



green your freight
fast & secure deliveries

Newsletter #1
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**we think
about the
planet**

We are privileged to extend an exclusive insight into the recent Green Your Freight (GYF) news.

Feel free to dive into the next pages and get acquainted with a project aspiring to transform the freight industry towards sustainability and environmental responsibility.

Project Overview

The Green Your Freight (GYF) project, initiated with the vision of revolutionizing the freight industry's sustainability, has been a meticulous endeavor rooted in innovation and ecological responsibility. The Green Your Freight project is driven by a commitment to environmental stewardship, operational efficiency, and positive social impact, aiming to redefine freight services for a sustainable and socially responsible future. The project focuses on transforming the freight industry towards sustainability and environmental responsibility.

The GYF project's primary objectives revolve around redefining the freight service paradigm to align with ecological principles, emphasizing efficiency, and reducing the carbon footprint associated with the transportation of goods.

Key Objectives:

- 1. Environmental Sustainability:** The project seeks to minimize the environmental impact of freight operations by implementing eco-friendly practices and technologies. This includes exploring alternative fuels, optimizing routes, and adopting innovative solutions to reduce carbon emissions.
- 2. User-Centric Design:** A central objective is the development of a user-centric freight service. This involves enhancing the overall user experience, prioritizing transparency, and incorporating user feedback to ensure the service meets the practical needs of carriers and shippers.
- 3. Operational Efficiency:** Improving the efficiency of freight operations is a core goal. This encompasses streamlining processes, reducing delivery times, and optimizing resource utilization to create a more agile and responsive freight service.

Social Added Value:

The social added value of the Green Your Freight project extends beyond its environmental objectives, as it encompasses:

- 1. Job Creation:** By fostering innovation and growth within the sustainable freight sector, the project contributes to the creation of employment opportunities in areas such as logistics, technology, and green transportation.
- 2. Community Well-being:** The project aims to enhance community well-being by mitigating the environmental impact of freight operations, leading to improved air quality and overall environmental health in local communities.
- 3. Education and Awareness:** Through its initiatives and practices, the project serves as a vehicle for educating stakeholders about sustainable freight practices, raising awareness about environmental responsibility, and promoting a broader understanding of the importance of green logistics.



Update #1: **Kick-off meeting**

The LIFE GreenYourFreight Project started its journey towards sustainable freight solutions with a kick-off meeting!

Greek and Italian entities from the public and private sector formed a consortium to integrate cutting-edge sustainable techniques in freight logistics. The consortium partners of the GreenYourFreight (GYF) initiative convened for an enlightening meeting, hosted by the University of Thessaly (UTh) in Volos on November 22, 2023.



The ambitious effort called GreenYourFreight (GYF) aims to address the environmental effect of freight transportation by lowering GHG footprint, while maintaining supply chain efficiency.

The consortium established the project's trajectory and strategic objectives and showed a roadmap with the way-of-work (tasks, deliverables, due dates) during the project's lifetime by the project's coordinator (UTh).

During the kick-off meeting, the consortium addressed and examined the primary advantages and results expected from the GYF project.



Update #2:

Brainstorming Workshop – Phase A

Workshop Rationale:

The recently concluded workshops served as a dedicated platform for engaging with our esteemed consortium partners and delving into the intricate landscape of sustainable freight solutions. As journalists and media influencers, your role in disseminating accurate and comprehensive information is paramount, making your insights and perspectives invaluable to us.

Workshop Objectives:

The workshops organized and implemented by MILITOS S.A., were crafted with precision to achieve several critical objectives, including:

1. Communicating the Purpose and Vision of GYF
2. Capturing and Validating User Needs
3. Prioritizing Future Developments for Maximum Impact

Workshop Highlights:

The sessions unfolded as a symphony of ideas and collaborative efforts, offering a comprehensive overview of the freight industry's future. Notable highlights include a robust emphasis on human-centric design, a focus on order tracking's paramount importance, and a candid exploration of existing User Stories.

Participant Insights:

Contributions from our diverse consortium partners, such as Delatolas Express Cargo, GRIVAKIS (electroland.gr), METRO - My Market, Radio Taxi KOSMOS 18300, Volos Taxi, Mediterra (Mastichashop), provided invaluable insights. Key discussions revolved around the need for clarity on product types eligible for GYF transport, the competitive edge in CO2e footprint reduction, and the imperative of a simplified user experience.

Special thanks to Damigos Toys and Makan TRT for their participation in the process and their valuable insights and feedback.

Following up!

Validating Interviews:

Two weeks post the workshops, validating interviews were conducted with selected participants to refine the workshops' outcomes. This meticulous process ensures the alignment of our endeavors with the real-world expectations and requirements of our stakeholders.



Update #3: Next-steps

Upcoming Developments:

As we move forward, our commitment intensifies to address the identified areas for improvement. We are committed to refining and advancing the project in line with the feedback received during workshops and validating interviews.

— These developments will encompass:

- User Experience Refinement:** A concerted effort to enhance the user experience by addressing concerns raised during workshops, particularly focusing on order processing, tracking, and overall service simplicity.
- Clarity on Product Eligibility:** Providing clear guidelines on the types of products carriers can transport via Green Your Freight and what shippers can send through the service, aligning with participants' requests for transparency.
- Carbon Footprint Communication:** An initiative to effectively communicate and visualize the environmental impact of Green Your Freight, comparing it to conventional carrier options and/or showcasing the positive impact achieved, as suggested by participants.
- Competitive Edge Consolidation:** Strengthening the competitive advantage of Green Your Freight by reinforcing the focus on CO₂e footprint reduction, distinguishing it from competitors in the freight industry.
- Operational Efficiency Enhancements:** Ongoing efforts to optimize time and cost considerations in order processing, delivery, and addressing scenarios such as order cancellations or delays, as highlighted during the workshops.

Keep up to date with us

Our 2nd Transnational Project Meeting in #Athens is coming soon, where all partners will get together and discuss GYF progress!

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