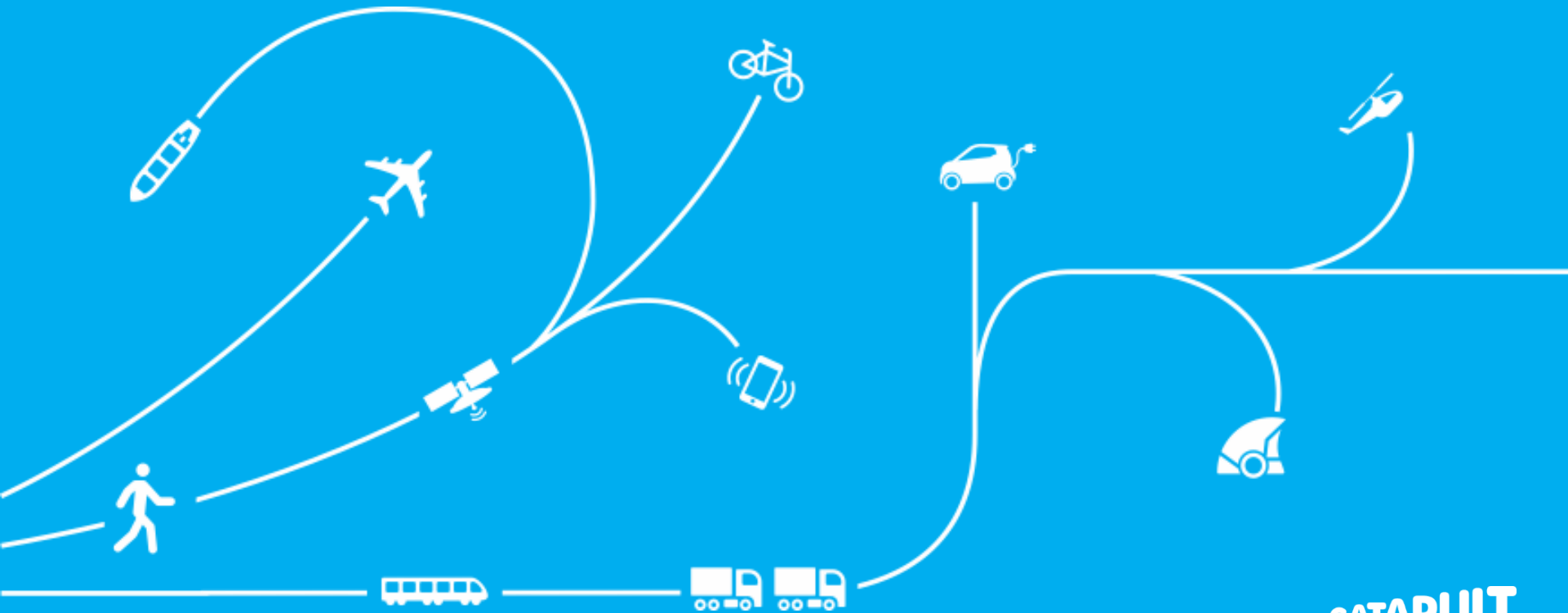


# Urban Freight: The Last Mile Harnessing Technology

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# What do we mean by Urban Freight?



