se hace esencial contar con la mayor información posible sobre los envíos. Correos compartirá información sobre trazabilidad – uso del **blockchain** para los envíos frigoríficos y el intercambio de cargas entre operadores-, información de geoposicionamiento, así como datos para evaluar la eficacia del proyecto.

49. [El Periódico de Aragón](#) (18/04/2023)

el Periódico

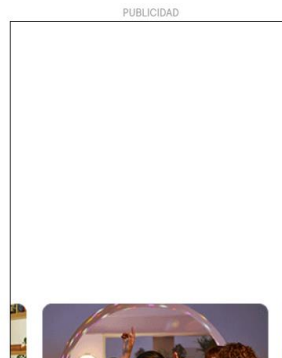
PROYECTO SENATOR

Zaragoza estrena en el centro el sistema de reparto de última milla

Esta iniciativa pretende optimizar las rutas, agilizar las entregas y reducir el tráfico y la contaminación

Carlota Gomar

Zaragoza | 18-04-23 | 06:00



Zaragoza estrenará a finales de mes el primer hub logístico en el centro de la ciudad, **una unidad de distribución de última milla (DUM) que se abrirá en el mercado municipal de San Vicente de Paul**. Los sótanos de estas instalaciones se han reconvertido en un almacén para hacer acopio de los productos de venta *online* que, gracias a la optimización de las rutas, podrían ser entregados en horas. Y lo que es más importante, más sostenible.

Esta iniciativa forma parte del programa europeo Senator, coordinado por Correos, y pretende crear un nuevo modelo de logística urbano que optimice las rutas de distribución. Subvencionado al 100% por la **Unión Europea** a través de Horizonte 2020 con 3,9 millones de euros, **la empresa estatal encargada del servicio postal trabaja en un consorcio internacional formado por compañías e instituciones de España, Irlanda, Alemania, Reino Unido e Italia**. Para testar el proyecto, se han seleccionados dos ciudades como banco de pruebas, Zaragoza y Dublín.

El proyecto pretende resolver desafíos no resueltos en materia de logística urbana. Para ello, se van a desarrollar y probar sistemas de reparto eficiente en áreas urbanas, donde las furgonetas de reparto van y vienen sin parar. Su presencia crece al ritmo de la demanda del *e-commerce*, en continuo ascenso.

El objetivo último pasa por conseguir que la distribución de mercancías sea **rápida, ágil y sostenible**. Un propósito que, por un lado, permitirá mejorar el servicio y que los usuarios reciban su compra más rápido y, por el otro, solventar los problemas que está ocasionando la alta demanda de la venta *online*, como la **contaminación**, el tráfico y la falta de infraestructuras.

48. Dublin InQuirer (09/11/2023)




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To Reduce Traffic and Emissions, An Post Proposes Taking Over Parcel Deliveries in Dublin 2

by **Claudia Dalby**
November 9, 2022










Dublin City Council and An Post are banding together to try and convince delivery companies to let them take over their parcel deliveries in parts of Dublin 2.

Online orders and e-commerce, instead of being delivered by an individual courier, would instead go to an An Post delivery unit in [East Wall](#), called an "urban consolidation centre", says Angus Lavery, spokesperson for An Post.

From there, An Post vans would take over the delivery of the parcels around Dublin 2. Doing so would ease urban traffic, take pressure off parking and loading bays and reduce carbon emissions, says Lavery.

The pilot is part of an EU-funded project [called Senator](#), which draws in partners from other cities, including Zaragoza in Spain.

"The pilot operation will then be assessed to gauge its usefulness as a model across the EU," says Lavery

Whether couriers, such as Amazon, UPS, DPD or DHL, will participate isn't clear. Spokespersons from these companies haven't responded yet to queries sent last Thursday.

Tackling Home Deliveries

On Tuesday, Claire Byrne, a Green Party councillor, says she had three packages from three separate delivery companies delivered to her house.

"We need to be looking at every opportunity we can to kind of, minimise vehicle traffic within the city and particularly those unnecessary journeys," she says.

Meanwhile, the council has also been trying to tackle problems with delivery vans parking in cycle lanes, on footpaths, and incorrectly in loading bays, [for years](#)

47. [El Periódico de Aragón](#) (06/06/2022)



SECCIONES
ARAGÓN > **ZARAGOZA**
FIESTAS DEL PILAR
CALATAYUD
EJE DE LOS CABALLEROS
TARAZONA
CUARTE DE HUERVA
ZUERA
MÁS MUNICIPIOS

PUBLICIDAD

● **ÚLTIMA HORA** | Consulta el orden de los grupos y los puntos de acceso en la ofrenda de flores de las Fiestas del Pilar

EL "E-COMMERCE" Y LA MOVILIDAD SOSTENIBLE

El mercado de San Vicente de Paúl de Zaragoza se convertirá en un centro de reparto de última milla

Los sótanos del mercado de abastos se están transformando en un gran almacén / La capital ha sido elegida por la UE para desarrollar modelos de distribución sostenible

Carlota Genar

ZARAGOZA | 06-06-21 | 02:00










Dos furgonetas en las puertas de entrada del mercado de San Vicente de Paúl, en Zaragoza. / ANDREEA VORNICU

El mercado de San Vicente de Paúl va a convertirse en el primer hub logístico de la capital aragonesa, un almacén donde las tiendas del centro integradas en el marketplace de Zaragoza Esencial harán acopio de los productos de venta online para que sean entregados incluso en el mismo día y con vehículos 100% sostenibles.

El ayuntamiento ha alcanzado un acuerdo con Correos para desarrollar este proyecto piloto y crear un centro de distribución urbana de mercancía (DUM) con el que pretenden optimizar el reparto de la paquetería de última milla (último trayecto del paquete) y solventar los problemas que está ocasionando actualmente la alta demanda del e-commerce, como la contaminación, el tráfico y la falta de infraestructuras. Esta iniciativa forma parte del programa europeo Senator, que nace con el propósito de desarrollar un sistema de reparto eficiente y sostenible que ha elegido a Zaragoza y a Dublin como banco de pruebas.

El crecimiento de las compras por Internet que se ha experimentado con la crisis sanitaria se ha convertido en un desafío medioambiental que obliga a las ciudades a buscar soluciones para que el creciente volumen de envíos no genere nuevos problemas. Para satisfacer la demanda, que cada día exige más inmediatez, es preciso que se construyan grandes almacenes a las afueras de las urbes y pequeños centros de distribución en los barrios que permitan realizar los repartos en vehículos eléctricos o de movilidad personal (VMP).

Esto es lo que va a hacer el consistorio en el mercado de San Vicente de Paúl, crear un almacén logístico en los sótanos con los productos de los más de 300 comercios que están integrados en el marketplace (una gran tienda de tiendas) My Bid Market de Zaragoza Esencial, y analizar los distintos modelos de reparto con el propósito de agilizar las entregas logrando reducir la huella de carbono y el tráfico.

46. Parcel and postal technology International (07/03/2022)



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FEATURES

An Post and Austrian Post tackling last-mile deliveries to reduce emissions

By SANDRA ROLING, HEAD OF TRANSPORT, CLIMATE GROUP – March 7, 2022 7 Mins Read

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By embracing electric vehicles (EVs) across their fleet, the two postal delivery companies are sending a clear message: businesses are ready for mass EV rollout

As competition to deliver the quickest and cheapest services intensifies, innovative companies working to revolutionize their approach to last-mile deliveries stand to enjoy an advantage. EVs are an essential part of this transformation, as EV100 members An Post and Austrian Post are demonstrating.

The future of last-mile deliveries is electric

According to the World Economic Forum, last-mile deliveries account for **53% of the total cost of shipping**, making them the most expensive part of the delivery process. High maintenance costs associated with running internal combustion engine (ICE) vehicles, coupled with frequent stops that limit efficiency, both contribute, and this is especially true in cities where traffic congestion poses further interruptions to journey time.

Although the upfront costs for electric commercial cars and vans are still high, advances in technology mean that cost parity with ICE vehicles is getting closer all the time. EVs have on average 20 moving parts compared with the 2,000 parts in an ICE vehicle, which makes EVs up to **70% cheaper to maintain**.

How An Post is enhancing efficiency in the last mile

An Post operates over 1,000 EVs, including Ireland's **first 7.5 tonne electric trucks**. The post plans to continue the electrification of its fleet in line with EV100 commitments. An Post was the first postal service provider in the world to achieve zero carbon emission delivery status in a capital city (Dublin). In 2021, it achieved zero-emission deliveries of letters and parcels to all Irish cities, making it the first postal service provider with zero-emission deliveries in all its major cities.

In September 2021, An Post began a **trial** of hydrotreated vegetable oil (HVO) fuel, which is over 90% less CO₂ intensive than fossil diesel. An Post is one of the first companies with a fleet of vehicles in Ireland to implement HVO as part of its fueling options. Since September, its trucks have traveled over 120,000km on HVO, averaging 25 liters per 100km. The use of HVO in the trial has resulted in a 92% reduction in carbon emissions.

Project **Senator** is an international collaboration project between several partners including An Post, being tested in both Dublin, Ireland, and Zaragoza, Spain, which uses real-time information and AI to integrate urban freight logistics in one network. EVs are central to the success of the project.



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September 12, 2023


UPS Flight Forward cleared to operate delivery drones beyond line of sight
September 12, 2023



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45. [Mp weixin/Insight Finance Chinese media](#) (13/13/2021)

Jelurida与埃森哲将共同开发由欧盟和Correos 招标的物流运输系统

洞悉财经 2021-12-13 07:51

区块链技术从诞生到现在正在愈加深刻的影响着我们的生活，从“蛮荒时期”盲目炒作到如今真正能够在某个领域解决问题，这是一场史诗的变革，互联网从WEB2到WEB3的跃进,游戏从Free To Earn 到Play To Earn的演变，DEFI对传统金融制度的冲击.....就像摆钟一样，指针会从中心化会向去中心化摆动，纵观整个区块链世界，目前去中心化基础设施已十分完备，公链、存储、治理....，设想一下，将区块链带入现实生活会带来什么？为了解答这一问题，我们看到每天都有无数新奇的想法被验证，尽管这已是星星之火，但这仍需要一定的时间，就像在Axie infinity没有爆发之前，没有人能够相信它的盈利能力能超过王者荣耀，也没有人会相信已经被无数企业验证的公司制度有可能被DAO的模式所取代。

区块链去中心化、不可篡改、可溯源的技术特性适用于很多行业，尤其在物流行业，区块链技术的特点尤为契合，但是真正能将这些技术特点应用到产业当中的公司并不多，这个看起来简单，实际操作起来会有很多问题，因为物流不仅仅是运输，整个过程需要很多部门的配合，如何把这些资源整合起来使用统一的技术标准是个难点。但是我们正在看到一些积极的变化，近期Jelurida和埃森哲赢得了欧盟和Correos 的公开招标，将会共同启动Senator项目，通过自身的技术优势来整合城市货运物流中的利益相关者，为 Correos 和欧盟 (EU) 开发一系列基于区块链的解决方案。



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44. [Europe World News](#) (08/12/2021)

NEWS BITCOIN BUSINESS SPORTS TRAVEL MORE... ▾



BITCOIN

Senator is a new blockchain project funded by the European Union

By Amber Baxter • December 8, 2021

Jelurida, a Swiss blockchain software development company, will collaborate with Accenture, the global management consulting and services company, on the development of the new blockchain-based project "Senator".

This alliance became known in the blockchain radio program of Radio Intereconomía after winning the public tender from Correos, the state-owned company responsible for the provision of the postal service in Spain and through bilateral agreements of the postal service in Andorra together with the French company La Post.

Goals of the senator

The alliance, which enabled the launch and development of the new EU-funded project, aims to develop governance schemes for user demand planning, transport planning, logistics and urban infrastructures in order to optimally steer urban planning policy.

The selected network

VENTAS 12월 27일 수요일

엔엑스티(NXT)코인의 화재와 이그니스(IGNIS)코인

엔엑스티(NXT)코인은 탈중앙화 시스템의 목적으로 개발이 된 블록체인 플랫폼입니다. NXT코인을 보유하고 있는 보유자에게는 1 NXT당 0.5 IGNIS로 1:0.5로 에어드랍 됩니다.



Senator is a new blockchain project funded by the European Union

This research and innovation project will leverage Ardor's blockchain platform to the block chain, which, according to the parties involved, perfectly matches the technical requirements, since the project requires a public platform with more than 1,000 nodes, multi-chain, permit option and hybrid operation, with proof of participation in order to ensure low energy consumption and to meet the requirements of the Post and the EU.

43. [Blockonomi](#) (08/12/2021)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 861540


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BUSINESS

Jelurida & Accenture Team Up To Develop Mainstream Blockchain-Integrated Business Models

The collaboration of two giants is part of the blockchain project Senator backed by the European Union.

BY NICHOLAS SAY - DECEMBER 8, 2021

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Jelurida, a Swiss-based blockchain software company, is the name that is making significant strides in capturing a piece of the rapidly growing blockchain industry and expanding its capability to real-world use cases.

2021 has become a year of promises, with a slew of blockchain-based initiatives and crypto-focused trends such as Decentralized Finance, NFTs, and Metaverse.

Despite initial objections, high-profile firms and businesses are embracing the technology and working to incorporate it into their business model.

In some ways, blockchain is constantly evolving the business model. In other words, the focus of traditional businesses has shifted to tailoring blockchain acceptance to their specific requirements.

When Blockchain Meets the Real World

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According to the press release, Jelurida will team up with Accenture to develop real-world use cases applying blockchain infrastructure. The collaboration of two giants is part of the blockchain project Senator backed by the European Union.



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42. [Cointelegraph](#) en Español (06/12/2021)


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	€19,736	€1,360	€289	€35	€0.44	€0.06
	-2.08%	-1.29%	+0.43%	+1.33%	-1.00%	-2.13%

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JUAN ABAD
07 DEC 2021

Senator es un nuevo proyecto blockchain financiado por la Unión Europea

Un nuevo proyecto de logística, transporte y planificación que usará tecnología blockchain será financiado por fondos de la Unión Europea

1173 Vistas totales 1 Número total de comentarios












Jelurida, una empresa suiza de desarrollo de software blockchain, trabajará junto con Accenture la firma global de consultoría de gestión y servicios profesionales, en el desarrollo del nuevo proyecto "Senator" el cual está basado en blockchain.

Esta alianza la dieron a conocer en el programa Blockchain Radio de Radio Intereconomía luego de haber ganado el concurso público de Correos, la empresa estatal encargada de la prestación del servicio postal en España y, por acuerdos bilaterales, del servicio postal en Andorra junto con la empresa francesa La Poste.

Objetivos de Senator

La alianza que dio origen al lanzamiento y desarrollo del nuevo proyecto financiado por la UE tiene como objetivo desarrollar esquemas de gobernanza sobre la planificación de la demanda de los usuarios, la planificación del transporte, la logística, y las infraestructuras de la ciudad, con el fin de gestionar de forma óptima las políticas de planificación urbana.

La red seleccionada

Este proyecto de investigación e innovación utilizará la plataforma blockchain de Ardor, la cadena de bloques que, de acuerdo a los involucrados, encaja perfectamente con los requisitos técnicos ya que el proyecto necesitaba una plataforma pública con más de 1,000 nodos, multicadena, posibilidad de tener permisos y operar de forma híbrida, contando con prueba de participación para garantizar bajo consumo de energía, y estar en línea con los requisitos de Correos y de la UE.

