

Michael Browne  
Professor of logistics and urban freight transport

Department of Business Administration,  
School of Business, Economics and Law  
University of Gothenburg



## Academic positions held

- 1986 - 2015 University of Westminster, London
  - from 1992 Professor of Logistics
  - Head of Transport Department and Director of the Graduate Centre Architecture and the Built Environment during part of that time.
- 2015 – present: University of Gothenburg
  - Professor of logistics and urban freight transport
- Visiting professor Paris II University (1998 onwards) and Bordeaux Business School (2000 onwards)
- Vrije Universiteit Brussel Chair 2015/2016

## Roles and activities

- Responsible for academic leadership of the Urban Freight Platform and initiative between University of Gothenburg and Chalmers supported by the Volvo Research and Educational Foundations (VREF).
- Chair, Central London Freight Quality Partnership
- Research Council representative Northern LEAD
- Provided advice to the following cities on freight strategy: London, Copenhagen, Region Ile de France
- Adviser UK Commission for Integrated Transport 2010/2011

## Conference committees and journals

- Scientific committees including:
  - WCTRS (Chair Special Interest Group Urban Goods Movement)
  - Institute for City Logistics
  - International Urban Freight Conference (METRANS)
  - TRB Urban Freight Transportation Committee
- Journals
  - Associate editor Transport Reviews (freight, maritime and logistics papers)
  - Regional editor Logistique & Management (Regional Editor)
  - Editorial board member for: Research in Transportation and Business Management; Case Studies on Transport Policy; International Journal of Physical Distribution and Logistics Management; International Journal of Logistics: Research and Applications; Supply Chain Forum; International Journal of Shipping and Transport Logistics

## Research themes – logistics and freight transport

- Changing role and strategies of 3PL companies
- Carriers/3PLs and regulation
- Shipping and intermodal transport
- Impact of globalisation on freight transport
- E-commerce and last mile logistics
- Energy use and emissions in the supply chain (including the application of life cycle analysis)

## Research themes – urban freight

- Focus mainly on policy-related developments and the importance of understanding stakeholder behaviour.
- Recent projects include:
  - best practice in urban freight initiatives in European and US cities;
  - the role of partnerships in fostering sustainable urban freight;
  - the impact on freight transport of the 2012 Olympic Games in London;
  - energy use and emissions from freight transport in cities;
  - Understanding the growth in light commercial vehicle (van) traffic in urban areas;
  - the importance of the last mile and home delivery and the need to consider the service sector;
  - role, scope and barriers to the use of autonomous freight vehicles in urban areas.

## Research and policy development – an example from London



The Mayor's Transport Strategy 2001 – an important starting point

## The Mayor's Freight Strategy (2001)

4K freight, delivery and servicing

4K.1 Achieving an efficient and sustainable distribution system for goods and services is one of the greatest challenges facing London.

4K.3 The key to a successful freight and servicing strategy is balancing needs against impacts.

**Proposal 4K.1** Transport for London will set up a London Sustainable Distribution Partnership that will assist in the development and implementation of proposals for effective

*The London Sustainable Distribution Partnership is to be established by the end of 2001*

## London Freight Plan (November 2007)



### Four projects

- Freight Operator Recognition Scheme (FORS)
- Delivery Servicing Plans
- Construction Logistics Plans
- Freight Information Portal

### Three supporting workstreams

- Partnership development
- Major project development
- Data, modelling and best practice

*Development started in 2004*

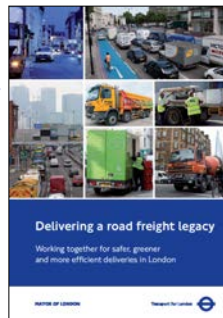
## TfL and freight policy development

2003-12

2012

2012-15

2016 to 2030...



*A longer term freight strategy*

**Voluntary  
Incentives  
Regulation**

- Engagement
- 4 key projects
- Reduced funding

- Success in Olympics
- High profile accidents
- Political desire to do more with freight

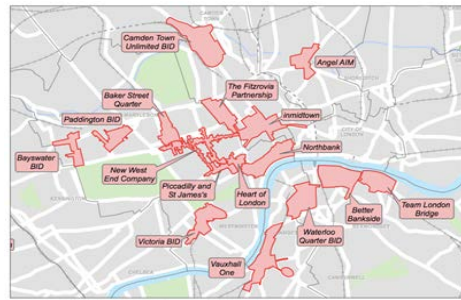
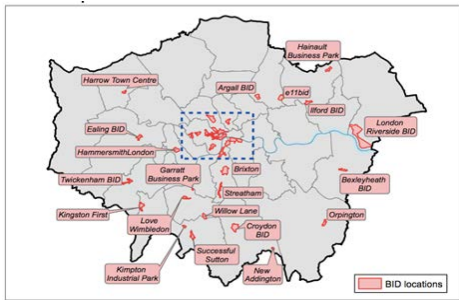
- 'Games legacy' activities
- 3 year programme to embed best practice

- How far to go?
- Expand best practice or a radically new role for TfL?

