



# Green Deal Pilots and Emission Management



Felix Bloch  
September 12th 2023

# Felix Bloch



- **Role:** Consultant at Vediafi
- **Responsibilities:**
  - Advancing software solutions
  - Developing new strategies
  - Expanding client base in Europe
- **Product Owner:** Clean Vehicles Wizard solution
- **Key Contributions:**
  - Cost savings through digitalization
  - Increased sustainability through automation
- **Current Position:** Consultant, Vediafi Oy (2022-present)
- **Previous Roles:**
  - Assistant to the Managing Director, eBIKE now 21 GmbH (2021)
  - IT Demand Management Intern, Wien Energie GmbH (2020)
- **MSc:** Management and International Business, Aalto University (2021-present)
- **BBA:** Business Information Technology, Haaga-Helia UAS (2018-2020)



## Vediafi Oy

*Solutions for more efficient & greener transport and logistics*

- Founded in 2013
- 12 Employees
- Located in Helsinki, Finland
- Software & Hardware
- Partner in CaaS Nordic
- Member of FEDeRATED, eFTI Project

Vediafi Ltd is a Finnish company, which sells and develops solutions to make logistics more efficient and greener. Solutions combine our extensive expertise on mobile services, IoT and location-based solutions, as well as data driven products and services.

# Agenda

**1**

What is the  
Green Deal?

**2**

Importance of  
Real-World  
Pilots

**3**

Case Studies

**4**

Lessons  
Learned

# What is the Green Deal?

## Comprehensive framework

- Drives sustainable and inclusive **economic transformation**
- Addresses **climate change** and **environmental degradation**
- Fosters **economic growth** and **job creation**.
- Represents EU's commitment to **becoming a global leader in sustainable development and climate action**

## Two primary & interrelated goals emphasize on sustainability and emission reduction:

- Sustainability
  - ◆ Climate Neutrality by 2050
  - ◆ Circular Economy
  - ◆ Biodiversity Conservation
  - ◆ Sustainable Agriculture and Food Systems
- Emission Reduction
  - ◆ Significant Emission Reduction Targets
  - ◆ Renewable Energy Transition
  - ◆ Transportation Decarbonization
  - ◆ Carbon Pricing and Carbon Border Adjustment

# Importance of Real-World Pilots

## The roles of real-world pilots

- Practical Testing Ground
- Identifying Challenges and Solutions
- Data Collection and Analysis
- Engaging Stakeholders
- Scalability and Replicability
- Innovation and Technology Development
- Policy Iteration
- Community Engagement
- **Learning from Failures**
- Showcasing Success Stories

## The role of businesses

- Innovation and Technology Development
- Investment and Funding
- Implementation Expertise
- Data Collection and Analysis
- Scaling Up Successful Practices
- Policy Advocacy
- Market Transformation
- Supply Chain Sustainability
- Sharing Best Practices
- Measuring Impact

# Case Studies

## 1 - Clean Fleet Management for Kreis Warendorf (GER)

- Pilot partner since 2021
- 13 cities and municipalities
- 1,317 km<sup>2</sup> area
- 277,783 inhabitants
- Operates 100+ vehicles
- Three-month pilot with 2 vehicles great success
- Full deployment starting summer 2022

*In the joint pilot, the system was in daily use in various departments. The Fleet Management System was used to view, manage, and report data. Since the completion of the pilot, our system has been in daily use.*

## 2 - Carbon Neutral Espoo by 2030, Case Lukutori

- Real world zero emission pilot H2/2020
- Study and monitor local CO2 emissions and inbound / outbound logistics
- **Vedia's devices:**
  - ◆ Local CO2 sensor
  - ◆ Communication gateway
  - ◆ Video camera (ANPR) + fleet management solution
  - ◆ Option for trackers
- Lessons learnt:
  - ◆ All reporting and monitoring must be included in contracts
  - ◆ Lack of data is a challenge
  - ◆ Lack of transparency is a big problem especially for inbound / outbound logistics
    - What comes from where?

# Lessons Learned

- Tailored Approaches Are Crucial
- Community Engagement is Essential
- Data-Driven Decision-Making
- Flexibility and Adaptability
- Policy Support Matters
- Investment and Funding

- Technology and Innovation
- Learning from Failures
- Cross-Sector Collaboration
- Education and Awareness
- Long-Term Commitment
- Scalability and Replicability



# Q&A



# Thank you for your time and attention!

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