Además, el hecho de que esta red tiene la capacidad de conectarse con otras redes, en caso de que sea necesario en el futuro, también fue importante para seleccionarla, considerando que ya se ha implementado como prueba puentes que hacen posible la interconexión con protocolos de cadena de bloques compatibles con Ethereum Virtual

ELECCIÓN DEL EDITOR
El precio del Bitcoin roza los USD 19,300 en medio del temor al "rug pull más grande la historia"

Chainalysis: Ghana estaría posicionada para alcanzar a Nigeria y Kenia en cuanto a la adopción de criptomonedas

El Merge de Ethereum fue "ejecutado sin problemas", dice el cofundador de Starkware

Kazajistán está dispuesto a legalizar las criptomonedas mientras los rusos acuden al país

Una empresa de criptomonedas salvará la icónica escultura de dinero fiduciario con una financiación de 1 millón de euros

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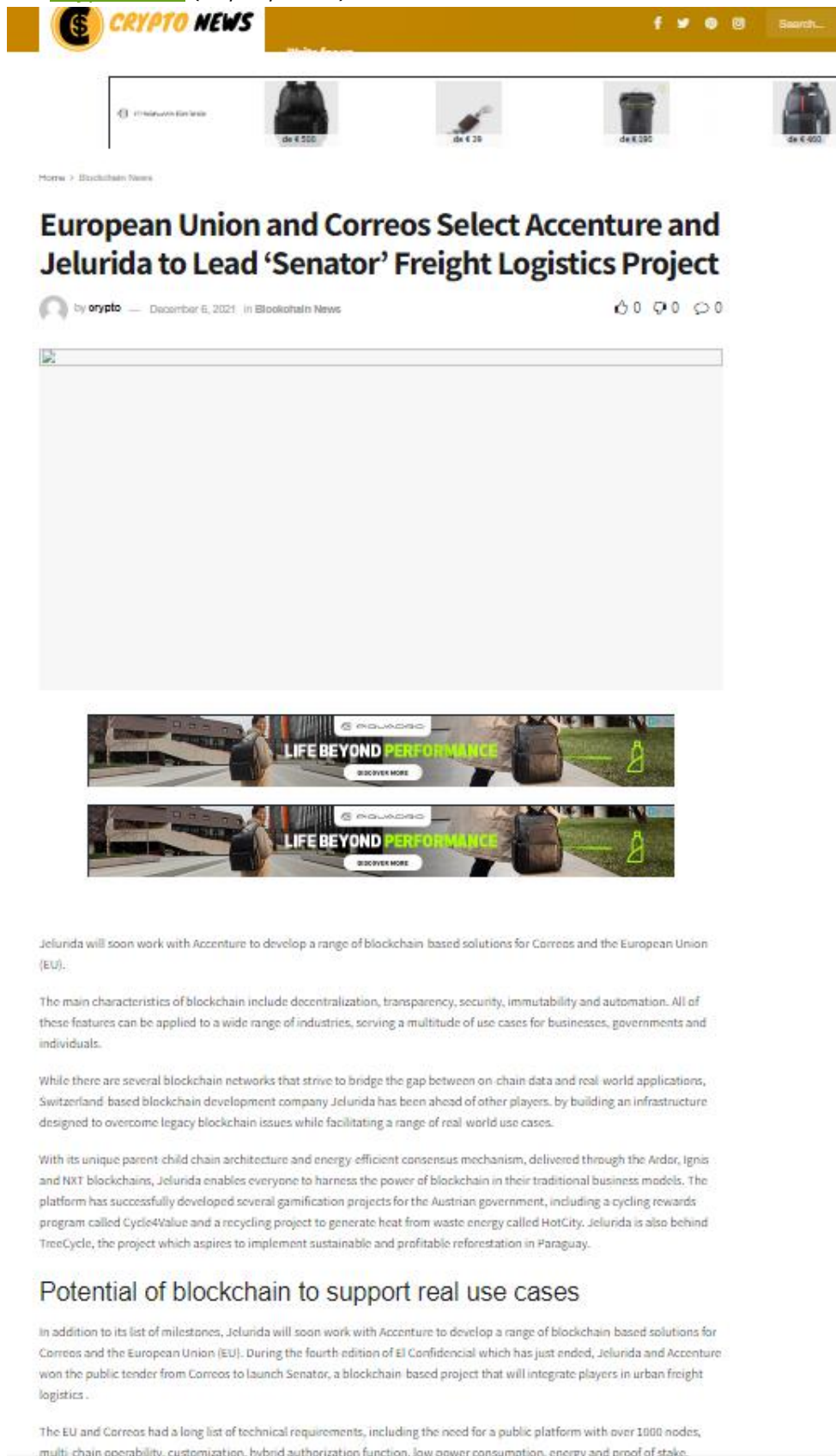

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Soluciones Blockchain para su negocio **scalable**



41. [Cryptonews](#) (06/12/2021)



The screenshot shows a news article on the Cryptonews website. The article is titled "European Union and Correos Select Accenture and Jelurida to Lead 'Senator' Freight Logistics Project". It is dated December 6, 2021, and is categorized under "Blockchain News". The article text is mostly obscured by a large, light-colored rectangular area, likely a placeholder for an image or a redaction. Below the main text, there are two identical banners for "LIFE BEYOND PERFORMANCE" featuring a person with a backpack and a bicycle. The banners include a "DISCOVER MORE" button. At the bottom of the page, there is a section titled "Potential of blockchain to support real use cases" which contains several paragraphs of text. The text describes the main characteristics of blockchain (decentralization, transparency, security, immutability and automation) and how they can be applied to various industries. It also mentions Jelurida's role in developing blockchain-based solutions for the European Union and Correos, specifically the Senator project. The text highlights the project's goals, including integrating players in urban freight logistics and meeting technical requirements like a public platform with over 1000 nodes, multi-chain interoperability, customization, hybrid authorization function, low power consumption, energy, and proof of stake.

European Union and Correos Select Accenture and Jelurida to Lead 'Senator' Freight Logistics Project

by **crypto** — December 6, 2021 in Blockchain News

Jelurida will soon work with Accenture to develop a range of blockchain based solutions for Correos and the European Union (EU).

The main characteristics of blockchain include decentralization, transparency, security, immutability and automation. All of these features can be applied to a wide range of industries, serving a multitude of use cases for businesses, governments and individuals.

While there are several blockchain networks that strive to bridge the gap between on-chain data and real world applications, Switzerland-based blockchain development company Jelurida has been ahead of other players, by building an infrastructure designed to overcome legacy blockchain issues while facilitating a range of real world use cases.

With its unique parent child chain architecture and energy efficient consensus mechanism, delivered through the Ardor, Ignis and NXT blockchains, Jelurida enables everyone to harness the power of blockchain in their traditional business models. The platform has successfully developed several gamification projects for the Austrian government, including a cycling rewards program called Cycle4Value and a recycling project to generate heat from waste energy called HotCity. Jelurida is also behind TreeCycle, the project which aspires to implement sustainable and profitable reforestation in Paraguay.

Potential of blockchain to support real use cases

In addition to its list of milestones, Jelurida will soon work with Accenture to develop a range of blockchain based solutions for Correos and the European Union (EU). During the fourth edition of El Confidencial which has just ended, Jelurida and Accenture won the public tender from Correos to launch Senator, a blockchain based project that will integrate players in urban freight logistics.

The EU and Correos had a long list of technical requirements, including the need for a public platform with over 1000 nodes, multi-chain interoperability, customization, hybrid authorization function, low power consumption, energy and proof of stake.

40. [Coinspeaker](#) (05/12/2021)


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European Union and Correos Select Accenture and Jelurida to Lead ‘Senator’ Freight Logistics Project

Dec 6 2021 · 14:52 UTC by Julia Sakovich · 4 min read



Photo: Depositphotos

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Jelurida will soon collaborate with Accenture to develop a range of blockchain-based solutions for Correos and the European Union (EU).

Blockchain's core characteristics include decentralization, transparency, security, immutability, and automation. All of these features can be applied to a wide range of industries, thus serving a multitude of use cases for businesses, governments, and individuals alike.

While there are several blockchain networks that are working towards bridging the gap between on-chain data and real-world applications, Switzerland-based blockchain development firm, **Jelurida**, has raced ahead of other players by building an infrastructure that is designed to overcome problems of legacy blockchains while facilitating a range of real-world use cases.

Through its unique parent-child chain architecture and energy-efficient consensus mechanism, delivered via the Ardor, Ignis, and NXT blockchains, Jelurida allows everyone to harness the power of blockchain in their traditional business models. The platform has successfully developed several gamification projects for the Austrian government, including a reward-based program for cycling called Cycle4Value and a recycling project to generate heat from waste energy called HotCity. Jelurida is also behind TreeCycle, the project that aspires to implement sustainable and profitable reforestation in Paraguay.



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	Cardano ADA	\$0.43	↓ -1.01%

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Euro Hits New Lowest Level Against US Dollar in 20 Years
September 27th, 2022

39. [Ihodi](#) (06/12/2021)


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Jelurida to Collaborate With Accenture On EU's "Senator" Project to Manage Urban Planning Policies
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Jelurida to Collaborate With Accenture On EU's "Senator" Project to Manage Urban Planning Policies

Dec. 6, 2021


Osher Deri
A Blockchain geek and crypto advisor, been trading crypto since 2013 and believes smart contracts will change the world.

As blockchain technology continues to evolve, the scope of transforming traditional business models has also increased manifold.

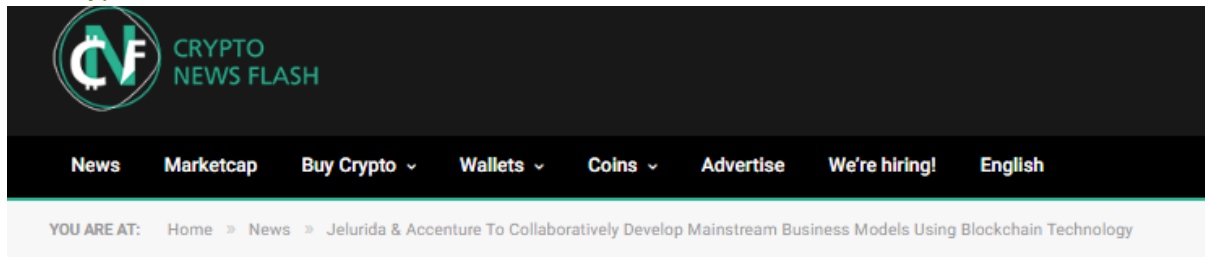
Several next-gen blockchain projects like Jelurida are continuously working to blur the lines between on-chain and off-chain apps to facilitate blockchain's use in supporting real-world use cases. Switzerland-based blockchain development firm Jelurida offers a unique parent-child chain architecture through its Ardor, Ignis, and NXT blockchains.

Jelurida has already showcased the potential of its blockchain infrastructure and pure proof-of-stake (PPoS) environmentally-friendly consensus mechanism by working with the Austrian Ministry to facilitate several gamification projects like HotCity and Cycle4Value. These projects leverage Jelurida's infrastructure for the greater good of both humans and the environment.

To further merge blockchain with real-world applications, Jelurida will soon collaborate with Accenture, one of the biggest brands in the technology sector. Per the unanimous decision of the board of members from the recently concluded [fourth edition of the El Confidencial event](#), Jelurida and Accenture won the public tender from Correos. Together, they will work hand-in-hand to develop the EU's blockchain-based project titled "Senator." This fully-funded project by the EU aims to build governance schemes on user demand planning, transport planning, freight and logistics planning, and city infrastructures. In other words, to optimally manage urban planning policies.

Jelurida's [Ardor blockchain](#) is an open-source multichain platform specifically designed to overcome the problems of legacy blockchains while ensuring high-level scalability. Ardor is equipped to offer business-ready functionality alongside fully customizable features through its parent-child architecture. Furthermore, Ardor relies on a 100% pure proof-of-stake (PPoS) consensus mechanism, which is energy-efficient compared to blockchains that use the PoW or PoM mechanisms. Due to its many benefits, including security, scalability, interoperability, cost-efficiency, and environmentally-friendly consensus, Ardor aligns directly with the EU's and Correos' core vision.

38. [Crypto News Flash](#) (06/12/2021)



NEWS

Jelurida & Accenture To Collaboratively Develop Mainstream Business Models Using Blockchain Technology



By GUEST POST — 6. December 2021



The mainstream use and acceptance of cryptocurrencies have grown manifold this year.



Besides Bitcoin gaining acceptance as a legal tender in El Salvador, several prominent businesses have started accepting crypto payments.



While this is just the beginning of a long journey, it undoubtedly highlights that traditional businesses are gradually warming up to the idea of merging blockchain technology with their existing business models.



Among several initiatives organized worldwide to raise awareness about blockchain technology and brainstorm new ways of integrating this technology into real-world applications, the recent [El Confidencial](#) event, the fourth edition of the blockchain forum, has turned out to be a huge success.

This year, El Confidencial is focusing on its upcoming blockchain project titled Senator. Funded by the EU, Senator aims to optimally develop and manage urban planning policies for the government by covering multiple areas, including user demand planning, transport planning, freight and logistics planning, and city infrastructures, among others. As part of this initiative, two technology heavyweights, one from the real world and one from the blockchain ecosystem, will collaborate to cover a broad spectrum of use cases.

Accenture, which has already won itself the public tender from Correos for the Senator project, will be collaborating with next-gen blockchain company [Jelurida](#) to work upon a multi-collaborative framework that will bring together stakeholders in urban freight logistics. Jelurida, together with its [Ardor](#), [Ignis](#), and [NXT](#) chains, will provide the required on-chain infrastructure to help bring this idea into reality.

37. [Jelurida's website](#) announcement (02/12/2021)


JELURIDA

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Jelurida will collaborate with Accenture on part of the EU-funded "Senator" freight logistics project

07 December 2021



MADRID, Spain. On December 2, 2021, Alberto Fernandez – Jelurida Business Developer and Software Engineer - was a guest speaker at the Blockchain Radio program of Radio Intereconomía, together with Alfonso Tames Llana - Accenture Managing Director leading Technology Innovation, Blockchain and Artificial Intelligence for Spain, Portugal and Israel, and Santiago Muñoz Cumplido - Correos Head of the Environment Department and SENATOR Project Lead. In this radio program they officially announced that Jelurida, together with Accenture, won a public tender from Correos, resulting in the launch of the new blockchain based "Senator" project.

What is Senator?

Senator is a project funded by the EU, which aims to develop governance schemes on user demand planning, transport planning, freight and logistics planning, and city infrastructures, in order to optimally manage urban planning policies.

Within this scope, the project has created a multi-collaborative framework that will bring together stakeholders in urban freight logistics. It provides a "control tower" that aims to help plan operations and will facilitate relationships between urban planners and urban freight logistics stakeholders. Ultimately, the project will create a new urban logistics model focused on the four urban layers (end-user, transport, logistics, and infrastructure) and will enhance citizen participation in urban planning policies.

Correos published a public tender for the service of Blockchain Implementation. Accenture, in collaboration with Jelurida, was the company that finally won the public tender.

36. Media tribune by Javier Molina in Cotizalia-[El Confidencial](#) (02/12/2021)

Cotizalia

De Vuelta

Por **Javier Molina**

Seguir

Correos, Blockchain y cómo será la logística urbana

Jelurida, junto a Accenture, ganaron una licitación pública de Correos para el lanzamiento de Senator, un proyecto donde se implementa Blockchain



Personal de Correos. (EFE/Quique García)

Por **Javier Molina**

03/12/2021 - 05:00 Actualizado: 03/12/2021 - 11:34



La semana pasada El Confidencial organizó la **cuarta edición del foro Blockchain**, el evento de referencia nacional donde se muestran las tendencias, novedades, aplicaciones en el mundo financiero y, por supuesto, las grandes líneas que se están desarrollando en el entorno de los activos digitales. Con 36 ponentes y 5 horas de emisión, se trató de abarcar un **amplio espectro de casos de uso, temática relacionada con bitcoin y cómo se estaban creando nuevos modelos de negocio** gracias a Blockchain.

Sin embargo, fueron muchos los temas y ponentes que, por falta de tiempo en una agenda ya muy extensa, no pudimos tratar y desarrollar. Por esa razón, voy a intentar cubrir alguno de los proyectos que, bien por su relevancia o bien por su impacto sobre los ciudadanos, merecen ser descritos en esta misma tribuna. Para darle un aspecto más vivo, **trasladaremos las conversaciones (a modo de ponencias de ese foro) destacando los puntos relevantes.**



LaLiga entra en la industria del 'blockchain' a través de un acuerdo de cinco años con Sorare

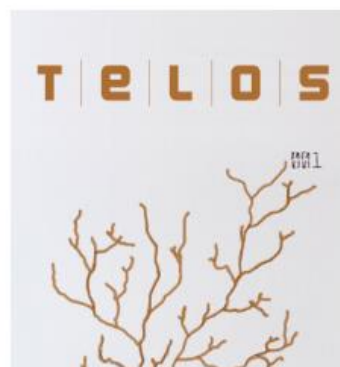
EP


Javier Molina

Ver más artículos

Economista y Master en Mercados Financieros. Ha sido responsable de productos cotizados y director de productos estructurados para Banca Privada en Société Générale. Así mismo, ha estado al mando de la Mesa de Equity Derivados para América Latina en

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35. Radio programme Blockchain Radio in [Radio Intereconomía](#) (02/12/2021)



Blockchain Radio
con Susana Criado y Javier Molina

Jueves de 14 a 15h en [intereconomia.com](#)

02 diciembre, 2021

Maestras del planazo, vuelve Time to Fly

Blockchain Radio, Actualidad, Casos de uso y Foco en los NFTs

Estrenamos nuevo espacio y nuevo acuerdo con [BelnCrypto](#) mediante el cual, repasamos las noticias más relevantes del ecosistema en [BlockchainRadio](#) !!! Una suerte contar con [Daniel Ramirez-Escudero Susaeta](#) en cada programa.