Source: Transport for London, 2016

## Engagement with stakeholders

- Business Improvement Districts in urban freight sustainability initiatives: a case study approach
- With Julian Allen (University of Westminster) and Penny Alexander (Baker Street Quarter Partnership)



## Membership of Baker Street Quarter Partnership (BID) and research approaches

Office	112
Restaurant	7
Hotel	6
Bank	5
Shop/showroom	4
Pub	2
Educational	2
Attraction	2
Members Club	1
Car park	1
Casino	1
Gym	1
Clinic	1
<b>Total</b>	<b>145</b>

- Interviews
- Analysis of vehicle arrival and departure logs
- Observation surveys
- Traffic and pedestrian counts

## Potential freight improvements identified for offices and hotels in BSQ

- Retime deliveries and collections
- Increase load consolidation
- Use low emission vehicles to make deliveries
- Better organise ordering and procurement of goods and services:
  - Reduce frequency of suppliers' goods deliveries and collections
  - Rationalise the number of suppliers to reduce vehicle trips
- Make better use of off-street loading and parking space to take pressure off road network
- Also opportunities to implement site-specific to address local problems including signage and site management

## Urban Freight Platform



### Why

- Build on the individual initiatives taking place in University of Gothenburg and Chalmers
- Improve links between Scandinavian researchers in this field
- Provide a focus for engagement with wider academic and other communities at a European and global level

### When

- Established Early 2014

## Urban Freight Platform - Main Accomplishment



- Contributions to policy/ practice:
  - Include sustainable urban freight initiatives to improve current situation (e.g., Off-peak distribution) and in the planning of future developments (e.g., DenCity)
  - Quantify urban freight activity (e.g., FTG) and assess freight initiatives
- Scientific contributions:
  - >12 journal publications, > 20 conference papers, 2 VREF Research Briefs
- Education:
  - Course in urban freight for PhD students, include urban freight in master courses, and develop master theses on the topic

## Urban Freight Platform - research themes



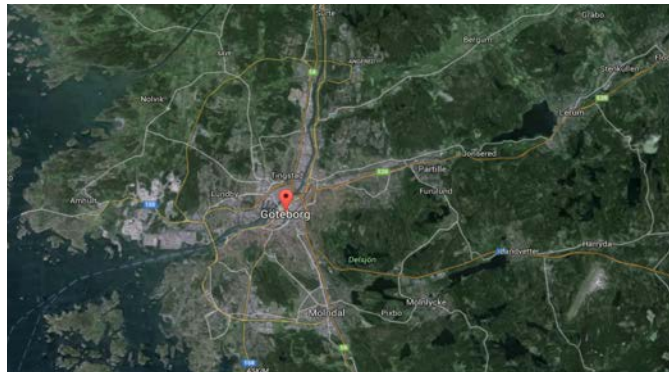
- Urban freight and urban form
- Interaction between urban freight and person mobility
- Stakeholder engagement
- Urban freight operations and policies, future vehicle design and technology (e.g. autonomous freight vehicles)
- + Facilitating dialogue and dissemination
  - Seminars, workshops, etc
  - VREF Conference on Urban Freight  
 (<https://www.chalmers.se/en/centres/lead/urbanfreightplatform/vrefconf16/program2016/Pages/default.aspx>)
  - E-Book



## Research project: Logistics sprawl patterns in Gothenburg



- Study and measure of spatial deconcentration of logistics facilities in Gothenburg metropolitan area (and Västra Götaland) and a study of potential factors affecting location of facilities



## Research project: DenCity



- Goal: Identify sustainable urban mobility options for both passenger and goods in an area with limited space for vehicles, and high demands on attractiveness and sustainability
- Research and implementation projects
- Focus on Gothenburg but wider applicability





## Thank you

Michael Browne, Professor of Logistics and Urban Freight Transport  
 University of Gothenburg  
 Department of Business Administration  
 School of Business, Economics and Law  
 Box 610, SE-405 30 Gothenburg, Sweden  
 email: michael.browne@gu.se  
 tel: +46 31 786 6798



## Links and further information



- 1) Urban Freight Platform an initiative at University of Gothenburg and Chalmers supported by the Volvo Research & Educational Foundations (VREF): <http://www.chalmers.se/en/centres/lead/urbanfreightplatform/Pages/default.aspx>  
 VREF Urban Freight Conference, Gothenburg (17-19 October 2016) Information and presentations at: <http://www.chalmers.se/en/centres/lead/urbanfreightplatform/vrefconf16/Pages/default.aspx>
- 2) Center of Excellence: Sustainable Urban Freight Systems (supported by VREF) for webinars and other information available see: <https://www.coe-sufs.org/>
- 3) METROFREIGHT Center of Excellence (supported by VREF) for more information see: <http://priceschool.usc.edu/metrofreight-the-localglobal-challenge-of-urban-transportation-planning/>
- 4) Why Goods Movement Matters - by the RPA in collaboration with the VREF (2016)  
<http://www.vref.se/publications/researchsynthesisreports/researchsynthesisreports/whygoodsmovementmattersbytherpaincollaborationwiththevref.5.1feef8b156cfde87aa3d60e.html>  
 Interactive website: <http://goodsmovementmatters.org>

