



10 Recommendations

for Sustainable Urban Bicycle Logistics Policies

SuCoLo

Fostering sustainable consumer behaviour with inclusive bicycle logistics infrastructure in urban outskirts

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Preface

This report constitutes Deliverable 5.4 of the SuCoLo project - Fostering Sustainable Consumer Behaviour with Inclusive Bicycle Logistics Infrastructure in Urban Outskirts, funded under the Driving Urban Transitions (DUT) Partnership. It presents a set of policy recommendations designed to support public authorities in promoting sustainable cycle logistics solutions in urban and peri-urban areas.

As cities face increasing challenges related to freight transport, including congestion, emissions and growing delivery demand, there is a need for innovative and sustainable logistics models. Within this context, SuCoLo has explored the potential of cargo bikes and cycle logistics as effective tools to support cleaner, more efficient and inclusive urban freight systems.

The recommendations presented in this report build on the knowledge generated through the project's research activities, pilot actions, stakeholder engagement processes and exchanges with practitioners and public authorities. Particular attention has been given to the specific characteristics and needs of urban outskirts and peri-urban areas, which often remain underrepresented in urban logistics planning.

By providing practical and evidence-based guidance, this document aims to support municipalities and policymakers in developing integrated policies and measures that facilitate the uptake of cycle logistics, contributing to broader European objectives related to sustainable mobility, climate neutrality and urban liveability.

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D5.4 Policy Report

Name

Recommendations for Sustainable Urban Bicycle Logistics Policies

Duration

January 2026 – May 2026

Objective

Provide recommendations for public authorities to support the development of sustainable urban cycle logistics, including practical measures, tools and implementation examples.

Target Group

Public administrations and local authorities

Policy Design Process

The recommendations were developed through a policy-design process combining:

- pilot activities;
- research and data analysis;
- exchanges with practitioners and public authorities;
- case study reviews.



Overview: 10 Recommendations

Municipal Leadership

1. Strategic Vision and Targets: Municipalities should integrate cycle logistics into urban mobility strategies through long-term planning, adequate budgets and measurable targets adapted to local needs.

2. Governance and Institutional Coordination: Municipalities should establish a coordinated governance structure with dedicated responsibilities, stakeholder involvement and operational guidelines supporting cycle logistics implementation.

Data-Driven Planning

3. Freight flow analysis and data use: Assess urban freight flows to identify opportunities for cycle logistics and support evidence-based planning of hubs, routes and modal shift measures.

4. Digital infrastructure: Cities should support interoperable digital infrastructure and smart management tools to improve the efficiency, coordination and data-driven operation of cycle logistics systems.

Public Space

5. Cycling infrastructure suitable for cargo bikes: Municipalities should develop continuous, safe and cargo-bike-ready cycling infrastructure supporting efficient logistics operations, inclusive urban mobility and the needs of both professional and everyday cargo bike users.

6. Public space infrastructure; loading, parking and charging: Municipalities should provide secure and accessible parking, loading and supporting infrastructure for cargo bikes, integrating cycle logistics needs within inclusive public spaces and existing urban infrastructure.

Logistics Regulation

7. Urban access regulation and demand management: Municipalities should expand low- and zero-emission zones, prioritising cycle logistics and restricting motorised freight access to improve urban liveability, safety and environmental quality.

8. Safety and operational standards: Municipalities and logistics operators should promote safe cycle logistics through dedicated infrastructure, safety standards, training and data monitoring to improve urban safety and support wider cargo bike adoption.

Business Support & Uptake

9. Business models and economic incentives: Municipalities should support the uptake of cycle logistics through financial incentives, shared infrastructure, SME support and sustainable public procurement policies that encourage wider adoption of cargo bikes and low-emission delivery solutions.

10. Consumer choice and behavioural change: Municipalities should promote visible and accessible cycle logistics options through digital platforms, awareness campaigns and participatory initiatives to encourage sustainable delivery choices and strengthen public acceptance of cargo bike use.

Municipal Leadership

City Vision and Governance

Recommendation 1

Strategic Vision and Targets

Long-Term Planning Framework for Cycle Logistics



Integration of cycle logistics into urban mobility strategies

Municipalities should recognise cycle logistics as a key pillar of sustainable urban freight strategies. Urban mobility frameworks, including Urban Mobility Plans (UMPs) and Sustainable Urban Logistics Plans (SULPs), should be developed according to the scale and characteristics of the local context, encompassing small, medium and large urban administrations.