Continuamos con nuestra formación en [Tutellus](#) y de la mano de [Miguel Caballero](#) con quien hablamos del Launchpad que han sacado para saber por qué, si es algo nuevo, metas y detalles de esta lanzadera del ecosistema tutelliano.

Mostramos casos de uso de [Blockchain](#) esta vez de la mano de [Alberto Fernandez de Jelurida Swiss SA](#), [Alfonso Tames Llana](#) de [Accenture](#) y [Santiago Muñoz Cumplido](#) de [Correos](#) en este caso, Senator y cómo se lanzan proyectos encaminados a mejorar la logística urbana.

Hacia tiempo que queríamos repasar con [Maria Teresa Nieto Galán](#) de [Telefónica Tech](#) todo lo que estaban haciendo con Blockchain en temas de Certificación, Trazabilidad y un proyecto denominado TrustOs por el cual le preguntamos sin falta.

No podemos dejar de repasar todo lo que sucede con los [NFTs](#) y hoy le damos una visión más picante de la mano de [Jesús Herencia](#) con quien discutimos dónde está el punto de inflexión al hablar de Valor & Precio.

Con [Gabriela Chang Valdovinos](#) hablamos de incentivos cripto-económicos para hacer llegar la inversión de impacto donde realmente se necesita. Cuanto más tiempo pasa, más nos encanta hablar y descubrir lo que hacen desde [EthicHub](#)

Programas

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Bitcoin a punto de perder los 19.000 dólares Escuchar

La UE prohibirá los pagos en criptocarteras europeas a los rusos tras los «referendums» de anexión en Ucrania Escuchar

Balance del día: Bitcoin y Ethereum mantienen un soporte crucial y el RSR gana un 50% en una semana Escuchar

Crypto Plaza Finance y el primer fondo español tokenizado en myconomy 28/09/2022 Escuchar

34. Mention to the project in an article in El Confidencial (28/09/2021)

El Confidencial

Medioambiente ■ Las devoluciones en mensajería, un dolor de cabeza para el transporte y el medioambiente



Esther Pérez, directora de Operaciones de Correos Express.

Esther Pérez, directora de Operaciones de Correos Express, dijo que “los grandes jugadores del mercado buscan la inmediatez para que el cliente no se eche para atrás con la compra, pero hay algunos aspectos que pueden contribuir a un **reparto más sostenible**, como entrar en las ciudades en horarios nocturnos”.

Pérez puso como ejemplo el **proyecto europeo Senator**, un plan en el que participa Correos y que está financiado con fondos europeos (H2020). Basado en torres de control repartidas por las ciudades, este programa busca mediciones exactas de la calidad del aire y coordinar las diferentes soluciones integradas de la movilidad urbana, como la reserva de aparcamientos, el diseño de rutas más eficientes para evitar el tráfico y la colaboración entre redes.

El sector del transporte, según fuentes del Ministerio para la Transición Ecológica y Reto Demográfico, representa el 25% de las emisiones totales de gases de efecto invernadero en España. Y suponen el **40% de las emisiones** de los sectores que todavía no están regulados dentro del mercado de compensación de CO₂ (EU ETS).

Proyectos Estudios urbanos Publicaciones Charlas y entrevistas Bio English

Las claves del fresco de
Cicero en Trono

32. Page in [Deusto's website](#) (24/02/2021)



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Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics



Goals

The main objective of SENATOR project is to provide 4 governance schemes for urban planning policies, such as User demand planning, Transport planning, Freight & Logistics planning and City infrastructure management. This is possible by bringing together relevant stakeholders in urban freight logistics with local administration and final customers, within one multi-collaborative framework based on a new urban logistics model to attend the requirements of the 'on demand economy'.

How is it achieved?

SENATOR will deploy an innovative IT system based on a "control tower" approach, allowing dynamic planning and ensuring operative optimisation through a fluent relationship between urban planners, urban freight logistics players and citizen engagement. This platform is called to balance the increasing demand of freight & delivery services with the available fleet's load capacity and the city's infrastructure and mobility policies.

The main concept behind the project idea is to create a new urban logistic model focused on the four urban layers (end-receiver, transport, logistics and infrastructure). Based on a multi-level system model for urban space management promoting sustainability and shared-connected freight and delivery services in cities, SENATOR will optimise the satisfaction of all stakeholders' needs through empowering their decision-making capacity & prioritising urban mobility by an integrated approach.

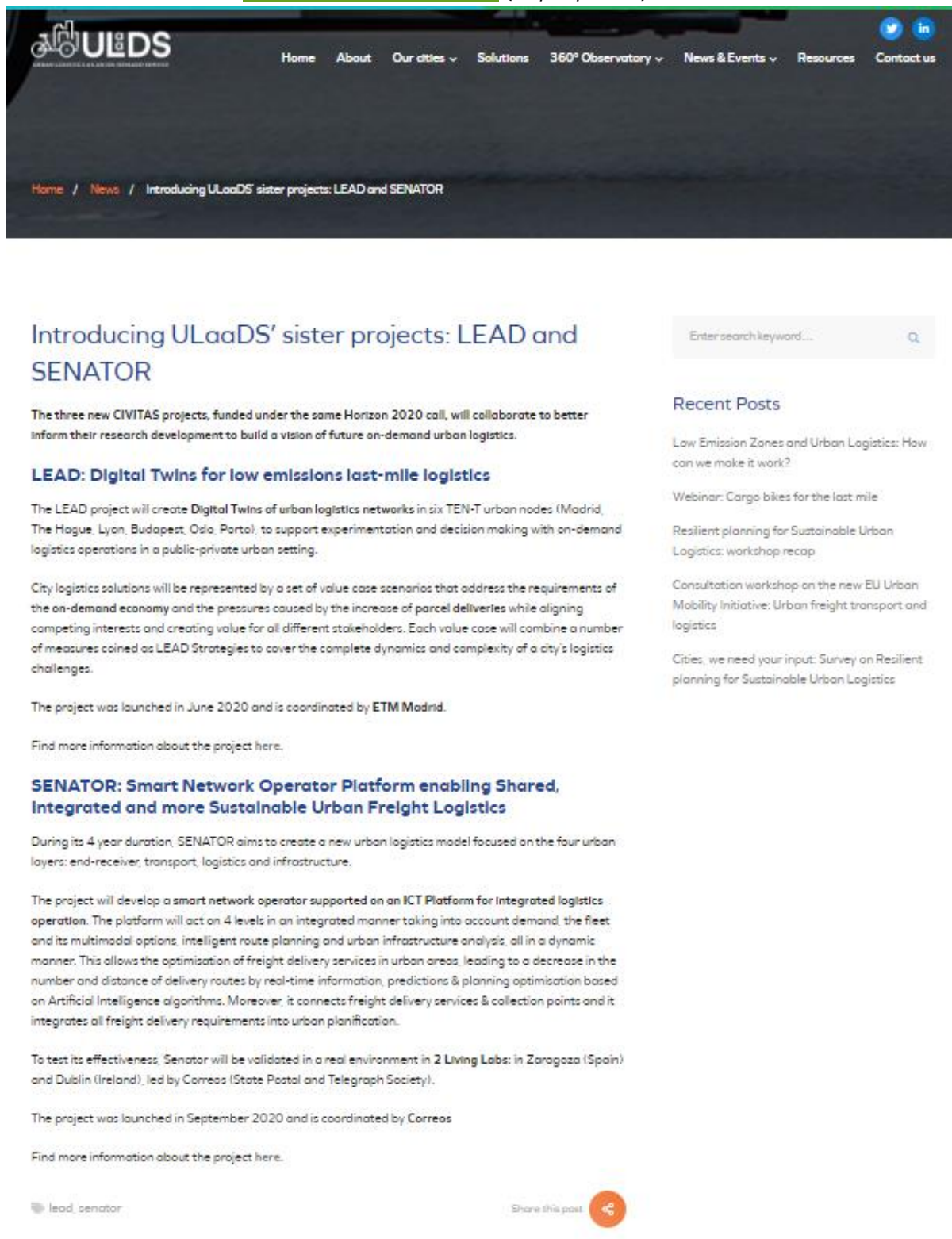
In order to test its effectiveness, SENATOR will be validated in a real environment in 2 Living Labs: in Zaragoza (Spain) and Dublin (Ireland).

What was our contribution?

Deusto assumes the technical management of SENATOR, being also responsible of the final ICT Platform implementation coordinating the technological partners' work. The resulting IT infrastructure will be an innovative technology system that provides a comprehensive 360° solution and a multi-collaborative intelligent network. The scientific efforts will be focused in dynamic and multi-target optimization research applied to dynamic delivery planning and the four services implementation for the mentioned 4-level scheme.

This project has received funding from the European Union's

31. Article in Article in [Ulaads project's website](#) (27/01/2020)



ULaaDS
URBAN LOGISTICS & AI-DRIVEN ON-DEMAND SERVICES

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Home / News / Introducing ULaaDS' sister projects: LEAD and SENATOR

Introducing ULaaDS' sister projects: LEAD and SENATOR

The three new CIVITAS projects, funded under the same Horizon 2020 call, will collaborate to better inform their research development to build a vision of future on-demand urban logistics.

LEAD: Digital Twins for low emissions last-mile logistics

The LEAD project will create Digital Twins of urban logistics networks in six TEN-T urban nodes (Madrid, The Hague, Lyon, Budapest, Oslo, Porto), to support experimentation and decision making with on-demand logistics operations in a public-private urban setting.

City logistics solutions will be represented by a set of value case scenarios that address the requirements of the on-demand economy and the pressures caused by the increase of parcel deliveries while aligning competing interests and creating value for all different stakeholders. Each value case will combine a number of measures coined as LEAD Strategies to cover the complete dynamics and complexity of a city's logistics challenges.

The project was launched in June 2020 and is coordinated by **ETM Madrid**.

Find more information about the project [here](#).

SENATOR: Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics

During its 4 year duration, SENATOR aims to create a new urban logistics model focused on the four urban layers: end-receiver, transport, logistics and infrastructure.

The project will develop a smart network operator supported on an ICT Platform for Integrated logistics operation. The platform will act on 4 levels in an integrated manner taking into account demand, the fleet and its multimodal options, intelligent route planning and urban infrastructure analysis, all in a dynamic manner. This allows the optimisation of freight delivery services in urban areas, leading to a decrease in the number and distance of delivery routes by real-time information, predictions & planning optimisation based on Artificial Intelligence algorithms. Moreover, it connects freight delivery services & collection points and it integrates all freight delivery requirements into urban planification.

To test its effectiveness, Senator will be validated in a real environment in **2 Living Labs**: in Zaragoza (Spain) and Dublin (Ireland), led by Correos (State Postal and Telegraph Society).

The project was launched in September 2020 and is coordinated by **Correos**.

Find more information about the project [here](#).

lead_senator

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30. Article in [esmartcity.es](https://www.esmartcity.es) (01/12/2020)



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Inicio » Movilidad Urbana » El proyecto europeo Senator desarrollará un nuevo modelo de logística urbana

El proyecto europeo Senator desarrollará un nuevo modelo de logística urbana

Publicado: 01/12/2020

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El proyecto 'Plataforma de Operador de Red Inteligente que permite una Logística de Carga Urbana Compartida, Integrada y más Sostenible' (Senator), seleccionado en el marco del programa europeo Horizonte 2020 para recibir una financiación de casi cuatro millones de euros y liderado por Correos, ha comenzado sus trabajos con el objetivo de crear un nuevo modelo de logística urbana.



El proyecto Senator desarrollará un operador de red inteligente apoyado en una plataforma TIC para la operación logística integrada.

La empresa estatal encargada del servicio postal en España, Correos, es la coordinadora de Senator, un proyecto subvencionado al 100% por la Unión Europea a través de Horizonte 2020 con 3.999.746,25 euros. Está trabajando con un consorcio internacional formado por compañías e instituciones de cinco países europeos: España, Irlanda, Alemania, Reino Unido e Italia.

El proyecto Senator pretende resolver desafíos no resueltos en la UE en materia de logística urbana: la creciente demanda de productos por parte de la ciudadanía, el aumento de los costes asociados y la atomización del sector, y la congestión provocada por la distribución de entregas en los centros urbanos y sus consecuencias ambientales.

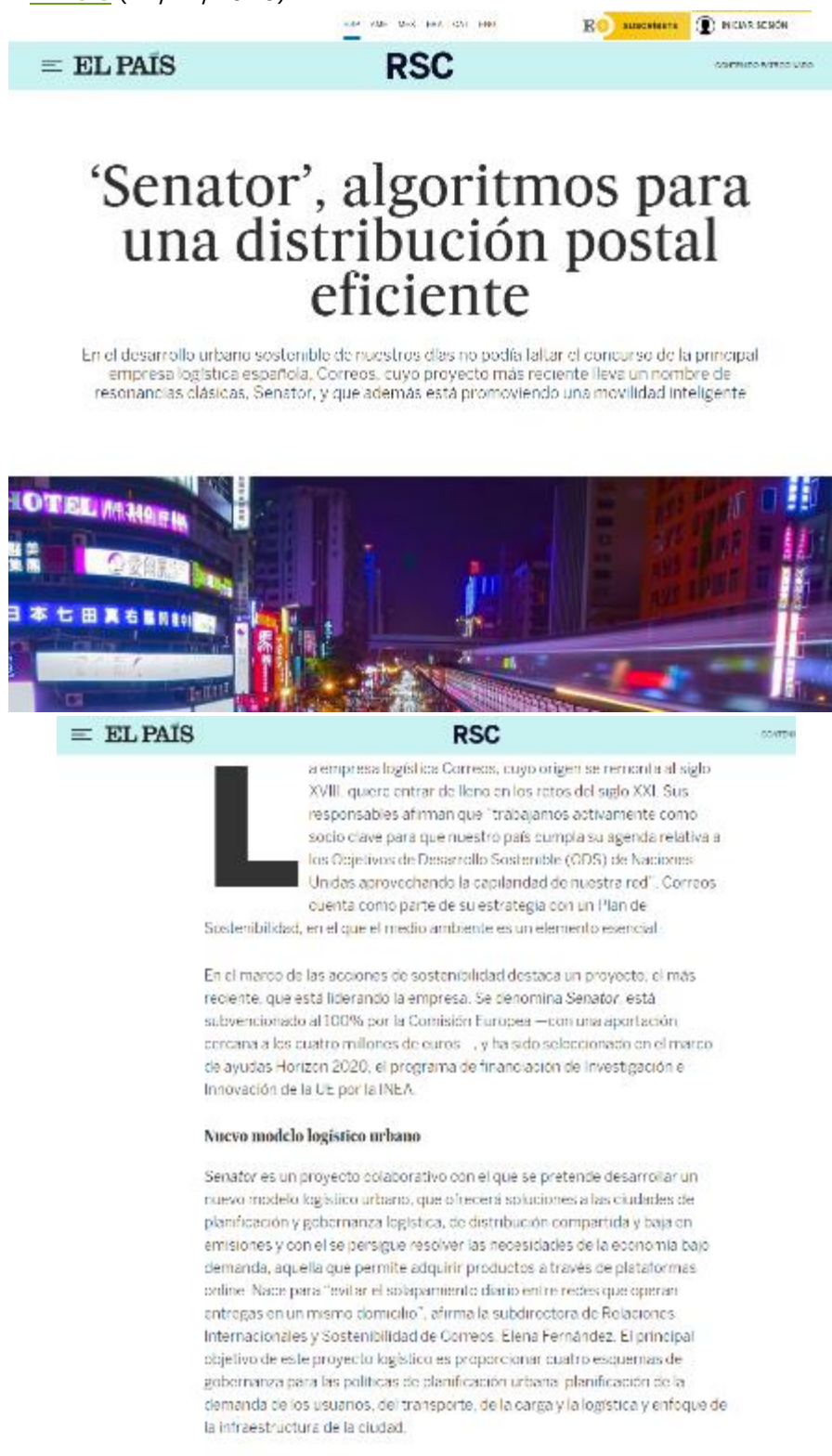
La iniciativa se desarrollará hasta finales de agosto del año 2024 con la finalidad de proporcionar cuatro esquemas de gobernanza para las políticas de planificación urbana: planificación de la demanda de los usuarios, del transporte, de fletes y logística, y centrada en la infraestructura de la ciudad. Así, durante sus casi cuatro años de duración, pretende crear un nuevo modelo de logística urbana centrado en las cuatro capas urbanas: receptor final, transporte, logística e infraestructura. Para ello, desarrollará un operador de red inteligente apoyado en una plataforma TIC para la operación logística integrada.