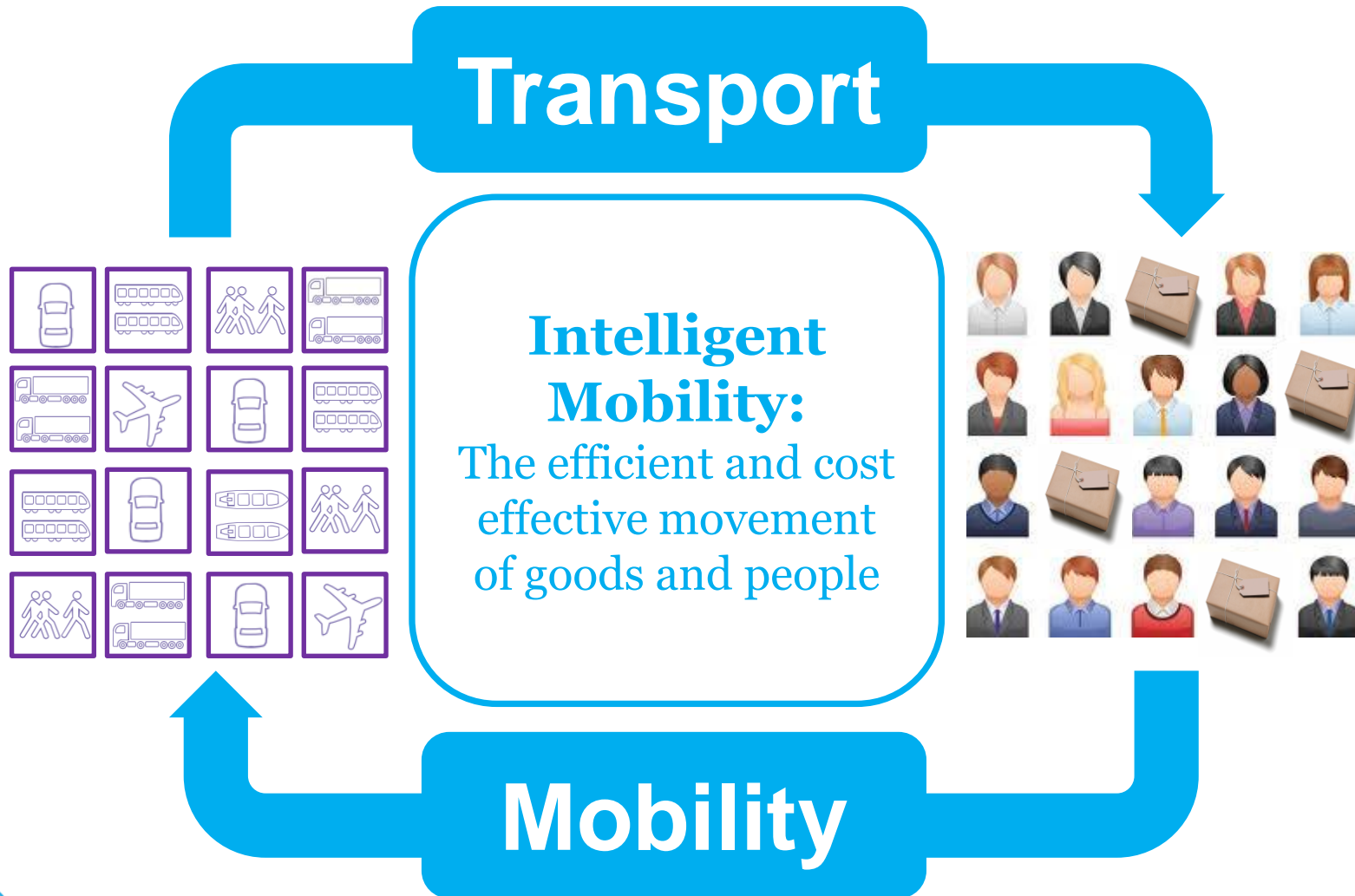
# Who is the 'customer'?