Strategic planning and progressive implementation

Urban authorities should develop short-, medium- and long-term strategies proportionate to their level of engagement in cycle logistics. Strategic planning should be based on a long-term vision, supported by realistic implementation timelines and adequate budget allocations reflecting actual operational needs.

Dedicated financial resources are essential to ensure the effective implementation, monitoring and scaling-up of cycle logistics measures. Cities at an early stage of development may initially adopt small-scale pilot actions and limited budgets in order to test approaches and progressively expand interventions over time.

Strategies should consider different operational alternatives based on local conditions, user needs and demographic characteristics, including accessibility and inclusivity considerations.

Data-Driven Targets and Monitoring

Strategic planning should be supported by data collected over an extended period through appropriate monitoring activities. Data collection may involve collaboration with private sector stakeholders where possible, as well as alternative methodologies adapted to local capacities and data availability.

Municipalities should establish clear and measurable quantitative targets, such as:

- increasing the share of deliveries carried out by cargo bikes;
- reducing van kilometres travelled;
- decreasing CO₂ emissions generated by urban freight transport.

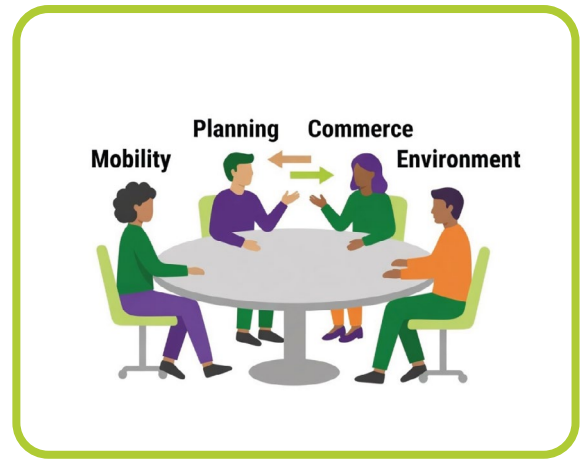


FOR MORE INSIGHTS: [“Topic guide: sustainable urban logistics planning”, European Platform on Sustainable Urban Mobility Plans \(2019\)](#)

Recommendation 2

Governance and Institutional Coordination

Coordination Structure and Stakeholder Engagement



Establishment of an Interdepartmental Coordination Structure

Municipalities should establish an interdepartmental coordination body involving departments responsible for mobility, urban planning, commerce, environmental policy, accessibility and inclusion. Clear coordination and communication responsibilities should be assigned to designated implementation leads, including identified responsible officers or reference persons (e.g. project managers), tasked with overseeing the delivery and coordination of cycle logistics strategies.

The main role of this structure should be to define implementation priorities, action plans and dedicated budgets to support the development of cycle logistics initiatives.

Stakeholder Engagement and Participatory Approach

The coordination body should operate transparently and in collaboration with a multi-stakeholder platform including logistics operators, local businesses, associations and citizens.

Representation across different ages, genders and income groups should be ensured, with particular attention to the needs of relevant target groups, e.g. persons with disabilities.

Adequate financial and organisational resources should be allocated to support stakeholder engagement activities and participatory processes.

Development of Guidelines and Operational Measures

Through this collaborative process, municipalities should develop practical guidelines for cycle logistics implementation addressed to relevant target groups. Key topics may include business implementation models, safety standards and operational action plans supporting the integration of cycle logistics into local mobility policies.



FOR MORE INSIGHTS: [“Sustainable Urban Mobility Plans”, EU Urban Mobility Observatory](#)

Data-Driven Planning

Data and digital tools to optimise freight flows

Recommendation 3

Freight flow analysis and data use

Data-Driven Assessment and Planning for Cycle Logistics



Urban Freight Flow Assessment

The interdepartmental coordination body should conduct an assessment of existing urban freight flows in order to identify the logistics segments most suitable for cycle logistics solutions, such as last-mile deliveries, urban services and local retail distribution.

The objective of this analysis is to support evidence-based planning decisions, including the identification of suitable locations for micro-hubs or logistics hubs, the definition of efficient logistics routes and the estimation of the potential modal shift from van deliveries to cargo bikes. Planning activities should also rely on data-driven forecasting scenarios aligned with the quantitative targets established within the strategic vision.