Operador de red inteligente apoyado en una plataforma TIC

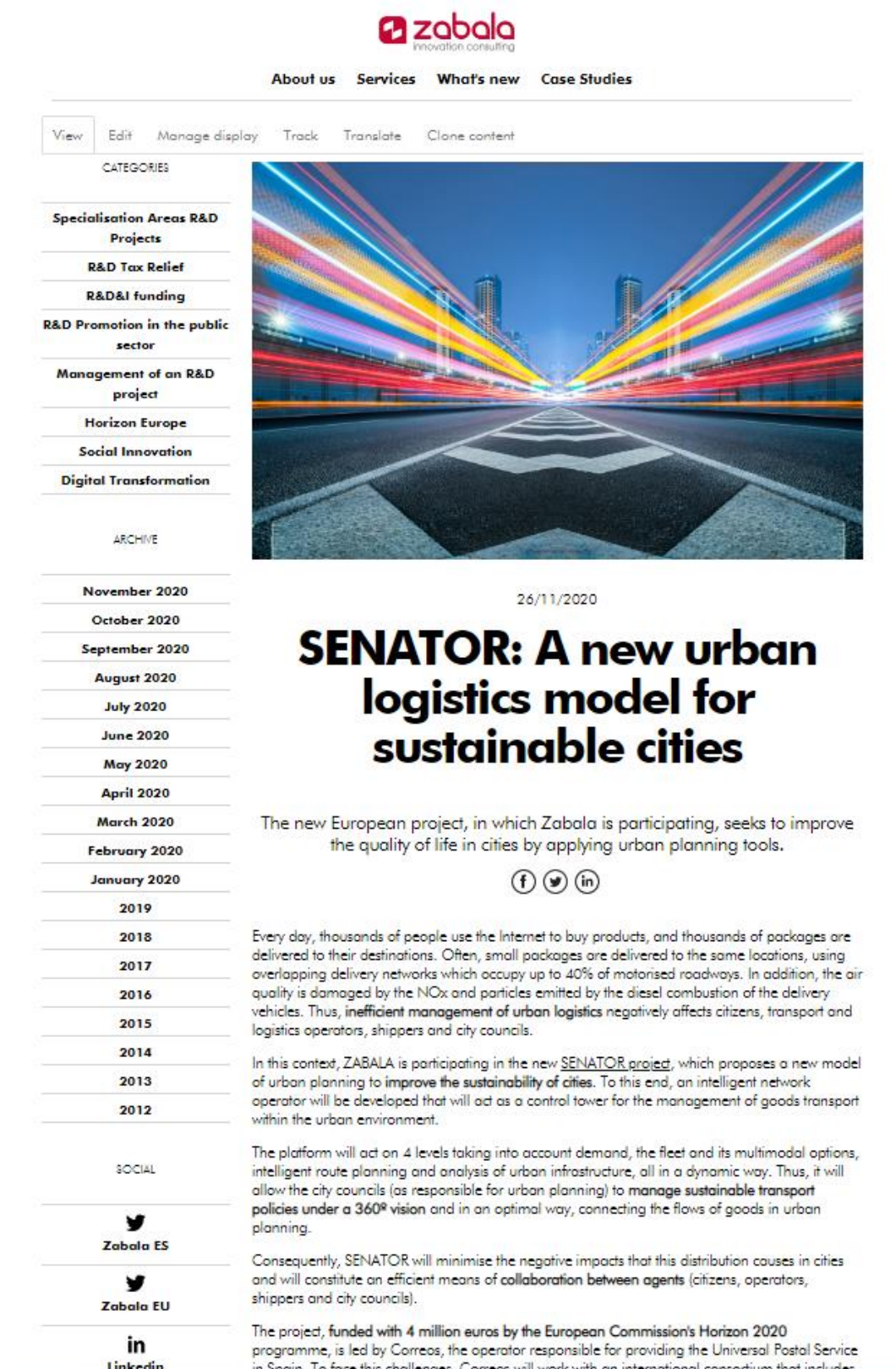
La plataforma TIC desarrollada por Senator actuará en cuatro niveles de manera integrada y dinámica, teniendo en cuenta la demanda, la flota y sus opciones multimodales, planificación inteligente de rutas y análisis de infraestructura urbana. Esto permitirá la optimización de los servicios de entrega de carga en áreas urbanas, lo que conllevará la disminución del número y la distancia de las rutas de entrega gracias a información en tiempo real, predicciones y mejora de la planificación basada en algoritmos de inteligencia artificial. Además, conectará los servicios de entrega y los puntos de recogida, e integrará todos los requisitos de entrega en la planificación urbana.

Para probar su eficacia, el proyecto se validará en entornos reales en dos living labs, uno en Zaragoza y otro en Dublín (Irlanda). La plataforma actuará como herramienta de apoyo para la toma de decisiones, integración y planificación de todas las operaciones logísticas. En consecuencia, minimizará los impactos negativos en las ciudades y constituirá un medio eficaz de colaboración entre operadores, transportistas y administraciones. Para su desarrollo, el proyecto tendrá en cuenta todas las posibilidades que ofrecen las TIC y la integración del IoT en el transporte, así como los vehículos conectados y autónomos.

Archivado en: Movilidad Urbana
Etiquetado como: Horizonte 2020, IA (Inteligencia Artificial), Movilidad inteligente, Movilidad Sostenible, Plataforma Gestión

29. Article in [El País](#) (27/11/2020)


28. Piece of news in [Zabala.eu](https://www.zabala.eu) (26/11/2020)



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26/11/2020

SENATOR: A new urban logistics model for sustainable cities

The new European project, in which Zabala is participating, seeks to improve the quality of life in cities by applying urban planning tools.

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Every day, thousands of people use the Internet to buy products, and thousands of packages are delivered to their destinations. Often, small packages are delivered to the same locations, using overlapping delivery networks which occupy up to 40% of motorised roadways. In addition, the air quality is damaged by the NOx and particles emitted by the diesel combustion of the delivery vehicles. Thus, inefficient management of urban logistics negatively affects citizens, transport and logistics operators, shippers and city councils.

In this context, ZABALA is participating in the new SENATOR project, which proposes a new model of urban planning to improve the sustainability of cities. To this end, an intelligent network operator will be developed that will act as a control tower for the management of goods transport within the urban environment.

The platform will act on 4 levels taking into account demand, the fleet and its multimodal options, intelligent route planning and analysis of urban infrastructure, all in a dynamic way. Thus, it will allow the city councils (as responsible for urban planning) to manage sustainable transport policies under a 360° vision and in an optimal way, connecting the flows of goods in urban planning.

Consequently, SENATOR will minimise the negative impacts that this distribution causes in cities and will constitute an efficient means of collaboration between agents (citizens, operators, shippers and city councils).

The project, funded with 4 million euros by the European Commission's Horizon 2020 programme, is led by Correos, the operator responsible for providing the Universal Postal Service in Spain. To face this challenge, Correos will work with an international consortium that includes

27. Piece of news in [Zabala.es](https://www.zabala.es) (26/11/2020)



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26/11/2020

SENATOR: soluciones logísticas y de planificación urbana para lograr ciudades sostenibles

El nuevo proyecto europeo en el que participa ZABALA busca mejorar la calidad de vida en las ciudades aplicando herramientas de planificación urbana





Cada día, miles de personas utilizan Internet para comprar productos de todo tipo, y miles de paquetes son entregados a sus destinos. A menudo, para su reparto se utilizan redes de entrega superpuestas que ocupan hasta el 40% de las carreteras motorizadas. Además, la combustión de Diesel por parte de los vehículos de reparto emite partículas y NOx que perjudican la calidad del aire de las ciudades. Así, la **gestión ineficiente de la logística urbana** afecta negativamente la ciudadanía, operadores de transporte y logística, transportistas y ayuntamientos.

En este entorno, ZABALA participa en el nuevo **proyecto SENATOR**, que propone un nuevo modelo de planificación urbana para mejorar la sostenibilidad de las ciudades. Para ello, se desarrollará un operador de red inteligente que actuará como una torre de control para la gestión del transporte de mercancías dentro del entorno urbano.

La plataforma actuará en 4 niveles teniendo en cuenta la demanda, la flota y sus opciones multimodales, la planificación inteligente de rutas y el análisis de la infraestructura urbana, todo ello de manera dinámica. Así, permitirá a los ayuntamientos (como responsables de la planificación urbanística) **gestionar las políticas de transporte sostenible** bajo una visión 360º y de manera óptima, conectando los flujos de mercancías en la planificación urbana.

En consecuencia, SENATOR minimizará los impactos negativos que esta distribución provoca en las ciudades y constituirá un medio eficaz de **colaboración entre los agentes** (ciudadanos,

26. Article in [El Economista](#) (26/11/2020)



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Especial medio ambiente

Correos, por un black friday más sostenible e innovación en movilidad

* La compañía, que lidera un proyecto europeo en pos de optimizar la logística urbana de mercancías, propone en el terreno del comercio 'online' los denominados 'Envíos Responsables', para luchar contra el impacto ambiental que causa la compra urgente

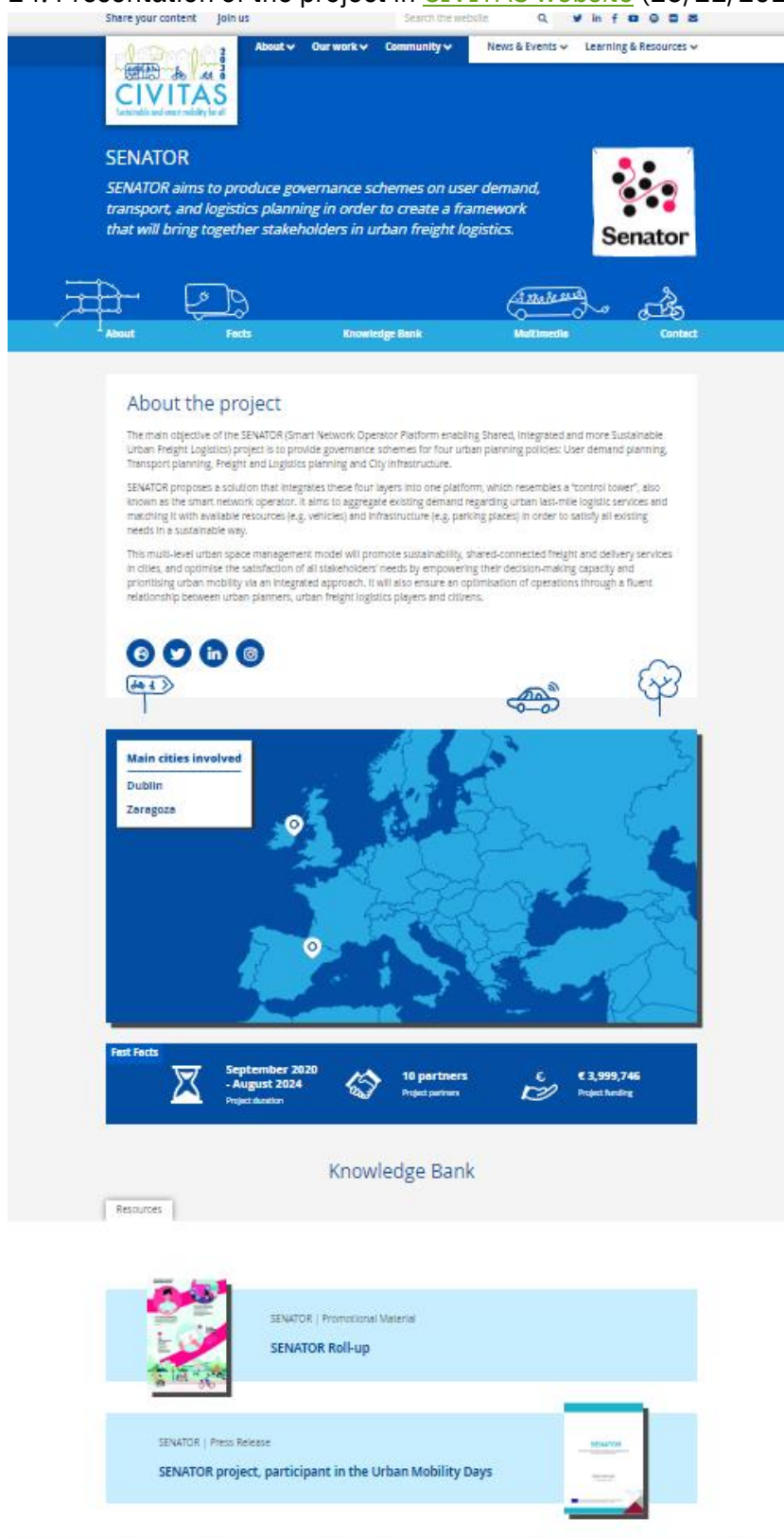


V. B.
 Madrid • 8:00 - 26/11/2020

El *black friday* está a punto de llegar. Esta jornada, cada vez más popularizada en nuestro país, inicia la temporada de compras navideñas y numerosos comercios sacan a relucir suculentas ofertas. Este año, además, el famoso viernes negro viene marcado por el auge del comercio online (creció más de un 50% durante el confinamiento iniciado en marzo y, según un estudio de Privalia, el 89% de las compras de mañana se realizarán a través de la red).

