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**The NOVELOG project: city cases for efficient urban freight distribution**

The presentation focuses on the NOVELOG project which started in summer 2015 under the coordination of the Centre for Research And Technology Hellas – CERTH and which is funded by the EC within the H2020 Programme. NOVELOG (New cooperative business models and guidance for sustainable city logistics) has a mission to enable the knowledge and understanding of freight distribution and service trips by providing guidance for implementing effective and sustainable policies and measures. NOVELOG focuses on the support to authorities and city logistics public and private stakeholders in the choice of the most optimal and applicable solutions for urban freight and service transport, by developing field testing, collaboration in the supply chain and the transfer of best governance and business models. NOVELOG wants to contribute to the European Commission’s research and policy agenda through the generation of sound knowledge that introduces a new approach to guidance strategies that support a more sustainable urban environment. The project involves 12 city cases in Athens, Turin, Graz, Rome, Barcelona, Mechelen, Emilia-Romagna Region, Gothenburg, Venice, Copenhagen, Pisa, London Borough of Barking and Dagenham, covering a wide range of city logistics measures. An extended network of 91 bodies at global level supports the project. The presentation, further than giving a snapshot of NOVELOG, enters into some recent experiments on city logistics of Emilia-Romagna Region (Italy), including the regional harmonization of rules of access to LTZs which will be followed up in the same NOVELOG project.