Collaboration and Stakeholder Involvement

The coordination body should facilitate cooperation with courier companies, logistics operators and local communities in order to better understand operational needs and existing gaps within the urban mobility network. Particular attention should be given to routes and connections accessible to all cargo bike users, including families and people with disabilities.

Collaboration with private logistics operators can provide valuable operational data and insights. However, such cooperation may not always be feasible and often requires negotiation, compromise and clear data governance arrangements.

Data Collection and Analytical Tools

Data collection activities should draw on multiple complementary sources, including collaboration with private operators where possible, existing urban and geo-demographic datasets, traffic flow data, land-use information and mobility datasets.

Where feasible, municipalities are encouraged to involve specialised logistics expertise in order to strengthen the quality of the analysis and ensure the availability of suitable and user-friendly analytical tools supporting planning, monitoring and decision-making activities.



FOR MORE INSIGHTS: [“Guide for advancing towards zero-emission urban logistics by 2030”, POLIS & ALICE \(2021\)](#)

Recommendation 4

Digital infrastructure

Digital Tools for Efficient Cycle Logistics Operations



Development of Digital Infrastructure

Cities should support the development of digital infrastructure for cycle logistics operations in order to enable more efficient coordination of urban freight flows and improve the management of sustainable urban logistics systems. Digitalisation strategies should be integrated into broader urban mobility and smart city frameworks, ensuring interoperability between logistics services and municipal digital systems.

Digital Tools and Operational Management

Digital tools should include solutions for routing optimisation, booking systems for loading and unloading spaces, and fleet management platforms supporting the efficient planning and coordination of deliveries. These solutions can help operators minimise unnecessary trips, optimise operational efficiency and improve the use of urban space and infrastructure.

Integration with Municipal Services

Digital systems should be integrated with municipal services and regulatory frameworks, allowing cities to coordinate logistics operations with traffic management systems, access regulations and public logistics infrastructure such as micro-hubs and loading zones.

A well-developed and interoperable digital infrastructure can improve operational efficiency, reduce delivery times and support data-driven management and monitoring of urban logistics systems.

Use Cases within the SuCoLo project

Software prototype for routing and scheduling delivery orders

A pilot web-based tool designed for logistics providers and retailers to support sustainable last-mile delivery optimization through intelligent route calculation, shipment planning, and mixed fleet management, including bi-cycle couriers, using exclusively open-source software.

Developed by: *Logistics Living Lab - University of Leipzig*



AI-based simulation model for optimal placement of micro-hubs and cargo bike pick-up stations

A pilot software- and infrastructure-based tool designed for urban authorities, logistics providers, and retailers to support accessibility-by-design planning in sparsely populated urban outskirts through simulation-based decision support, enabling the identification of barrier-free facility locations, accessible pick-up stations, and micro-hubs by integrating open data sources, urban challenges, and user needs.

Developed by: *Logistic Living Lab - University of Leipzig*



Public Space

Cargo bike-ready urban environments

Recommendation 5

Cycling infrastructure suitable for cargo bikes

Infrastructure Standards for Cargo Bike Operations



Cargo-Bike Ready Cycling Networks

The interdepartmental coordination body should ensure that the cycling network is continuous, safe and adequately dimensioned to accommodate cargo bikes and logistics operations. Infrastructure design should include appropriate lane widths, turning radii and gradients capable of supporting the larger dimensions and operational requirements of cargo bikes.

Cargo bikes should be explicitly considered within urban design policies, street design frameworks and cycling infrastructure manuals, recognising their role as an integral component of sustainable urban mobility systems.

Infrastructure Quality and Operational Efficiency

In the context of cycle logistics, operational efficiency is directly dependent on infrastructure quality. Inadequate cycling infrastructure can generate delays, operational inefficiencies and reduced economic viability for logistics operators. As delivery efficiency is a critical factor for cargo bike logistics services, suitable infrastructure provision is essential.

Existing national or local design standards do not always adequately address these needs. For example, shared pedestrian and cycling paths with limited widths permitted under certain national regulations may not safely or efficiently accommodate cargo bikes alongside other users.

For this reason, municipalities, in coordination with the relevant transport authorities, should develop and promote best-practice guidance and dedicated safety standards for cargo-bike-ready cycling infrastructure. These guidelines should support both municipal planners and infrastructure users, including logistics operators and couriers.