# What is our driver for technology and innovation?



# Transport vs Mobility

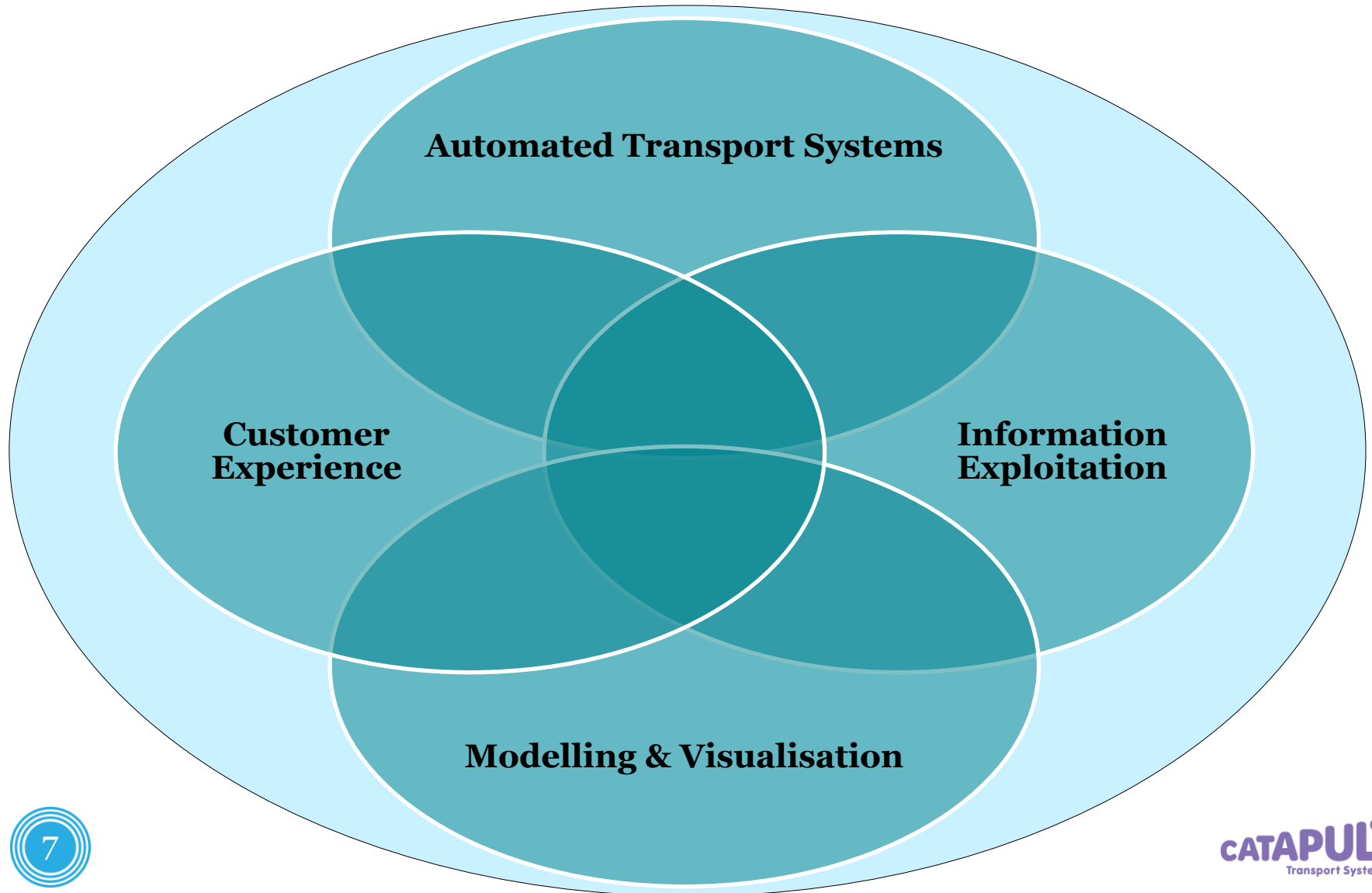


# Opportunities to Harness Technology

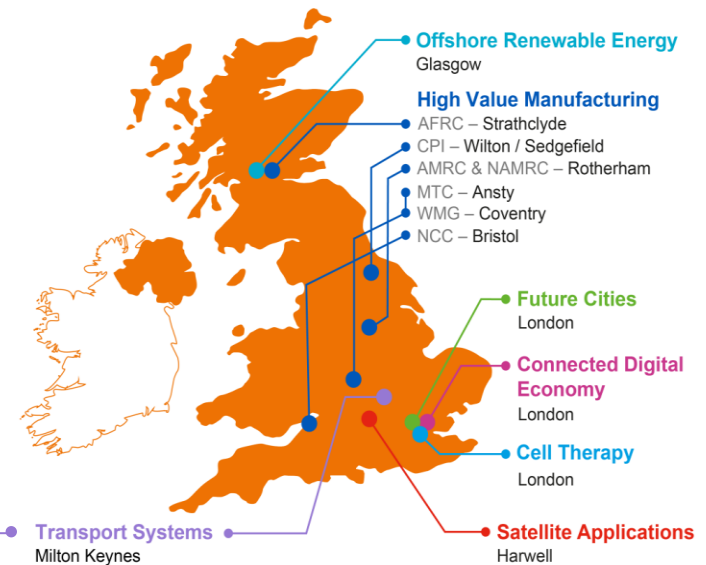
- Tackling the barriers to technological innovation:
  - improve access to data – situational awareness
  - understand the business requirements – the basis for measuring performance
  - define the systems that are required in order to deliver the business requirements – that basis for procuring systems
  - 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'