Y en la era de la inmediatez, muchos comercios y plataformas se jactan de ser los más rápidos; 'su pedido en solo 24 horas'. Lo que a priori puede parecer una ventaja competitiva encierra un fuerte impacto en nuestro medioambiente. Según datos del

24. Presentation of the project in [CIVITAS website](#) (25/11/2020)

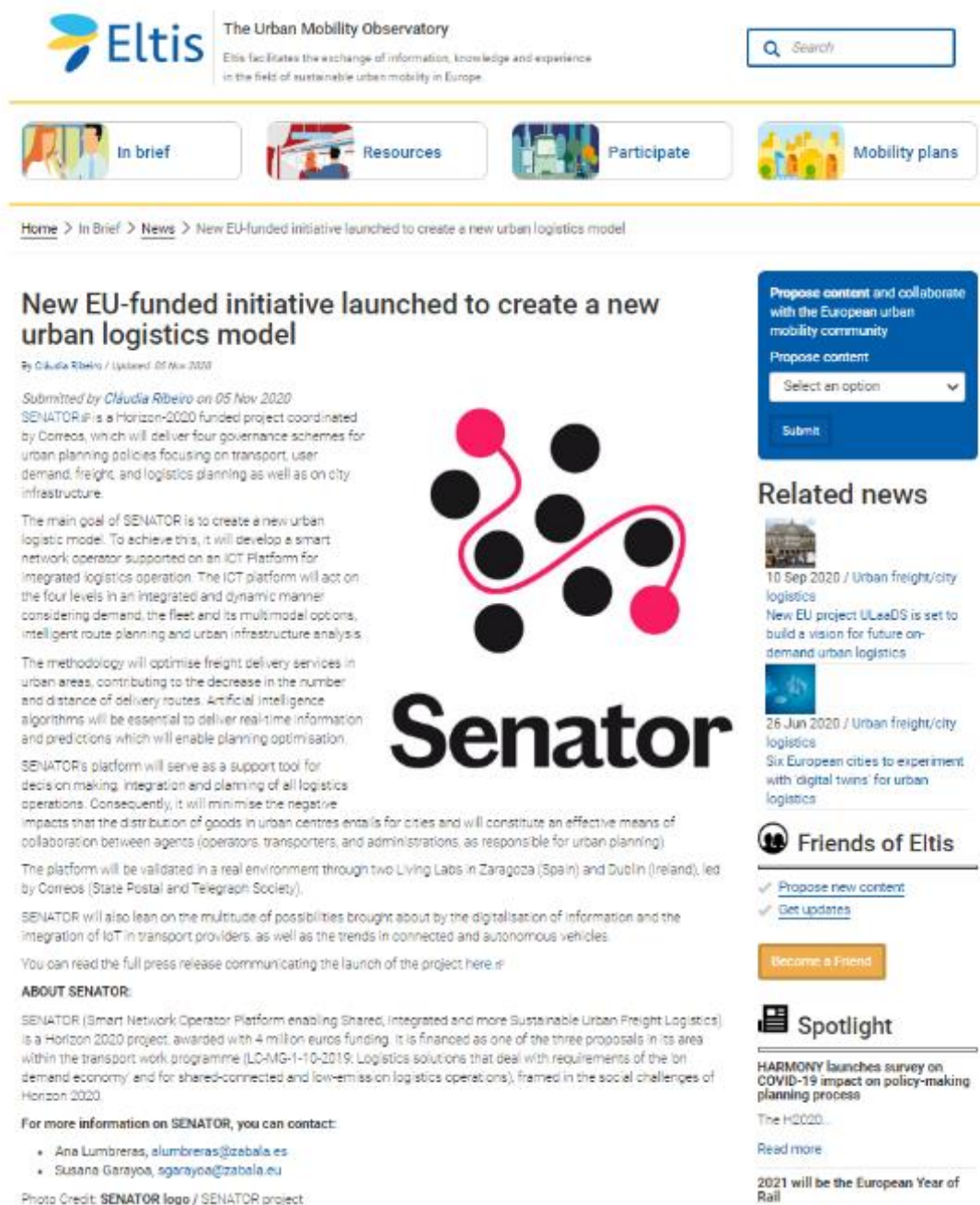


The screenshot displays the CIVITAS website's 'About the project' section for the SENATOR project. The header includes navigation links: 'Share your content', 'Join us', 'Search the website', and dropdown menus for 'About', 'Our work', 'Community', 'News & Events', and 'Learning & Resources'. The main content area features the SENATOR logo and a description: 'SENATOR aims to produce governance schemes on user demand, transport, and logistics planning in order to create a framework that will bring together stakeholders in urban freight logistics.' Below this is a 'Knowledge Bank' section with icons for 'About', 'Facts', 'Knowledge Bank', 'Multimedia', and 'Contact'. The 'About the project' section details the project's objectives and the role of the SENATOR platform. A map of Europe highlights the 'Main cities involved': Dublin and Zaragoza. A 'Fast Facts' section provides key project data:

Icon	Fast Facts
Hourglass	September 2020 - August 2024 Project duration
Group of people	10 partners Project partners
Euro symbol	€ 3,999,746 Project funding

The 'Knowledge Bank' section includes a 'Resources' tab with links to 'SENATOR | Promotional Material', 'SENATOR Roll-up', 'SENATOR | Press Release', and 'SENATOR project, participant in the Urban Mobility Days'.

23. Piece of news in [ELTIS](#) (05/11/2020)



Eltis The Urban Mobility Observatory
Eltis facilitates the exchange of information, knowledge and experience in the field of sustainable urban mobility in Europe.

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New EU-funded initiative launched to create a new urban logistics model

By Claudia Ribeiro / Updated: 05 Nov 2020

Submitted by Claudia Ribeiro on 05 Nov 2020

SENATOR is a Horizon-2020 funded project coordinated by Correos, which will deliver four governance schemes for urban planning policies focusing on transport, user demand, freight, and logistics planning as well as on city infrastructure.

The main goal of SENATOR is to create a new urban logistic model. To achieve this, it will develop a smart network operator supported on an ICT Platform for integrated logistics operation. The ICT platform will act on the four levels in an integrated and dynamic manner considering demand, the fleet and its multimodal options, intelligent route planning and urban infrastructure analysis.

The methodology will optimise freight delivery services in urban areas, contributing to the decrease in the number and distance of delivery routes. Artificial intelligence algorithms will be essential to deliver real-time information and predictions which will enable planning optimisation.

SENATOR's platform will serve as a support tool for decision making, integration and planning of all logistics operations. Consequently, it will minimise the negative impacts that the distribution of goods in urban centres entails for cities and will constitute an effective means of collaboration between agents (operators, transporters, and administrations, as responsible for urban planning).

The platform will be validated in a real environment through two Living Labs in Zaragoza (Spain) and Dublin (Ireland), led by Correos (State Postal and Telegraph Society).

SENATOR will also lean on the multitude of possibilities brought about by the digitalisation of information and the integration of IoT in transport providers, as well as the trends in connected and autonomous vehicles.

You can read the full press release communicating the launch of the project [here](#).

ABOUT SENATOR:

SENATOR (Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics) is a Horizon 2020 project, awarded with 4 million euros funding. It is financed as one of the three proposals in its area within the transport work programme (LC-MG-1-10-2019: Logistics solutions that deal with requirements of the 'on demand economy' and for shared-connected and low-emission logistics operations), framed in the social challenges of Horizon 2020.

For more information on SENATOR, you can contact:

- Ana Lumbrenas, alumbrenas@zabala.es
- Susana Garayoa, sgarayoa@zabala.eu

Photo Credit: **SENATOR** logo / SENATOR project

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22. Article in [CORDIS](#) (29/10/2020)


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SENATOR project, participant in the Urban Mobility Days 2020

The event, organised by the European Commission, will take place from 29th September to 2nd October online



29 Septiembre 2020 - 2 Octubre 2020
 Brussels, Belgium

Colaborador

Aportado por:
 Zabala Innovation Consulting
 Spain 

Contacto:
 Ana Lumberras (Ms)
 Correo electrónico
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Proyectos conexos



PROYECTO

SENATOR
 Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics
 30 Abril 2020



© Urban Mobility Days

The European Commission will hold the "Urban Mobility Days" conference from 29 September to 2 October, bringing together the CIVITAS and Sustainable Urban Mobility Planning (ELTIS) initiatives for the first time. This is an annual event where these mobility planning and urban innovation communities come together, this year around the theme of "Zero Emissions Mobility for All".

The three new CIVITAS projects (SENATOR, LEAD and ULaaDs) will be presented at these sessions. The SENATOR project will be presented on Wednesday 30 September at this event, which aims to become a Commission flagship conference bringing together all urban mobility communities and stakeholders. Santiago Muñoz, coordinator of the project from Correos, will explain how SENATOR will address the growing demand economy in future urban logistics and create value for both public and private stakeholders.

The purpose of the Urban Mobility Days is to share innovative and non-polluting loading solutions that offer more sustainable logistics operations for cities. Thus, the event will reflect key aspects related to planning and innovation in urban mobility in times of crisis and will take stock of the lessons learned so far during the COVID-19 pandemic. However, the conference will also go beyond transport, connecting zero-emission mobility initiatives with the EU's wider efforts to tackle climate change and make Europe a zero-carbon continent by 2050.

At the digital conference, sustainable urban mobility success stories from CIVITAS Living Labs projects and other examples of pioneering excellence will be analysed. These will equip attendees with inspiration, tools and know-how to further advance clean and sustainable transport in line with the European Green Agreement.

The programme and registration are available here: <http://www.eumd.org/>

More about the SENATOR project:
 SENATOR is an H2020 project that aims to create a new urban logistic model focused on the four urban layers: end-receiver, transport, logistics and infrastructure. For this purpose, the project will develop a smart network operator supported on an ICT Platform for integrated logistics operation. This allows the optimisation of freight delivery services in urban areas, leading to decrease the number and distance of delivery routes by real-time information, predictions & planning optimisation based on Artificial Intelligence algorithms. Moreover, it connects freight delivery

21. Article in [CORDIS](#) (29/10/2020)


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News



SENATOR Project Kicks off: a new urban logistics model

SENATOR aims to create a new urban logistics model focused on the four urban layers (end-receiver, transport, logistics and infrastructure). For this purpose, the project will develop a smart network operator supported on an ICT Platform for integrated logistics operation.


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30 April 2020



Senator

© Senator Project

SENATOR is a new Horizon 2020 project in the field of logistics whose main objective is to provide 4 governance schemes for urban planning policies: User demand planning, Transport planning, Freight & Logistics planning and City infrastructure focused.

During its 4 year duration, SENATOR aims to create a new urban logistics model focused on the four urban layers: end-receiver, transport, logistics and infrastructure. The initiative was launched virtually from 22nd to 24th September and will be coordinated by Correos.

For this purpose, the project will develop a smart network operator supported on an ICT Platform for integrated logistics operation. The platform will act on 4 levels in an integrated manner taking into account demand, the fleet and its multimodal options, intelligent route planning and urban infrastructure analysis, all in a dynamic manner. This allows the optimisation of freight delivery services in urban areas, leading to decrease the number and distance of delivery routes by real-time information, predictions & planning optimisation based on Artificial Intelligence algorithms. Moreover, it connects freight delivery services & collection points and it integrates all freight delivery requirements into urban planification.

In order to test its effectiveness, Senator will be validated in a real environment in 2 Living Labs: in Zaragoza (Spain) and Dublin (Ireland), led by Correos (State Postal and Telegraph Society).

To face these challenges, Correos will work with an international consortium that includes companies and institutions from five European countries: Spain (University of Deusto, Zaragoza City Council, Zabala Innovation Consulting, DoiGIS), Ireland (Dublin City Council, University College Dublin), Germany (Software AG), United Kingdom (MDS Transmodal LTD.) and Italy (RIINA-C Consulting).

The project, named "Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics", will manage a 4 million euros funding. Thus, it is financed as one of the three proposals in its area within the transport work programme (LC-MG-1-10-2019: Logistics solutions that deal with requirements of the 'on demand economy' and for shared-connected and low-emission logistics operations), framed in the social challenges of Horizon 2020.

Challenges and the contribution of SENATOR:
The European Union is facing the need for sustainable urban development due to the expected demographic

20. Presentation of the project in [Zabala.eu](https://www.zabala.eu) (28/10/2020)

PROJECT

SENATOR

Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics

The main objective of SENATOR is to provide 4 governance schemes for urban planning policies: User demand planning, Transport planning, Freight & Logistics planning and City infrastructure focused.

11

—

PARTNERS

5

—

COUNTRIES

€4 M

—

TOTAL BUDGET

4

—

YEARS



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Senator

IN ONE CLICK

Project
Senator

Programme
Horizon2020

Period
2020-2024

Sector
Transport

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01

The Challenge

—

The European Union faces the need of sustainable urban development due to the expected demographic evolution of the cities. Today, approximately 75% of the total EU population live in urban areas and is expected to reach 80% by 2020 and growing by 2030. At this stage, last mile deliveries are moving a global cost up to EUR 70 billion and urban freight is responsible for 25% of CO2 emissions. The traffic flow is inefficient, there is congestion, and the demand is increasing exponentially. The shift in consumer trends towards shared and connected services, e-commerce and better environmental conditions in cities call for new approaches to improve and optimize this part of the supply chain.

02

Solutions

—

SENATOR aims to create a new urban logistic model focused on the four urban layers (end-receiver, transport modes, freight logistics and urban infrastructure). For this purpose, the project will develop a smart network operator as a control tower, supported on an ICT Platform for integrated logistics operation. This allows the optimisation of freight delivery services in urban areas, leading to i) decrease the number and distance of delivery routes by real-time information, predictions & planning optimisation based on Artificial Intelligence algorithms; ii) shared-connected freight delivery services & collection points; iii) integrate all freight delivery requirements into urban planification.

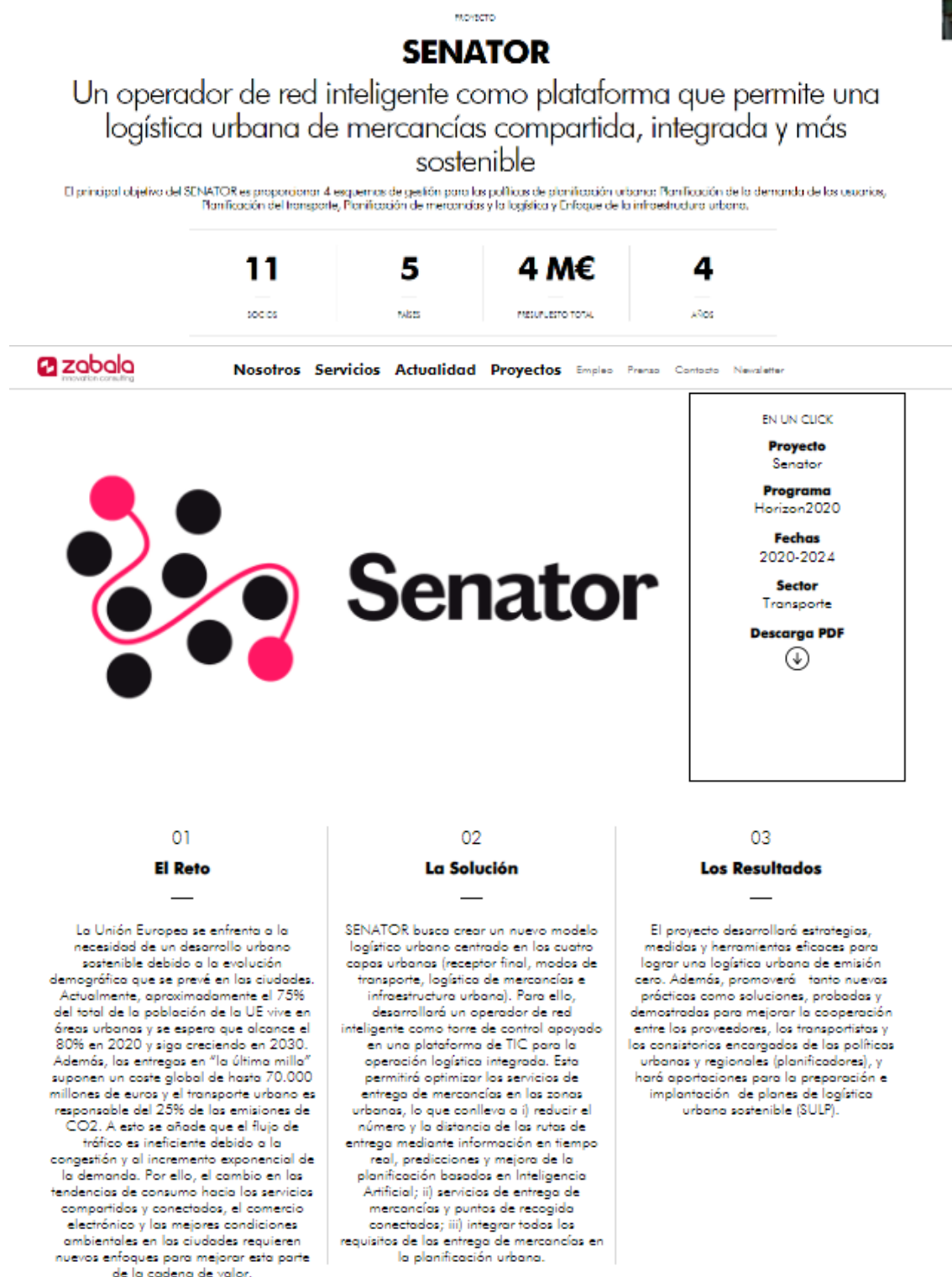
03

Impacts

—

The project will develop cost-effective strategies, measures and tools to achieve essentially zero emission city logistics. Moreover, it will promote new tested, demonstrated practices and solutions for better cooperation between suppliers, shippers and urban/regions policymakers (City Councils as planners), as well as making inputs for the preparation and implementation of Sustainable Urban Logistics Plans (SULP).

19. Presentation of the project in [Zabala.es](https://www.zabala.es) (28/10/2020)



PROYECTO

SENATOR

Un operador de red inteligente como plataforma que permite una logística urbana de mercancías compartida, integrada y más sostenible

El principal objetivo del SENATOR es proporcionar 4 esquemas de gestión para las políticas de planificación urbana: Planificación de la demanda de los usuarios, Planificación del transporte, Planificación de mercancías y la logística y Enfoque de la infraestructura urbana.

