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Grant agreement no: 635898

Deliverable 7.6
Videos, animations and cartoons
### CITYLAB – City Logistics in Living Laboratories

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<table>
<thead>
<tr>
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<tbody>
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#### Author(s)
Fraser McLeod and Tom Cherrett (Southampton)

#### Co-author(s)

#### Responsible Organisation
University of Southampton

#### WP Leader
University of Southampton

#### Internal Reviewer
-

#### Project Manager
Andrea Arcelli (INEA)

#### CITYLAB consortium by Living Lab

<table>
<thead>
<tr>
<th>Living lab</th>
<th>Municipal partner(s)</th>
<th>Industry partner(s)</th>
<th>Research partner(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brussels</td>
<td>Brussels Mobility</td>
<td>Procter &amp; Gamble Services</td>
<td>Vrije Universiteit Brussel</td>
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<tr>
<td>London</td>
<td>Transport for London</td>
<td>TNT Gnewt Cargo</td>
<td>University of Westminster University of Gothenburg</td>
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<tr>
<td>Oslo</td>
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<td>Steen &amp; Strøm</td>
<td>Transportkonomisk institutt</td>
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<tr>
<td>Paris</td>
<td>Ville de Paris</td>
<td>IFSTTAR DLR</td>
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<tr>
<td>Rotterdam</td>
<td>Gemeente Rotterdam</td>
<td>PostNL TNO</td>
<td></td>
</tr>
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<td>Rome</td>
<td>Roma Capitale</td>
<td>Poste Italiane MeWare SRL</td>
<td>Università degli studi Roma Tre</td>
</tr>
<tr>
<td>Southampton</td>
<td>Southampton City Council</td>
<td>Meachers Global Logistics</td>
<td>University of Southampton</td>
</tr>
</tbody>
</table>

#### Networking and outreach partner
POLIS
CONTENTS

Executive summary .................................................................................................................................................. 1
1 Introduction.......................................................................................................................................................... 2
  1.1 Videos and webcasts .................................................................................................................................. 2
  1.2Animations .................................................................................................................................................... 2
  1.3 Cartoons ..................................................................................................................................................... 2
Appendix A – Cartoons ....................................................................................................................................... 3
Executive summary

This deliverable briefly describes the videos, animations and cartoons that have been produced by the Citylab project to present its concepts in a visual, user-friendly way. They comprise:

- A webcast of the local workshop hosted at the University of Southampton on 27 January 2017 (http://www.citylab-project.eu/presentations.php#Soton)
- Some video footage from the Amsterdam local workshop
- An animation of the living lab concept (http://www.citylab-project.eu/)
- An animation of the Oslo implementation action (http://www.citylab-project.eu/)
- A set of cartoons produced for each city

A webcast and video interviews from the CIVITAS Urban Freight Conference (23-24 April 2018, Brussels), jointly organised by Citylab and the three other UF projects (Novelog, Success and U-Turn), are currently being prepared and will be made available when ready, with links given from the Citylab website.
1 Introduction
Videos, animations are cartoons were produced to illustrate the living lab concept and implementations in each city.

1.1 Videos and webcasts
Citylab partner Poste Italiane produced a video describing the Rome implementation, available to view at: http://www.citylab-project.eu/Rome.php. This 3-minute video presents the story of how plastic bottle caps dropped off by students and staff at the University of Roma Tre are collected by Poste Italiane as part of their daily routine and subsequently recycled.

Presentations from the Southampton local workshop held on 27 January 2017 were recorded on video and later presented as a webcast (i.e. alongside presentation slides), available to view at: http://www.citylab-project.eu/presentations.php#Soton.

Some video footage of the site visit hosted by PostNL at the Amsterdam local workshop held on 18 March 2018 was captured and can be viewed within the online workshop report at: http://www.citylab-project.eu/180308_Amsterdam.php. The footage comprises a short welcome to the site visit by Nanette Wielenga (PostNL) and of Citylab partners trying out the stints and bicycles used by PostNL for deliveries in Amsterdam.

1.2 Animations
Two short (between 2 and 3 minutes in length) animated videos were produced, one illustrating the living lab concept and one describing the Oslo implementation. They both can be viewed from the project website homepage (www.citylab-project.eu). The animation of the living lab concept was produced in November 2017 and has been viewed around 750 times at the time of writing. The Oslo animation was produced in April 2018 and has yet to be advertised outside the project so viewing figures are negligible to date. Citylab partner Steen & Strøm plan to extensively use this animation for dissemination and marketing purposes, for example, when giving presentations to the City of Oslo and real estate developers; when marketing their ambitious CO₂ reduction goals; and when communicating with the 155 tenants expected to be present at the Økern shopping centre in Oslo.

1.3 Cartoons
A set of 8 cartoons were commissioned near the start of the project to illustrate the living lab concept and the original implementation concepts (Appendix A). The storyboards were designed by the relevant Citylab partners and the cartoons drawn by illustrator Matt Sloe (samples of his other work are shown at https://www.instagram.com/matt.sloe/?hl=en). The cartoons were printed as A0 posters and used at selected events such as our first meeting with the living lab advisory group and the 2015 Civitas Forum held in Llubljana. At the request of Dutch partners, Dutch versions of the cartoons were produced for the London, Oslo and Southampton implementations and were used locally.
Appendix A – Cartoons
THE LIVING LAB CONCEPT

The CityLab project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no. 631898  www.citylab-project.eu

Artwork by Matt Soo  Maniformatt@gmail.com

D7.6 – Videos, animations and cartoons
This traffic's getting worse...

What if we loaded up all the packages onto a floating depot that could be sailed into the heart of the city?

They could then bypass this queue to get to a collection point in the city.

Electric vehicles do the final deliveries.

You can start from here instead of the depot miles away.

Therapy reducing emissions and cutting time.

Oh, we're moving again.

The CityLab project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no. 635858. www.citylab-project.eu

Artwork by Matt Sloe Manypowatt@gmail.com
D7.6 – Videos, animations and cartoons
The CityLab project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no. 635898. www.citylab-project.eu

Artwork by Matt Sise
Manifor@att.com
PARIS LIVING LAB

Urban sprawl, in cities, is a growing problem.

Proposed solution - Inner city mixed use, freight facilities.

The facility is developed by Sorbony, a public/private partnership, owned by the Département de Paris.

Cross-docking and consolidation of goods are facilitated.

Who may use the facility?

The plan is for long-term contracts with a small number of large volume shippers.

But it looks so beautiful?

Thank you! Great care is taken with landscaping, aesthetics and integration with the local community.

Why don't we re-use rail lines and waterways to access the centre of Paris?

How can we consolidate all these truck movements?

Why do we have rail access for goods and lorries?
D7.6 – Videos, animations and cartoons
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