Inclusive and Efficient Urban Mobility

Infrastructure planning should support the implementation of logistics routes identified through freight flow analysis, avoiding infrastructural bottlenecks and enabling the smooth and continuous operation of cargo bike services.

This approach contributes to safer, more balanced and inclusive urban streets, capable of accommodating different categories of users while improving the public acceptance and operational effectiveness of cycle logistics.

The overall objective should be the development of cycling networks that safely support logistics operations while remaining accessible and comfortable for families, children's trailers and other everyday cargo bike users.



FOR MORE INSIGHTS:

["Space for Cargo Bikes", Rotterdam \(2023\);](#)
["Cargo Bike Action Plan" London, TfL \(2023\)](#)

Recommendation 6

Public space infrastructure: loading, parking and charging

Accessible and Secure Infrastructure for Cycle Logistics Operations



Dedicated Parking and Loading Infrastructure

The interdepartmental coordination body should promote the implementation of dedicated cargo bike parking infrastructure, including street-level spaces for short delivery stops and secure overnight facilities. Given the high economic value of cargo bikes, parking solutions should prioritise safety and theft prevention through enclosed, monitored or lockable facilities where feasible.

Cities should also support the creation of flexible loading and unloading areas integrated within the urban cycle logistics network. These spaces may coincide with cargo bike parking facilities and should reflect the operational needs of local businesses, schools and neighbourhoods in order to reduce delivery times and minimise conflicts with pedestrians, residents and customers.

Loading areas should include infrastructure enabling the secure locking of cargo bikes, recognising the increased theft risk associated with these vehicles and the fact that many existing cycle parking facilities are not suitable for larger cargo bikes.

Integration with Public Space and Existing Infrastructure

The planning of parking and loading infrastructure should contribute to accessible and inclusive public space design, ensuring that pedestrian routes remain unobstructed and fully usable, including for people with reduced mobility.

Where possible, municipalities should prioritise the retrofitting and adaptation of existing garages, parking facilities and public spaces before constructing new infrastructure, in line with sustainability and circularity principles.

Infrastructure design should also consider the needs of families and non-commercial cargo bike users, ensuring that the wider cargo bike ecosystem is supported beyond logistics operations alone.

Charging Infrastructure and Supporting Services

Where relevant and feasible, charging infrastructure for e-cargo bikes should be supported through cooperation between public and private stakeholders and, where appropriate, through targeted incentives. In many cases, business-led solutions may offer an effective approach to implementation.

Where charging points are introduced, cities are encouraged to place them in secure and covered areas and, where possible, integrate complementary public amenities such as seating and shading to improve usability and urban space quality.



Use Cases within the SuCoLo project

"Move to Cargo" in Merano. Collaborative Cargo Bike-Sharing with Local Businesses

Within the Merano pilot project, a public and free cargo bike-sharing service was implemented to support sustainable urban logistics and mobility. The cargo bikes were entrusted to local retailers and associations interested in integrating cargo bikes into their daily activities. Bookable via a sharing app, the bikes were parked on private premises provided by participating businesses, encouraging cooperation among different local stakeholders.

Developed by: STA - Südtiroler Transportstrukturen AG

Logistics Regulation

Creating safe and efficient logistics operations

Recommendation 7

Urban access regulation and demand management

Regulatory Measures Supporting Cycle Logistics and Urban Liveability



Prioritising Zero-Emission and Low-Traffic Areas

Municipalities should identify and progressively implement urban areas where liveability, safety and environmental quality are prioritised, including Zero Emission Zones (ZEZ), Low Emission Zones (LEZ), pedestrian areas and restricted traffic zones.

Within these areas, access for motorised freight vehicles should be progressively limited while cycle logistics solutions and cargo bikes should be prioritised, due to their limited environmental and spatial impact. Fossil fuel delivery vehicles should be restricted in line with local decarbonisation and zero-emission objectives, while larger electric freight vehicles may be granted specific operational time windows.

These regulatory measures represent a relatively fast and cost-effective tool for municipalities to support the transition towards more sustainable urban freight systems.

Inclusive and Neighbourhood-Based Implementation

Access regulation policies should not be limited exclusively to historic city centres but should also consider neighbourhood centres and outer urban districts,

including areas where lower-income populations live and where sustainable mobility solutions are often less developed.

