

D4.3 - Reports on the research pilots' design, implementation, results



What is this about?

The **SuCoLo** project tested new ways to deliver parcels in three cities:

- **Salzburg** (Austria)
- **Leipzig** (Germany)
- **Merano** (Italy)

We wanted to see how to make deliveries better for nature and for *all* people. And we wanted to see if a new idea works before doing it everywhere.

Salzburg: Digital Nudges

In Salzburg, we tested "digital nudges" in an online shop.

- **Digital nudges** are small signs or messages on an online shop. They help people make choices.
- A **digital nudge** does not force you. You can still choose what you want.

Example:

- A website shows a big green button: "Yes, I want to order in an eco-friendly way."
- The "No" button is small or harder to see. This can make people more likely to click "Yes."

In simple words:

Digital nudges are **design tricks** on webshops.

They try to **guide your decision** in a certain way.

They can be helpful. But sometimes they can also try to influence you too much.

What were the results of the test?

Over 1.000 people took part in the test. We found that:

- Green labels (like a green leaf) help people choose cargo bikes.
- **Loyalty** points also work well to make people choose the green delivery option. Loyalty points are **bonus points** for buying things:
You buy something, then you get points.
You collect points over time.
Later, you can use the points for rewards.
- People who already care about nature are the most likely to use these "digital nudges".

Leipzig: Mobile Micro-Hubs

In Leipzig, we used a mobile micro-hub. This is like a big shipping container that stays in a neighborhood for a while.

- Parcels were delivered from this container by cargo bikes to people's homes.
- The cargo bikes made 289 deliveries to people's homes.
- It works well, but it is expensive if there are not enough parcels every day.

Merano: Cargo bikes for everyone

In Merano, we started a cargo bike sharing service. This means people can rent a cargo bike to carry heavy things. People could borrow the cargo bikes for free.

- Local shops also used cargo bikes to deliver goods to customers.
- And we built a special pick-up station at the racecourse of Merano.
- This station is barrier-free accessible and inclusive for all people: It has buttons with blind writing and a voice that speaks to help people who cannot see well.



Important: Accessibility for all

We tried to make sure that everyone can use the new services of SuCoLo.

- We used simple language and clear symbols.
- We checked that pick-up stations are easy to reach for people in wheelchairs or people with strollers.

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