

## Press Release #1

### FOR IMMEDIATE RELEASE

## First Steps Toward Sustainable Freight Solutions

A successful kick-off meeting in November 2023 hosted by the consortium's coordinator, University of Thessaly, marked the formal start of the Green Your Freight (GYF) project, which aims to revolutionize last-mile logistics through sustainable and emission-free transportation options.

Stakeholders from a range of industries from Italy and Greece convened for the kick-off meeting to talk about the goals, tactics, and expected results of the project. The gathering provided a forum for coordinating activities and setting up the project's implementation.



MILITOS Consulting S.A. organized and implemented a workshop in February 2024 to dive more into the prospects as well as challenges of last-mile logistics, building on the enthusiasm created by the kick-off meeting. The workshop encouraged cooperation between consortium partners, industry specialists, SME owners, and transport professionals, who cumulatively

offered insightful information.

GYF seeks to address today's pressing ecological challenges related to urban logistics while fostering sustainability and stimulating economic growth via innovative solutions and mutually beneficial collaborations.

As we aim toward a greener and more efficient future for urban freight transportation, stay tuned for additional updates on GYF's advancement and impact.

For media inquiries and further information, please visit [www.greenyourfreight.eu](http://www.greenyourfreight.eu)



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