The objective should be to improve environmental quality, reduce congestion and create safer public spaces for all users.

Enforcement and Operational Effectiveness

Urban regulations and municipal ordinances represent a strong implementation instrument and should be supported by effective enforcement measures. Particular attention should be given to preventing illegal parking, double parking and unauthorised access by motorised delivery vehicles within restricted areas.

Where appropriate, structural and physical measures should also be introduced to prevent motor vehicles from entering restricted zones during prohibited time periods, ensuring the effectiveness and credibility of access regulations.



FOR MORE INSIGHTS: [“The cargo bike in Dutch Zero Emission Zones for Logistics”, DCE \(2024\);](#) [“Cargo bike safety standards”, TfL \(2025\);](#) [“Cargo bike operations in London”: a guide, TfL \(2024\).](#)

Recommendation 8

Safety and operational standards

Safe Operations and User Awareness for Cycle Logistics



Safety Standards and Operational Practices

The development of cycle logistics should be supported by clear safety standards for vehicles, infrastructure and operational practices. Municipalities should promote safe cycling environments through the design of cargo-bike-ready infrastructure and the integration of safety considerations within urban mobility planning.

Cities should also support the collection and monitoring of data on accidents and near-miss incidents in order to continuously improve safety conditions and better understand operational challenges within urban logistics systems.

Training and Awareness Measures

Training and awareness initiatives should primarily be promoted and implemented by logistics operators and employers, particularly for professional couriers and operators managing cargo bikes in urban environments.

Municipalities may support voluntary training activities, awareness campaigns and pilot programmes aimed at both professional and private cargo bike users, including families and first-time users unfamiliar with larger bicycles.

Such measures can contribute to safer urban streets, improved working conditions for logistics operators and increased public confidence in the use of cargo bikes as part of everyday urban mobility.

Fulmo Kurierunion GbR



Business Support & Uptake

Encouraging uptake through incentives and awareness

Recommendation 9

Business models and economic incentives

Economic Measures to Support the Uptake of Cycle Logistics



Financial Support and Incentive Schemes

The interdepartmental coordination body should support the development of financial measures and incentive schemes aimed at accelerating the uptake of cycle logistics solutions.

These measures may include financial incentives for the purchase, leasing or long-term rental of cargo bikes and e-cargo bikes, targeting both businesses and private users, including families. Municipalities are encouraged to consider cargo bikes within broader sustainable mobility incentive schemes, similarly to existing support programmes for electric vehicles.

Cities may also support pilot initiatives and temporary testing schemes allowing businesses and operators to trial cargo bikes and cycle logistics services before long-term adoption.

Support for SMEs and Local Operators

Municipalities should facilitate access to cycle logistics models for SMEs, local retailers and neighbourhood operators, either through direct use of cargo bikes or through partnerships with bicycle courier and delivery services.

Support measures may also include cargo bike sharing services, mobility hubs and shared logistics infrastructure aimed at reducing barriers to entry for smaller operators and fostering wider everyday bicycle use among citizens.

Public Procurement and Market Incentives

In addition to direct financial support, municipalities should promote sustainable delivery criteria within public procurement procedures and public service contracts. The inclusion of environmental and cycle logistics criteria in tendering processes can encourage the adoption of sustainable freight solutions across different sectors, including catering, maintenance and local service delivery.

Such measures can support market development, reduce operational barriers and contribute to the long-term integration of cycle logistics into urban mobility systems.



FOR MORE INSIGHTS: [Stuttgart e-cargo bike funding program \(2025\)](#)

Recommendation 10

Consumer choice and behavioural change

Awareness and Demand-Side Measures for Cycle Logistics



Visibility of Sustainable Delivery Options

For cycle logistics policies to succeed, cargo bike delivery options should be clearly visible and easily accessible within logistics systems and digital delivery platforms. Municipalities should encourage retailers, logistics operators and online platforms to prioritise and clearly display sustainable delivery options, facilitating informed consumer choices.