11 SOCIOS	5 PAÍSES	4 M€ PRESUPUESTO TOTAL	4 AÑOS
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Senator

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Proyecto
Senator

Programa
Horizon2020

Fechas
2020-2024

Sector
Transporte

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01
El Reto

La Unión Europea se enfrenta a la necesidad de un desarrollo urbano sostenible debido a la evolución demográfica que se prevé en las ciudades. Actualmente, aproximadamente el 75% del total de la población de la UE vive en áreas urbanas y se espera que alcance el 80% en 2020 y siga creciendo en 2030. Además, las entregas en "la última milla" suponen un coste global de hasta 70.000 millones de euros y el transporte urbano es responsable del 25% de las emisiones de CO2. A esto se añade que el flujo de tráfico es ineficiente debido a la congestión y al incremento exponencial de la demanda. Por ello, el cambio en las tendencias de consumo hacia los servicios compartidos y conectados, el comercio electrónico y las mejores condiciones ambientales en las ciudades requieren nuevos enfoques para mejorar esta parte de la cadena de valor.

02
La Solución

SENATOR busca crear un nuevo modelo logístico urbano centrado en las cuatro capas urbanas (receptor final, modos de transporte, logística de mercancías e infraestructura urbana). Para ello, desarrollará un operador de red inteligente como torre de control apoyado en una plataforma de TIC para la operación logística integrada. Esto permitirá optimizar los servicios de entrega de mercancías en las zonas urbanas, lo que conlleva a i) reducir el número y la distancia de las rutas de entrega mediante información en tiempo real, predicciones y mejora de la planificación basadas en Inteligencia Artificial; ii) servicios de entrega de mercancías y puntos de recogida conectados; iii) integrar todos los requisitos de las entregas de mercancías en la planificación urbana.

03
Los Resultados

El proyecto desarrollará estrategias, medidas y herramientas eficaces para lograr una logística urbana de emisión cero. Además, promoverá tanto nuevas prácticas como soluciones, probadas y demostradas para mejorar la cooperación entre los proveedores, los transportistas y los consorciarios encargados de las políticas urbanas y regionales (planificadores), y hará aportaciones para la preparación e implantación de planes de logística urbana sostenible (SULP).

18. Presentation of the Project in [RINA'S Website in Italian](#) (07/10/2020)



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SENATOR

Un'innovativa piattaforma per una logistica del trasporto merci condivisa, integrata e più sostenibile

Mapa
Satellite



BUSINESS	PERIODO	COORDINATORE DEL PROGETTO	SCHEMA DI FINANZIAMENTO
TAI	settembre 2020 - agosto 2024	COMFROS SA	H2020

Sfida

A causa della prevista evoluzione demografica nelle città, l'Unione Europea ha bisogno di uno sviluppo urbano sostenibile e attualmente ci sono ancora molte problematiche irrisolte per la logistica del trasporto merci nelle aree urbane, metropolitane e perurbane, come la crescente domanda di servizi condivisi e digitali da parte cittadini, l'aumento dei costi associati e l'atomizzazione del settore, la congestione causata dalla distribuzione delle merci nei centri urbani e le relative conseguenze ambientali.

SENATOR ha ricevuto finanziamenti dal programma di ricerca e innovazione Horizon 2020 dell'Unione Europea con Grant Agreement n° 861540 per fornire quattro schemi di governance per le politiche di pianificazione urbana:

- Pianificazione della domanda degli utenti,
- Pianificazione del trasporto,
- Pianificazione merci e logistica
- Pianificazione delle infrastrutture cittadine.

Questo nuovo modello logistico urbano prenderà in considerazione quattro livelli: destinatario finale, trasporto, logistica e infrastrutture.

A tal fine, il progetto svilupperà un'innovativa piattaforma ICT per operazioni di logistica integrata. La piattaforma agirà su 4 livelli in modo integrato tenendo conto della domanda, dei mezzi di trasporto e delle relative opzioni multimodali, della pianificazione intelligente del percorso e dell'analisi delle infrastrutture urbane, il tutto in modo dinamico.

Al fine di testarne l'efficacia della soluzione, SENATOR sarà validato in un due siti pilota: a Saragozza (Spagna) e Dublino (Irlanda).

Il nostro ruolo nel progetto

Nell'ambito di SENATOR, RINA è principalmente responsabile dell'implementazione degli strumenti di governance e della loro validazione al fine di:

- utilizzare lo strumento di pianificazione urbana SENATOR e tutte le conoscenze tecniche e le migliori best practice acquisite, per produrre un manuale completo (che include anche linee guida e indicazioni) per per una logistica del trasporto merci condivisa, integrata e più sostenibile,
- studiare servizi logistici, piani, politiche e quadri normativi per la redazione di piani logistici urbani sostenibili, fornendo strumenti solidi per la pianificazione urbana che integrino non solo aspetti logistici, ma anche innovazioni digitali, piani di trasporto a basse emissioni di carbonio e piani energetici sostenibili.

Inoltre, collaboriamo con altri partner del progetto per definire la valutazione dell'impatto ambientale e la valutazione delle emissioni dell'approccio logistico proposto da SENATOR.

Conclusioni

In conclusione, la piattaforma del progetto SENATOR funzionerà come strumento di supporto per il processo decisionale, l'integrazione e la pianificazione di tutte le operazioni logistiche.

In particolare, consentirà l'ottimizzazione dei servizi di consegna delle merci nelle aree urbane, portando a diminuire il numero e la distanza delle tratte di consegna, grazie a un sistema di notifica in tempo reale, previsioni e ottimizzazione della pianificazione basata su algoritmi di intelligenza artificiale. Inoltre, collegherà i servizi di consegna merci e punti di raccolta e integrerà tutti i requisiti di consegna merci nella pianificazione urbana.

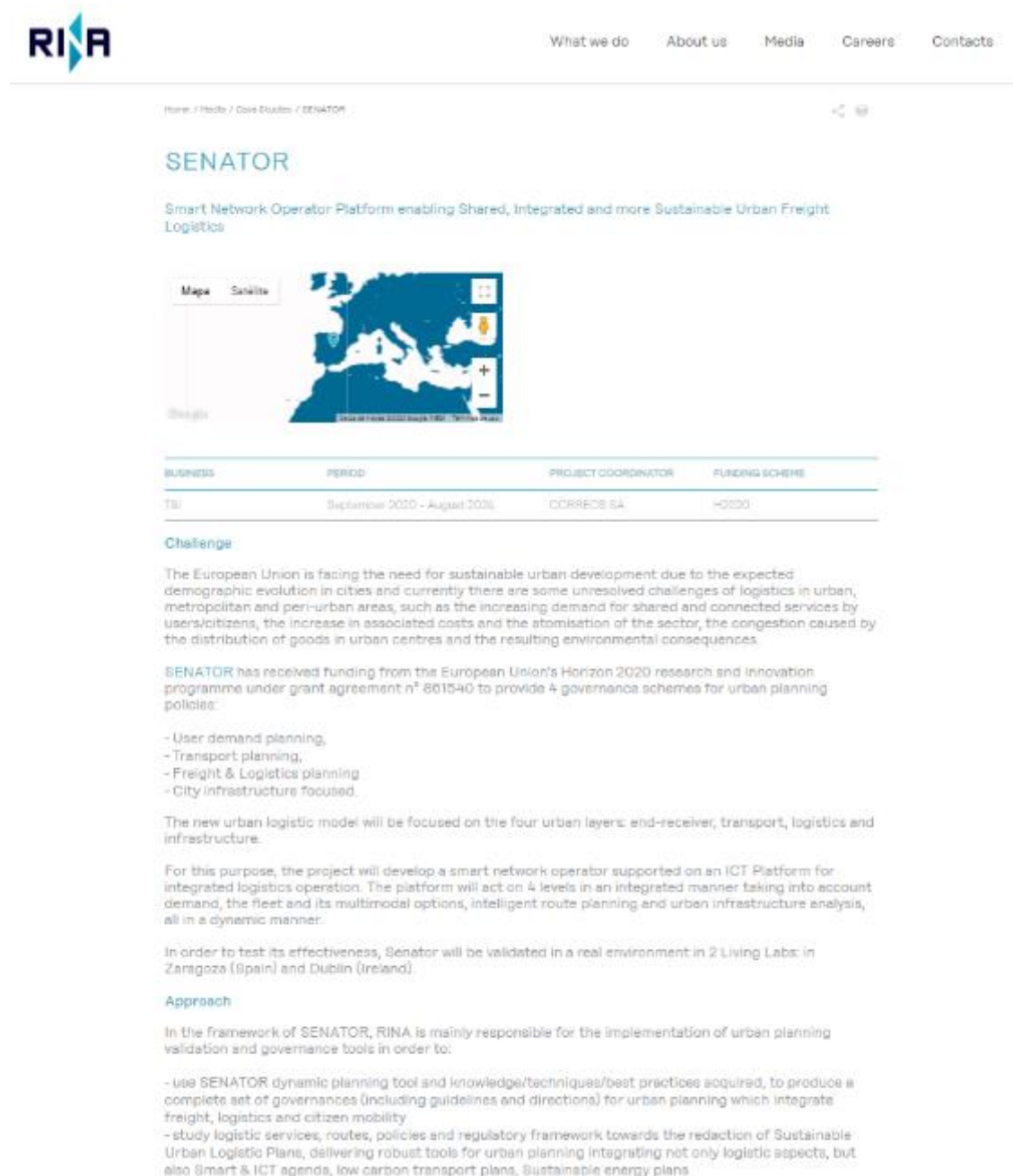
Di conseguenza, SENATOR minimizzerà gli impatti negativi che l'attuale distribuzione delle provoca nelle città e costituirà un efficace mezzo di collaborazione tra gli agenti (operatori, trasportatori e amministrazioni, in quanto responsabili della pianificazione urbana).



Consorzio

1. SOCIEDAD Estatal CORREOS Y TELÉGRAFOS SA (SME) - Spain 2. UNIVERSIDAD DE LA IGLESIA DE DUBUJO EN TIERRA RELIGIOSA - Spain 3. AYUNTAMIENTO DE ZARAGOZA - Spain 4. DUBLIN CITY COUNCIL - Ireland 5. SOFTWARE AG - Germany 6. MDG TRANSNODAL LIMITED - United Kingdom 7. RINA CONSULTING SPA - Italy 8. ZABAI A INNOVATION CONSULTING, S.A. - Spain 9. DOIGIS CORPORATION SL - Spain 10. UNIVERSITY COLLEGE DUBLIN, NATIONAL UNIVERSITY OF IRELAND - Ireland

17. Presentation of the project in [RINA's Website](#) (07/10/2020)



SENATOR

Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics

Home / Media / Case Studies / SENATOR

BUSINESS	PERIOD	PROJECT COORDINATOR	FUNDING SCHEME
TBI	September 2020 - August 2026	CORREOS SA	HORIZON

Challenge

The European Union is facing the need for sustainable urban development due to the expected demographic evolution in cities and currently there are some unresolved challenges of logistics in urban, metropolitan and peri-urban areas, such as the increasing demand for shared and connected services by users/citizens, the increase in associated costs and the atomisation of the sector, the congestion caused by the distribution of goods in urban centres and the resulting environmental consequences.

SENATOR has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n° 861540 to provide 4 governance schemes for urban planning policies:

- User demand planning,
- Transport planning,
- Freight & Logistics planning
- City infrastructure focused.

The new urban logistic model will be focused on the four urban layers: end-receiver, transport, logistics and infrastructure.

For this purpose, the project will develop a smart network operator supported on an ICT Platform for integrated logistics operation. The platform will act on 4 levels in an integrated manner taking into account demand, the fleet and its multimodal options, intelligent route planning and urban infrastructure analysis, all in a dynamic manner.

In order to test its effectiveness, Senator will be validated in a real environment in 2 Living Labs: in Zaragoza (Spain) and Dublin (Ireland).

Approach

In the framework of SENATOR, RINA is mainly responsible for the implementation of urban planning validation and governance tools in order to:

- use SENATOR dynamic planning tool and knowledge/techniques/best practices acquired, to produce a complete set of governance (including guidelines and directions) for urban planning which integrate freight, logistics and citizen mobility
- study logistic services, routes, policies and regulatory framework towards the redaction of Sustainable Urban Logistic Plans, delivering robust tools for urban planning integrating not only logistic aspects, but also Smart & ICT agenda, low carbon transport plans, Sustainable energy plans

16. Piece of news in [DiarioAragonés](#) (06/10/2020)



DiarioAragonés
Miércoles, noviembre 18, 2020

Café con leche | Píndalo Arla | ¿Qué me estás contando? | La Proffiga | Libro Directo | Los Deportes | Escucha online | Ebro FM

LA TERTULIA | HABLEMOS DE AGUA | ESTO ES ARAGÓN | ARAGÓN A DEBATE

MEDIO AMBIENTE | POLÍTICA | ACTUALIDAD | SOCIEDAD | REAL ZARAGOZA | DEPORTES | ECONOMÍA | SUCEOS | CANAL JO

Zaragoza empieza a trabajar en el proyecto europeo SENATOR para diseñar un nuevo modelo logístico urbano

648 nuevos casos de covid en Aragón en las últimas 24 horas

La depuradora de La Cartuja realiza la parada técnica aplazada por el covid y renueva varias instalaciones

Más de 300 personas recibirán la acreditación necesaria para atender las setenta colonias felinas de Zaragoza

Los abonados del Ebro podrán acceder al Pedro Sancho

Entrega del cheque a la Asociación Española contra el Cáncer procedente de la venta de las pafioletas de fiestas

TITULARES DEL DÍA

Zaragoza se va a convertir en una ciudad de pruebas para planificar la logística urbana del futuro junto a Dublín, en Irlanda. Ambas ciudades están dentro del proyecto europeo SENATOR que acaba de arrancar junto a instituciones y compañías de cinco países europeos. Para hacer frente a este nuevo reto, Correos será el encargado de coordinar los trabajos de este nuevo proyecto Horizonte 2020. En total, la ciudad de Zaragoza va a recibir 400.000 euros de financiación que se gestionarán desde la Consejería de Economía, Innovación y Empleo del Ayuntamiento de Zaragoza, a través de el Servicio Ciudad Inteligente, Mercados y Movilidad. "El proyecto SENATOR es una muy buena noticia para la ciudad y junto a los diferentes servicios municipales vamos a estar trabajando de la mano del Servicio Ciudad Inteligente", ha explicado la consejera de Economía, Innovación y Empleo del Ayuntamiento de Zaragoza, Carmen Herranz.

Durante los cuatro años de duración del proyecto se pretende crear un nuevo modelo logístico urbano centrado en cuatro espacios urbanos: receptor final, transporte, logística e infraestructura. Para ello, la iniciativa desarrollará un operador de red inteligente en una plataforma TIC para la operación, teniendo en cuenta la demanda, la flota y sus opciones multimodales, la planificación inteligente de las rutas y el análisis de la infraestructura urbana.

Así, la plataforma permitirá la optimización de los servicios de entrega de mercancías en las zonas urbanas, disminuyendo el número y la distancia de las rutas de entrega. Todo ello se llevará a cabo mediante la información en tiempo real, las predicciones y la optimización de la planificación, aprovechando la Inteligencia Artificial. En total el proyecto gestionará una financiación de cuatro millones de euros, de los que 400.000 serán para el trabajo en la ciudad de Zaragoza.

Correos va a trabajar con un consorcio internacional que incluye compañías e instituciones de cinco países europeos: España (Universidad de Douai, Ayuntamiento de Zaragoza,

15. Piece of news in **20 Minutos** (06/10/2020)

20
Ciudades Nacional Internacional Deportes Opinión Gente Más

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El Ayuntamiento inicia los trabajos del proyecto europeo SENATOR que diseña un nuevo modelo logístico urbano

20MEP NOTICIA 06/10/2020 - 15:45H

El Ayuntamiento de Zaragoza ha iniciado los trabajos del proyecto europeo SENATOR con la finalidad de convertir a la capital aragonesa en una ciudad de pruebas para planificar la logística urbana del futuro junto a Dublin, en Irlanda.