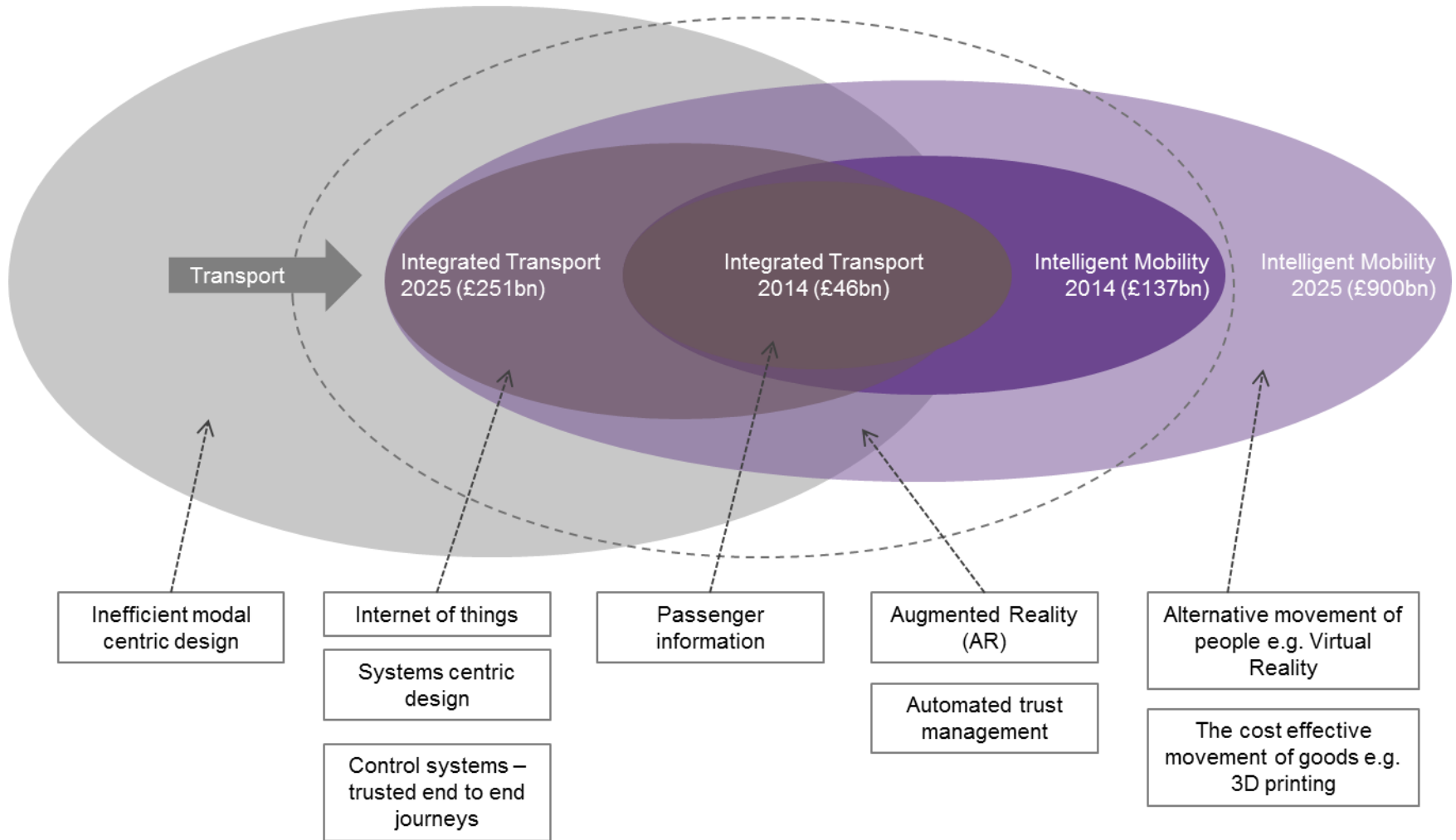


# The UK Catapult programme





# Intelligent Mobility Market



# Thank You

