

PRESS RELEASE

Barcelona will test a micro-hub vehicle for HORECA goods distribution

- The **Barcelona Innova Lab Mobility**, promoted by **Barcelona City Council**, **Fundació BIT Habitat**, **Fira de Barcelona** and **Mobile World Capital Barcelona**, has selected the winner of the urban challenge for the optimisation of **HORECA** distribution in the city.
- The winning proposal is based on a monitored loading and unloading vehicle available in high-density areas of restaurant and catering establishments.



In the photograph, Tomeu Sabater (left), Head of Tech Lab at Mobile World Capital Barcelona, and Cristian Castillo, Associate Professor in the area of Logistics, Production and Operations at the Universitat Oberta de Catalunya.

4 November 2025 – The **Barcelona Innova Lab Mobility (BILM)**, the initiative promoted by **Barcelona City Council**, **Fira de Barcelona** and **Mobile World Capital Barcelona**, has selected the **DUMH – BCN Project** as the winner of the urban challenge 'Optimisation of **HORECA** distribution in the city of Barcelona'.

The selected proposal, led by the **Universitat Oberta de Catalunya (UOC)** and the **ADICAT Association**, consists of creating smart loading and unloading zones exclusively for **HORECA operators**, strategically located in areas with a high density of hospitality venues.

Smart zones to optimise HORECA distribution in Barcelona

The **DUMH – BCN Project** has a **budget of €125,000** and a **execution period of 18 months**. It will be implemented through a pilot test in one or more areas with a high concentration of restaurants, where delivery vehicles will serve as micro-hubs centralising deliveries and collections of goods. Acting as small storage centres, these hubs will distribute orders on foot or via light transport to nearby establishments, thus reducing congestion caused by urban freight traffic.

This project incorporates **digital technologies and data-based optimisation algorithms** to identify optimal locations, manage operations and monitor performance in real time. The pilot will also include **specific signage** and the development of a **digital application** to manage reservations, control parking duration and record actual use of the zones. Monitoring will be carried out through a digital platform with automatic registration via **RFID** (radio frequency identification) and **IoT sensors**, ensuring traceability and objective data collection. This follow-up will allow an assessment of operational efficiency, user acceptance and the impact on public space.

The DUMH – BCN Project also takes into account the unique characteristics of neighbourhoods such as Gòtic, Raval and Born, where high logistical demands coexist with heritage settings and pedestrian-friendly areas.

The urban challenge 'Optimisation of HORECA distribution in the city of Barcelona'

The call for entries closed on 30 June, receiving **30 proposals, 57% of which were international**, including projects from Canada, Germany, the United Kingdom and China. Out of all the applications, 10 finalists were selected: CIMNE, CITET, Fundación para la UOC, Kale AI, Algorae, Coding the Curbs, Vaive Logistics, Shargo Tech, NRG4YOU and Parabol. Six of the most outstanding projects are being presented during **Tomorrow.Mobility World Congress**, held within the framework of the Smart City Expo World Congress at Fira de Barcelona's Gran Via venue.

The challenge seeks technological solutions that contribute **to transforming the current urban goods distribution (UGD) model in the city** -particularly in the hospitality, restaurant and catering (HORECA) sector- thereby **reducing traffic and improving coexistence in urban spaces**. This initiative aligns with the City Council's goal of halving emissions from professional mobility by 2030.

It also promotes **public-private collaboration** to find efficient and sustainable innovations that improve mobility in Barcelona, engaging companies, startups and innovation centres. Furthermore, it enables pilot tests in real urban environments.

This is the fourth call launched by BILM, an initiative driven by Barcelona City Council through the Mobility Department and the BIT Habitat Foundation, together with Fira de Barcelona, to promote and facilitate pilot tests and new projects in the field of smart and sustainable urban mobility. To date, BILM has addressed

challenges such as reducing motorcycle accidents, improving bus circulation, and tackling noise pollution. This latest challenge on goods distribution was launched in collaboration with **Mobile World Capital Barcelona**, which has joined as a new partner to strengthen exchange with the local and international innovation and technology ecosystem.

About Mobile World Capital Barcelona

Mobile World Capital Barcelona is a public-private foundation that promotes the digital development of society to build a more inclusive, equitable and sustainable future through the humanistic use of technology. MWCcapital contributes to positioning Barcelona as a global benchmark in the digital field and to consolidating MWC's legacy throughout the year, promoting initiatives in the field of technology transfer, the promotion of digital talent, and the development of innovative technological projects with social impact. MWCcapital hosts MWC in Barcelona, is the founder of 4YFN and connects the international community of developers with the Talent Arena Project.

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