EUROPA PRESS - Archivo

Ambas ciudades están dentro del proyecto europeo SENATOR que acaba de empezar junto a instituciones y compañías de cinco países europeos. Para hacer frente a este nuevo reto, Correos será el encargado de coordinar los trabajos de esta nueva iniciativa Horizonte 2020.

En total, la ciudad de Zaragoza recibirá 400.000 euros de financiación que se gestionarán desde la Consejería Municipal de Economía, Innovación y Empleo del Ayuntamiento de Zaragoza, a través de el Servicio Ciudad Inteligente, Mercados y Movilidad.

"El proyecto SENATOR es una muy buena noticia para la ciudad y junto a los diferentes servicios municipales vamos a estar trabajando de la mano del Servicio Ciudad Inteligente", ha explicado la consejera municipal de Economía, Innovación y Empleo del Ayuntamiento de Zaragoza, Carmen Herrarte.

El proyecto convertirá a Zaragoza en el escenario de pruebas de las herramientas de planificación de la logística urbana más avanzadas. "La tecnología tiene el poder de cambiar la vida de los ciudadanos y en unos meses esperamos ver un proyecto piloto implementado en las calles de la ciudad para poder ver como la tecnología mejora nuestro día a día", ha apuntado Carmen Herrarte.

CUATRO AÑOS

Además, se probará una nueva solución inteligente de regulación de los espacios de carga y descarga. En esa línea, tomando como referencia los mercados municipales, especialmente el Mercado Central, se integrará el reparto de productos del mercado con la tarjeta ciudadana, permitiendo que los colectivos más vulnerables, puedan recibir la compra en casa de una manera sencilla y asequible.

Durante los cuatro años de duración del proyecto se pretende crear un nuevo modelo logístico urbano centrado en cuatro espacio urbanos: receptor final, transporte, logística e infraestructura. Para ello, la iniciativa desarrollará un operador de red inteligente en una plataforma TIC para la operación, teniendo en cuenta la demanda, la flota y sus opciones multimodales, la planificación inteligente de las rutas y el análisis de la infraestructura urbana.

La plataforma permitirá la optimización de los servicios de entrega de mercancías en las zonas urbanas, disminuyendo el número y la distancia de las rutas de entrega.

Todo ello se llevará a cabo mediante la información en tiempo real, las predicción y la optimización de la planificación, aprovechando la Inteligencia Artificial. En total el proyecto gestionará una financiación de cuatro millones de euros, de los que 400.000 serán para el trabajo en la ciudad de Zaragoza.

BLOGS DE 20MINUTOS


BRUJO, FERNANDO - FÓRMULA 1 Y FERNANDO ALONSO
Mercedes ya teme perder su hegemonía en 2022: gran oportunidad para Alonso


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CONTENIDO PATROCINADO


14. Piece of news in [Europa Press](#) (06/10/2020)

Aragón | europa press




Venezia Martin
 Contador y diseñador
 No te dejes por tentado a nadie de lo que puedes hacer en tu mundo

europapress / aragón
Publicado 06/10/2020 13:31 CET

El Ayuntamiento de Zaragoza inicia los trabajos del proyecto europeo SENATOR que diseña un nuevo modelo logístico urbano



Ayuntamiento de Zaragoza escorzo - EUROPA PRESS - Archivo
ZARAGOZA, 6 Oct. (EUROPA PRESS) -

El Ayuntamiento de Zaragoza ha iniciado los trabajos del proyecto europeo SENATOR con la finalidad de convertir a la capital aragonesa en una ciudad de pruebas para planificar la logística urbana del futuro junto a Dublín, en Irlanda.

Ambas ciudades están dentro del proyecto europeo SENATOR que acaba de empezar junto a instituciones y compañías de cinco países europeos. Para hacer frente a este nuevo reto, Correos será el encargado de coordinar los trabajos de este nueva Iniciativa Horizonte 2020.

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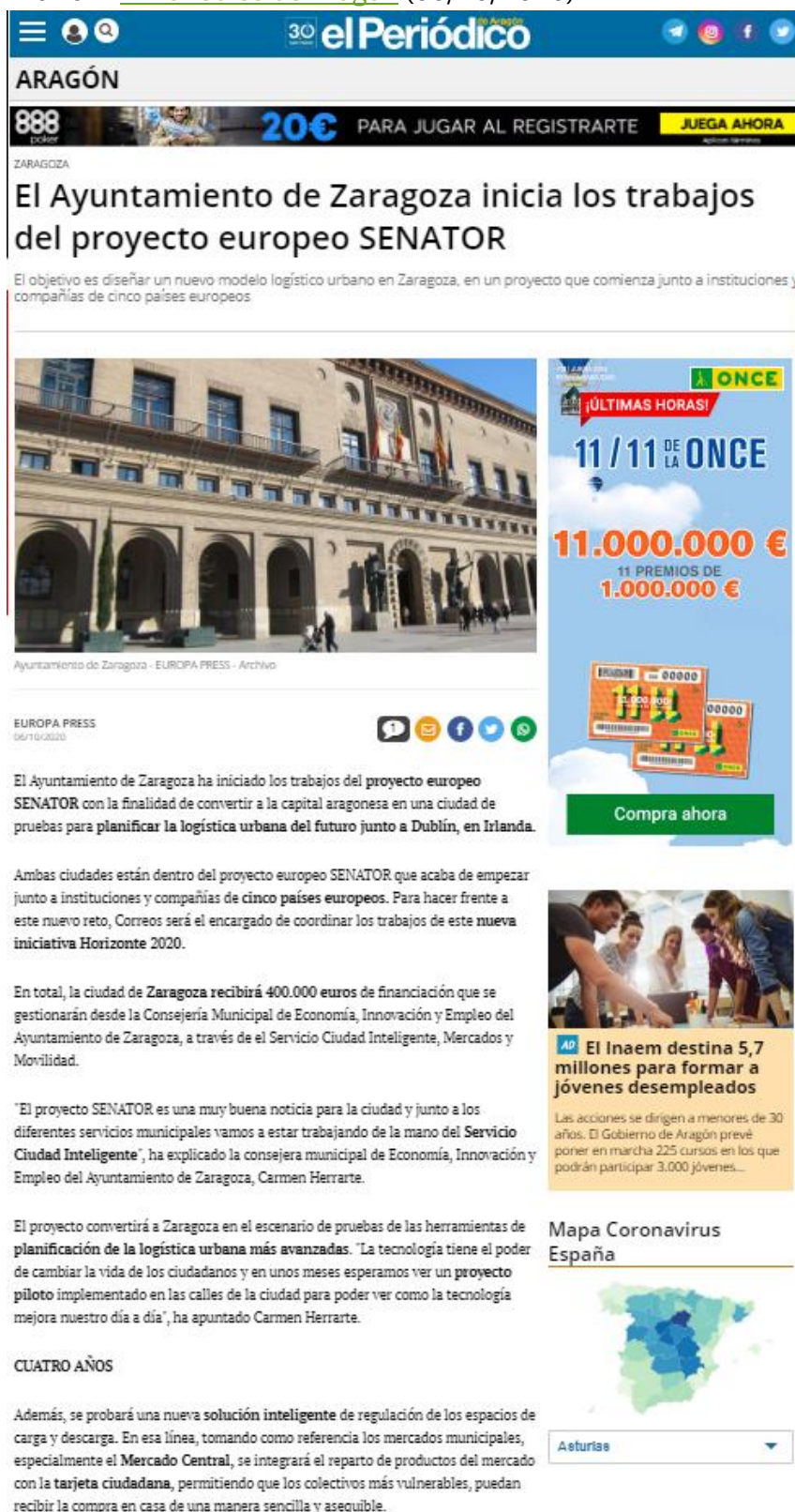

ÚLTIMAS NOTICIAS / ARAGÓN »

Aragón tendrá un presupuesto de 7.454 millones en 2021, destinado a la recuperación y a hacer frente a la pandemia

Celma (PP) propone reducir los tramos fijo y variable del impuesto ambiental que sustituirá al ICA

La Junta de Oliver-Valdehorno adquiere mascarillas e hidrogel para todos los centros educativos

13. Piece of news in [El Periódico de Aragón](#) (06/10/2020)



ARAGÓN

888 **20€** PARA JUGAR AL REGISTRARTE **JUEGA AHORA**

El Ayuntamiento de Zaragoza inicia los trabajos del proyecto europeo SENATOR

El objetivo es diseñar un nuevo modelo logístico urbano en Zaragoza, en un proyecto que comienza junto a instituciones y compañías de cinco países europeos

EUROPA PRESS
06/10/2020

El Ayuntamiento de Zaragoza ha iniciado los trabajos del **proyecto europeo SENATOR** con la finalidad de convertir a la capital aragonesa en una ciudad de pruebas para **planificar la logística urbana del futuro junto a Dublin, en Irlanda**.

Ambas ciudades están dentro del proyecto europeo SENATOR que acaba de empezar junto a instituciones y compañías de **cinco países europeos**. Para hacer frente a este nuevo reto, Correos será el encargado de coordinar los trabajos de este **nueva iniciativa Horizonte 2020**.

En total, la ciudad de Zaragoza recibirá **400.000 euros** de financiación que se gestionarán desde la Consejería Municipal de Economía, Innovación y Empleo del Ayuntamiento de Zaragoza, a través de el Servicio Ciudad Inteligente, Mercados y Movilidad.

"El proyecto SENATOR es una muy buena noticia para la ciudad y junto a los diferentes servicios municipales vamos a estar trabajando de la mano del **Servicio Ciudad Inteligente**", ha explicado la consejera municipal de Economía, Innovación y Empleo del Ayuntamiento de Zaragoza, Carmen Herrarte.

El proyecto convertirá a Zaragoza en el escenario de pruebas de las herramientas de **planificación de la logística urbana más avanzadas**. "La tecnología tiene el poder de cambiar la vida de los ciudadanos y en unos meses esperamos ver un **proyecto piloto** implementado en las calles de la ciudad para poder ver como la tecnología mejora nuestro día a día", ha apuntado Carmen Herrarte.

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Las acciones se dirigen a menores de 30 años. El Gobierno de Aragón prevé poner en marcha 225 cursos en los que podrán participar 3.000 jóvenes...

Mapa Coronavirus España

Asturias

12. Presentation of the project in [MDS Transmodal's website](#) (02/10/2020)



SENATOR Project Kicks off: a new urban logistics model

SENATOR is a new Horizon2020 project in the field of logistics whose main objective is to provide 4 governance schemes for urban planning policies: User demand planning, Transport planning, Freight & Logistics planning and City Infrastructure focused.

During its 4 years duration, SENATOR aims to create a new urban logistic model focused on the four urban layers: end-receiver, transport, logistics and infrastructure. The initiative was launched virtually from 22nd to 24th September and will be coordinated by Correos.

For this purpose, the project will develop a smart network operator supported on an ICT Platform for integrated logistics operation. The platform will act on 4 levels in an integrated manner taking into account demand, the fleet and its multimodal options, intelligent route planning and urban infrastructure analysis, all in a dynamic manner.

This allows the optimisation of freight delivery services in urban areas, leading to decrease the number and distance of delivery routes by real-time information, predictions & planning optimisation based on Artificial Intelligence algorithms. Moreover, it connects freight delivery services & collection points and it integrates all freight delivery requirements into urban planification.

In order to test its effectiveness, Senator will be validated in a real environment in 2 Living Labs: in Zaragoza (Spain) and Dublin (Ireland), led by Correos (State Postal and Telegraph Society).

To face this challenges, Correos will work with an international consortium that includes companies and institutions from five European countries: Spain (University of Deusto, Zaragoza City Council, Zabala Innovation Consulting, DotGIS), Ireland (Dublin City Council, University College Dublin), Germany (Software AG), United Kingdom (MDS Transmodal Ltd.) and Italy (RINA-C Consulting).

The project, named "Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics", will manage a 4 million euros funding. Thus, it is financed as one of the three proposals in its area within the transport work programme (LC-MG-1-10-2019: Logistics solutions that deal with requirements of the 'on demand economy' and for shared-connected and low-emission logistics operations), framed in the social challenges of Horizon 2020.

Challenges and the contribution of SENATOR

The European Union is facing the need for sustainable urban development due to the expected demographic evolution in cities. In addition, the shift in consumer trends towards shared and connected services, e-commerce and better environmental conditions in cities require new approaches to improve this part of the supply chain.

The unresolved challenges of logistics in urban, metropolitan and peri-urban areas that Senator aims to solve are mainly the increasing demand for products by users/citizens, the increase in associated costs and the atomisation of the sector, the congestion caused by the distribution of goods in urban centres and the resulting environmental consequences.

SENATOR project's platform will work as a support tool for decision making, integration and planning of all logistics operations. In consequence, it will minimize the negative impacts that this distribution causes in the cities and will constitute an effective mean of collaboration between agents (operators, transporters and administrations, as responsible for urban planning). To develop it, the project will take into account all the possibilities that the digitalisation of information and the integration of the Internet of things in transport provides, as well as the trends in connected and even autonomous vehicles.

Press contacts:

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Susana Garayoa sgarayoa@zabala.eu



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 861540 — SENATOR

11. Piece of news in [América Retail](#) (24/09/2020)

miércoles, noviembre 11, 2020 Argentina Chile Colombia México Perú España Norteamérica Con

**América
RETAIL**

El medio digital que le
que trabajan con el Retail

HOME PAÍS SECCIÓN OPINIÓN AR UNIVERSITY DIRECTORIO RETAILTOOLS C

Inicio > Sostenibilidad

Sostenibilidad Sostenibilidad - Consumo responsable

Sostenibilidad: DeustoTech participa en el proyecto europeo "Senator" para lograr ciudades con logística 'cero emisiones'

FUENTE Sgr 24 septiembre, 2020

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El proyecto resultante proveerá de una plataforma de control y ayuda a la toma de decisión para operaciones logísticas.

DeustoTech, instituto de investigación de la Universidad de Deusto, participa en el proyecto europeo "Senator" cuyo objetivo es aportar estrategias y herramientas tecnológicas para paliar la congestión de la distribución de las mercancías en los centros urbanos y sus consecuencias medioambientales y lograr con ello **ciudades con logística 'cero emisiones'**. En el proyecto Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics (Senator), participan empresas, universidades, consultoras especializadas y administraciones, constituye un nuevo logro en la exitosa trayectoria de internacionalización de Deusto en la aplicación de la investigación en TICs a la movilidad de personas y mercancías.

Así, la Facultad de Ingeniería de la Universidad de Deusto y DeustoTech participan desde esta semana en la primera reunión de un nuevo proyecto europeo en el ámbito de logística que comienza oficialmente como una de las tres propuestas financiadas en su área dentro el programa de trabajo de transporte (LC-MG-1-10-2019: Logistics solutions that deal with requirements of the "on demand economy" and for shared-connected and low-emission logistics operations), enmarcado en los retos sociales de Horizon 2020. Ahora se inician algo más de cuatro años de intenso y retador trabajo de investigación, con el objetivo común de mejorar la colaboración de los agentes involucrados en la distribución urbana e interurbana de mercancías bajo los paradigmas de la economía bajo demanda y la movilidad conectada, inteligente y compartida.

Desafíos de Senator

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En este sentido y con el propósito de ofrecer una respuesta integral a las necesidades del sector, el proyecto desarrollará una herramienta de soporte para la toma de decisión, la integración y el planeamiento de todas las operaciones logísticas que minimice los impactos negativos que esa distribución en las ciudades provoca actualmente y constituya un medio efectivo de colaboración entre agentes (operadores, transportistas y administraciones, como responsables de la planificación urbana). Se tendrá para ello en cuenta todas las posibilidades que la digitalización de la información y la integración del Internet de las cosas en el transporte proporciona, así como las tendencias en vehículos conectados y hasta autónomos.

La plataforma resultante proveerá de una plataforma de control y ayuda a la toma de decisión para operaciones logísticas que actúe en 4 planos de manera integrada teniendo en cuenta la demanda, la flota y sus opciones de multimodalidad, la planificación de rutas inteligente y el análisis de la infraestructura urbana, todo ello de manera dinámica. Para comprobar su eficacia, Senator será validado en entorno real en 2 Living Labs: en Zaragoza (España) y Dublin (Irlanda), liderados por Correos (Sociedad Estatal Correos y Telégrafos) y su homólogo Irlandés, AnPost.

