Urban Freight: The Last Mile
Harnessing Technology

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What do we mean by Urban Freight?
Who is the ‘customer’?
What is our driver for technology and innovation?
Intelligent Mobility:
The efficient and cost effective movement of goods and people
Opportunities to Harness Technology

• Tackling the barriers to technological innovation:
  • improve access to data – situational awareness
  • understand the business requirements – the basis for measuring performance
  • define the systems that are required in order to deliver the business requirements – that basis for procuring systems
  • avoid adding to complexity to the layers of management/control
  • understand the alignment of costs and benefits

• Taking a ‘whole system approach’ – technology and innovation enabled
The need for a ‘systems approach’
The UK Catapult programme
Thank You