Behavioural Change and Awareness Raising

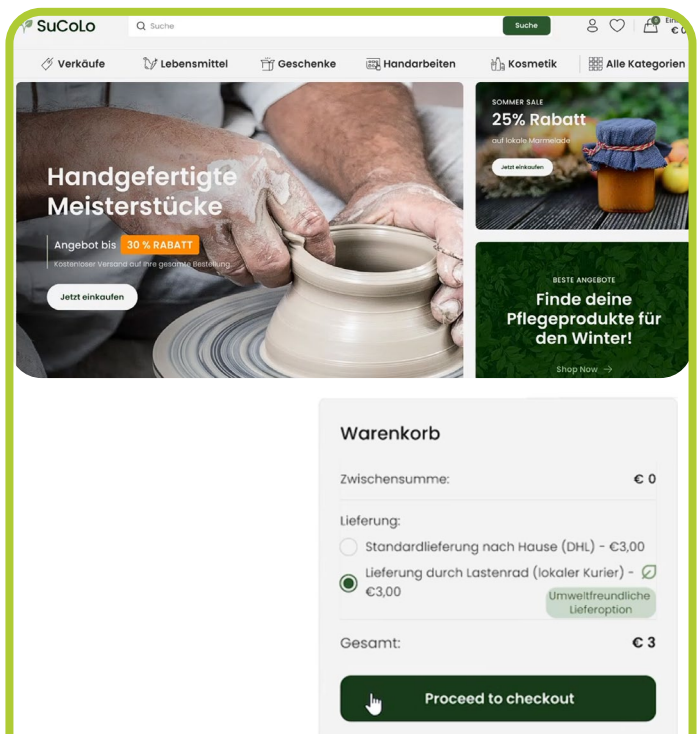
Municipalities should promote behavioural change initiatives aimed at encouraging more sustainable delivery choices through communication campaigns, awareness-raising activities and subtle nudging measures. These initiatives should highlight the environmental and social benefits of cycle logistics, including lower emissions, reduced noise and improved urban liveability.

Where relevant, awareness activities should also support inclusive and barrier-free access to sustainable mobility services.

Participatory and Grassroots Approaches

The active involvement of retailers, logistics operators and citizens through pilot projects, participatory initiatives and local awareness campaigns can strengthen public acceptance and increase the uptake of cycle-based delivery services.

Particular attention should be given to bottom-up and grassroots approaches, including educational and awareness-raising activities in schools and community settings. Engaging young people can help promote behavioural change more broadly and indirectly raise awareness among families and local communities.



Use Cases within the SuCoLo project

[Webshop Prototype for Sustainable Delivery Nudges](#)

This webshop prototype demonstrates how carefully designed digital nudges can encourage consumers to choose sustainable delivery options, such as cargo bike delivery, during the online checkout process. The nudges were developed through a structured behavioural design process and tested with real users to evaluate their effectiveness. The prototype showcases practical interventions such as eco-labels, incentives, and default green delivery options that online retailers can adapt to promote more sustainable last-mile delivery choices.

Developed by: *Salzburg Research and VIA-BIRDS Technologies GmbH*

Project Partners



Logistics Living Lab

The Logistics Living Lab is a research and innovation platform that brings together stakeholders from industry, academia, and public administration to address future logistics challenges through advanced information systems and technologies, fostering more efficient, sustainable, and secure logistics solutions.



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Independent L. is a social cooperative founded to promote independent living and accessibility in South Tyrol. It provides information, counselling, training, employment support, and independent living services, as well as expertise in barrier-free design, digital accessibility, and collaboration with public and private organizations.



salzburgresearch

Salzburg Research Forschungsgesellschaft is an applied research institute that develops digital, data-driven solutions for sustainable challenges in mobility, sport, health, and energy, creating economic and social value through collaboration with industry and the public sector.



STA – Südtiroler Transportstrukture AG is an in-house company of the Autonomous Province of Bolzano - South Tyrol. It plans and implements innovative mobility solutions, with a particular focus on railway infrastructure, and sustainable mobility such as cycling mobility, supporting the development of a sustainable, efficient, and integrated public transport system in the Province of South Tyrol.



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Sustainability InnoCenter is a Uppsala-based non-profit organisation that promotes sustainability through innovation, community engagement, research, and collaboration with public and private stakeholders. It supports the development of sustainable solutions through participatory and city-driven approaches.



VIA BIRDS Technologies GmbH develops digital retail solutions, including e-commerce platforms and mobile apps. The company supports business growth through a marketplace model, data analytics, forecasting tools, and technologies that improve data management, reporting, and tracking systems.

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Colophon

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Images

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SuCoLo

Fostering sustainable consumer behaviour with inclusive bicycle logistics infrastructure in urban outskirts