Consorcio, presupuesto y papel de Deusto.

Con un presupuesto de 4 millones de euros, en Senator participan 11 socios de 5 países (España, Alemania, Inglaterra, Irlanda e Italia). La participación científico-tecnológico de Deusto, que recibirá un total de 638.875 euros, se enfocará al desarrollo de un sistema de la plataforma tecnológica que proporcione una solución 360º integral y una red inteligente multi-colaborativa, así como en la investigación de técnicas de optimización dinámica y multi-objetivo aplicadas a la planificación dinámica de envíos.

En el equipo de trabajo participan investigadores de la Facultad de Ingeniería y DeustoTech, pertenecientes al Deusto Smart Mobility, grupo de investigación del sistema universitario vasco de tipo A, reconocido de Gobierno vasco (IT1024-16). La responsable del proyecto por parte de Deusto es Pilar Elejoste, directora técnica de DeustoTech, la parte científica la lidera el investigador Antonio Masegosa, Ikerbasque Research Associate, y el liderazgo técnico le corresponde al investigador Pablo Fernández.

10. Press release on euskadi.eus (23/09/2020)

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DeustoTech participa en el proyecto europeo Senator para lograr ciudades con logística cero emisiones

Fecha de publicación: 23/09/2020

El proyecto resultante proveerá de una plataforma de control y ayuda a la toma de decisión para operaciones logísticas.

DeustoTech, instituto de investigación de la Universidad de Deusto, participa en el proyecto europeo "Senator" cuyo objetivo es aportar estrategias y herramientas tecnológicas para paliar la congestión de la distribución de las mercancías en los centros urbanos y sus consecuencias medioambientales y lograr con ello ciudades con logística 'cero emisiones'. En el proyecto Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics (Senator), participan empresas, universidades, consultoras especializadas y administraciones, constituye un nuevo logro en la exitosa trayectoria de internacionalización de Deusto en la aplicación de la investigación en TICs a la movilidad de personas y mercancías.

Así, la Facultad de Ingeniería de la Universidad de Deusto y DeustoTech participan desde esta semana en la primera reunión de un nuevo proyecto europeo en el ámbito de logística que comienza oficialmente como una de las tres propuestas financiadas en su área dentro el programa de trabajo de transporte (LC-MG-1-10-2019: Logistics solutions that deal with requirements of the 'on demand economy' and for shared-connected and low-emission logistics operations), enmarcado en los retos sociales de Horizon 2020. Ahora se inician algo más de cuatro años de intenso y retador trabajo de investigación, con el objetivo común de mejorar la colaboración de los agentes involucrados en la distribución urbana e interurbana de mercancías bajo los paradigmas de la economía bajo demanda y la movilidad conectada, inteligente y compartida.

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En este sentido y con el propósito de ofrecer una respuesta integral a las necesidades del sector, el proyecto desarrollará una herramienta de soporte para la toma de decisión, la integración y el planeamiento de todas las operaciones logísticas que minimice los impactos negativos que esa distribución en las ciudades provoca actualmente y constituya un medio efectivo de colaboración entre agentes (operadores, transportistas y administraciones, como responsables de la planificación urbana). Se tendrá para ello en cuenta todas las posibilidades que la digitalización de la información y la integración del Internet de las cosas en el transporte proporciona, así como las tendencias en vehículos conectados y hasta autónomos.

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Con un presupuesto de 4 millones de euros, en Senator participan 11 socios de 5 países (España, Alemania, Inglaterra, Irlanda e Italia). La participación científico-

9. Piece of news in [Hemisferios](#) (22/09/2020)



Hemisferios
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POR REDACCIÓN — 22 septiembre, 2020 — en Transición Energética — 0



0 COMPARTIR

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El pasado 16 de septiembre, se presentó el proyecto europeo Electric Travelling en el evento telemático EMEurope R&I Projects, cuyo principal objetivo es acelerar el proceso de implementación de la electromovilidad en zonas urbanas y suburbanas.

En el segundo trimestre de 2020 las matriculaciones de vehículos eléctricos de pasajeros en la Unión Europea aumentaron un 7,2 %, lo que traducido en cuota de mercado supone un aumento del 53,3 %. Una cifra muy elevada teniendo en cuenta que algunos países, como España, han registrado un descenso del 54,4 %[3] en las matriculaciones ese mismo trimestre. Parte de los objetivos del Pacto Verde Europeo es la mejora de la electromovilidad en las ciudades impulsada por proyectos, como Electric Travelling financiado por la iniciativa Electric Mobility Europe (EMEUEurope).

Los resultados del proyecto desarrollado en conjunto entre las tres organizaciones vascas de Factor, SAITEC y DeustoTech, durante los últimos 5 años, han proporcionado las herramientas adecuadas de tecnología de la información y la comunicación (TIC) para identificar soluciones inteligentes de movilidad eléctrica adaptadas a áreas específicas y, gracias a los resultados obtenidos, se ha

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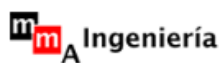
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Primer vuelo de carga totalmente neutro en carbono que despegará del aeropuerto de Frankfurt
24 horas hace

Like a Leaf: nuevo método de fotosíntesis artificial para capturar CO2 directamente del aire y convertirlo en combustible
1 día hace

8. Piece of news in [MMA Ingeniería](#) (22/09/2020)



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DeustoTech participa en el proyecto europeo “Senator” para lograr ciudades con logística ‘cero emisiones’

PÚBLICADO EN SEPTIEMBRE 22, 2020 POR MMA INGENIERÍA



DeustoTech, instituto de investigación de la Universidad de Deusto, participa en el proyecto europeo “Senator” cuyo objetivo es aportar estrategias y herramientas tecnológicas para paliar la congestión de la distribución de las mercancías en los centros urbanos y sus consecuencias medioambientales y lograr con ello **ciudades con logística ‘cero emisiones’**. En el proyecto **Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics (Senator)**, participan empresas, universidades, consultoras especializadas y administraciones, constituye un nuevo logro en la exitosa trayectoria de internacionalización de Deusto en la aplicación de la investigación en TICs a la movilidad de personas y mercancías.

Así, la Facultad de Ingeniería de la Universidad de Deusto y DeustoTech participan desde esta semana en la primera reunión de un nuevo proyecto europeo en el ámbito de logística que comienza oficialmente como una de las tres propuestas financiadas en su área dentro el programa de trabajo de transporte (LC-MG-1-10-2019: **Logistics solutions that deal with requirements of the ‘on demand economy’ and for shared-connected and low-emission logistics operations**), enmarcado en los retos sociales de Horizon 2020. Ahora se inician algo más de cuatro años de intenso y retador trabajo de investigación, con el objetivo común de mejorar la colaboración de los agentes involucrados en la distribución urbana e interurbana de mercancías bajo los paradigmas de la economía bajo demanda y la movilidad conectada, inteligente y compartida.

Desafíos de Senator

Los desafíos no resueltos de la logística en áreas urbanas, metropolitanas y periurbanas a los que se pretende dar solución Senator son principalmente la demanda incremental de productos por parte de los usuarios/ciudadanos, el aumento de los costes asociados y la atomización del sector, la congestión que la distribución de las mercancías supone en los centros urbanos y las consecuencias medioambientales

7. Piece of news in [Estrategia Empresarial](#) (22/09/2020)



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Titulares del último número de Estrategia Empresarial Del 1 al 15 de diciembre de 2020

Senator, un proyecto europeo en el que participa la universidad de Deusto que persigue avanzar hacia ciudades con logística ‘cero emisiones’

La investigación busca aportar estrategias y herramientas tecnológicas para paliar la congestión de la distribución de las mercancías en los centros urbanos y sus consecuencias medioambientales

(22/09/2020) -La Facultad de Ingeniería de la Universidad de Deusto y DeustoTech, su instituto de investigación universitario, han participado desde este martes, 22 de septiembre, hasta el jueves 24, en la primera reunión de un nuevo proyecto europeo en el ámbito de logística llamado Senator (Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics). Esta iniciativa, en la que participan empresas, universidades, consultoras especializadas y administraciones, constituye un nuevo logro en la exitosa trayectoria de internacionalización de Deusto en la aplicación de la investigación en TICs a la movilidad de personas y mercancías.



Deusto

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El proyecto comienza oficialmente como una de las tres propuestas financiadas en su área dentro el programa de trabajo de transporte (LC-MG-1-10-2019: Logistics solutions that deal with requirements of the 'on demand economy' and for shared-connected and low-emission logistics operations), enmarcado en los retos sociales de Horizon 2020. Ahora se inician algo más de cuatro años de intenso y retador trabajo de investigación, con el objetivo común de mejorar la colaboración de los agentes involucrados en la distribución urbana e interurbana de mercancías bajo los paradigmas de la económica bajo demanda y la movilidad conectada, inteligente y compartida.

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6. Piece of news in "[El blog de la empresa vasca](#)" by Grupo Spri (22/09/2020)



El blog de la empresa vasca

Información diaria relevante para tu empresa

22 septiembre, 2020

DeustoTech participa en el proyecto europeo "Senator" para lograr ciudades con logística 'cero emisiones'

El proyecto resultante proveerá de una plataforma de control y ayuda a la toma de decisión para operaciones logísticas



DeustoTech, instituto de investigación de la Universidad de Deusto, participa en el proyecto europeo "Senator" cuyo objetivo es aportar estrategias y herramientas tecnológicas para paliar la congestión de la distribución de las mercancías en los centros urbanos y sus consecuencias medioambientales y lograr con ello ciudades con logística 'cero emisiones'. En el proyecto Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics (Senator) participan empresas, universidades, consultoras especializadas y administraciones, constituye un nuevo logro en la exitosa trayectoria de internacionalización de Deusto en la aplicación de la investigación en TICs a la movilidad de personas y mercancías.

Así, la Facultad de Ingeniería de la Universidad de Deusto y DeustoTech participan desde esta semana en la primera reunión de un nuevo proyecto europeo en el ámbito de logística que comienza oficialmente como una de las tres propuestas financiadas en su área dentro el programa de trabajo de transporte (LC-MG-1-10-2019: Logistics solutions that deal with requirements of the 'on demand economy' and for shared-connected and low-emission logistics operations), enmarcado en los retos sociales de Horizon 2020. Ahora se inician algo más de cuatro años de intenso y retador trabajo de investigación, con el objetivo común de mejorar la colaboración de los agentes involucrados en la distribución urbana e interurbana de mercancías bajo los paradigmas de la economía bajo demanda y la movilidad conectada, inteligente y compartida.

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5. Article in Religión Digital (22/09/2020)

Religión Digital

Director: José Manuel Vidal



Educación > "Hacia ciudades con logística 'cero emisiones'": Arranca 'Senator' con la participación de Deusto

El proyecto europeo desarrollará una herramienta de gestión logística que responda a los retos sociales de Horizon 2020

"Hacia ciudades con logística 'cero emisiones'": Arranca 'Senator' con la participación de Deusto



Nace con el propósito de ofrecer una respuesta integral a las necesidades del sector logístico y al cuidado medioambiental



El proyecto desarrollará una herramienta de soporte para la toma de decisión, la integración y el planeamiento de todas las operaciones logísticas que minimice los impactos negativos



Participan 11 socios de 5 países (España, Alemania, Inglaterra, Irlanda e Italia). La participación científico-tecnológico de Deusto, que se enfocará al desarrollo de un sistema de la plataforma tecnológica



22.09.2020 | Universidad de Deusto

(Universidad de Deusto).- La investigación busca aportar estrategias y herramientas tecnológicas para paliar la congestión de la distribución de las mercancías en los centros urbanos y sus consecuencias medioambientales

La Facultad de Ingeniería de la Universidad de Deusto y DeustoTech, su instituto de investigación universitario, participan desde hoy, 22 de septiembre, y hasta el próximo jueves 24, en la primera reunión de un nuevo proyecto europeo en el ámbito de logística llamado Senator (Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics). Esta iniciativa, en la que participan empresas, universidades, consultoras especializadas y administraciones, constituye un nuevo logro en la exitosa trayectoria de internacionalización de Deusto en la aplicación de la investigación en TICs a la movilidad de personas y mercancías.

4. Article in Deusto's website in Spanish (22/09/2020)



ACTUALIDAD

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Universidad Deusto > Actualidad > Arranca Senator, un nuevo proyecto europeo en el que participa Deusto que persigue avanzar hacia ciudades con logística 'cero emisiones'

22 septiembre 2020

Campus Bilbao






3. Article in Deusto's website (22/09/2020)


Deusto
 Universidad de Deusto

INVESTIGACIÓN

- Investigación en Deusto
- Producción científica
- Unidades de investigación
- Investigación interdisciplinar
- Impacto social
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Universidad Deusto • Investigación • Investigación interdisciplinar • Plataforma S-Creative • Más noticias • Launch of the new Horizon 2020 Project SENATOR

22 septiembre 2020





Launch of the new Horizon 2020 Project SENATOR



The Faculty of Engineering of the University of Deusto and DeustoTech participated in the kick off meeting of the new Horizon 2020 Project SENATOR (Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics), which took place between 22 and 24 September.

The project will be coordinated by Sociedad Estatal Correos y Telégrafos (Spain) and will count with 12 partners distributed across 5 different countries. The University of Deusto will assume the role of technical leader.

SENATOR will provide 4 governance schemes for urban planning policies:

- User demand planning,
- Transport planning,
- Freight & Logistics planning, and
- City Infrastructure.

The expected impacts of the project are:

- to have a clear understanding of cost effective strategies, measures and tools to achieve essentially zero emission city logistics in major European urban centres by 2030, and
- to provide with the inputs for the preparation and implementation of sustainable urban logistic plans (SULPs) and/or sustainable urban mobility plans (SUMPs) and other planning (private and public side) tools, such as big data and real-time traffic management.

For more information on the SENATOR project, please consult [this page](#).

2. Presentation of the project [in Software AG's website](#) (22/09/2020)



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SENATOR



Smart network operator for sustainable governance decision-making based on shared-connected freight delivery towards a better urban planning

Funded by



Description

The main objective of SENATOR project is to provide four governance schemes for urban planning policies: User demand planning, Transport planning, Freight & Logistics planning and City infrastructure focused, bringing together relevant stakeholders in urban freight logistics within one multi-collaborative framework based on a new urban logistics model to attend the requirements of the 'on demand economy'. Therefore, SENATOR develops a smart network operator supported on an ICT (Information and Communications Technology) platform for integrated logistics operation.

Partners

- Sociedad Estatal CORREOS y Telégrafos, S.A.
- Univ. de la Iglesia de DEUSTO Entidad Religiosa
- Ayuntamiento de ZARAGOZA
- Dublin City Council
- Câmara Municipal de Lisboa
- MDS Transmodal Ltd.
- RINA-C Consulting S.p.A.
- ZABALA Innovation Consulting S.A.
- DotGIS Corporation S.L.
- An Post
- University College Dublin

Duration

September 2020 to August 2024

1. Article in El Mercantil (10/09/2020)

el MERCANTIL



Correos participa en un proyecto europeo para diseñar un nuevo modelo logístico urbano

Colabora junto a otras empresas y administraciones en un programa comunitario hasta 2024 para mejorar la gestión logística en diversas ciudades europeas



Posada

CHLOE GUTIÉRREZ / Madrid

10 de septiembre de 2020






El operador público Correos prepara el lanzamiento a lo largo de la próxima semana de un nuevo proyecto europeo enmarcado en el marco del programa [Horizon 2020](#) para desarrollar un nuevo modelo logístico en las ciudades. Así lo ha anunciado la subdirectora de Relaciones Internacionales, RSC y Sostenibilidad de Correos, Elena Fernández, en el encuentro digital del Proyecto Zero junto con el Centro Español de Logística (CEL).

Además de Correos, participan en este proyecto diversas administraciones, entre las cuales se encuentran el Ayuntamiento de Zaragoza y el de Dublín, y empresas españolas como Zabala Innovations Consulting o Dotgis Corporations. En total, el proyecto Senatur, [hermano de la iniciativa LEAD](#), finalizará a finales de agosto de 2024, y recibirá una aportación europea cercana a los cuatro millones de euros.



“Hay que evitar el solapamiento diario entre redes que operan entregas en un mismo domicilio”

Elena Fernández Subdirectora de RSC y Sostenibilidad de Correos