
New trends in urban freight transport: Stakeholder engagement to foster sustainable solutions

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Introduction



Introduction



Problem



Innovation



Behaviour change

Introduction



TECHNOLOGY



REGULATION



BUSINESS MODELS



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Introduction

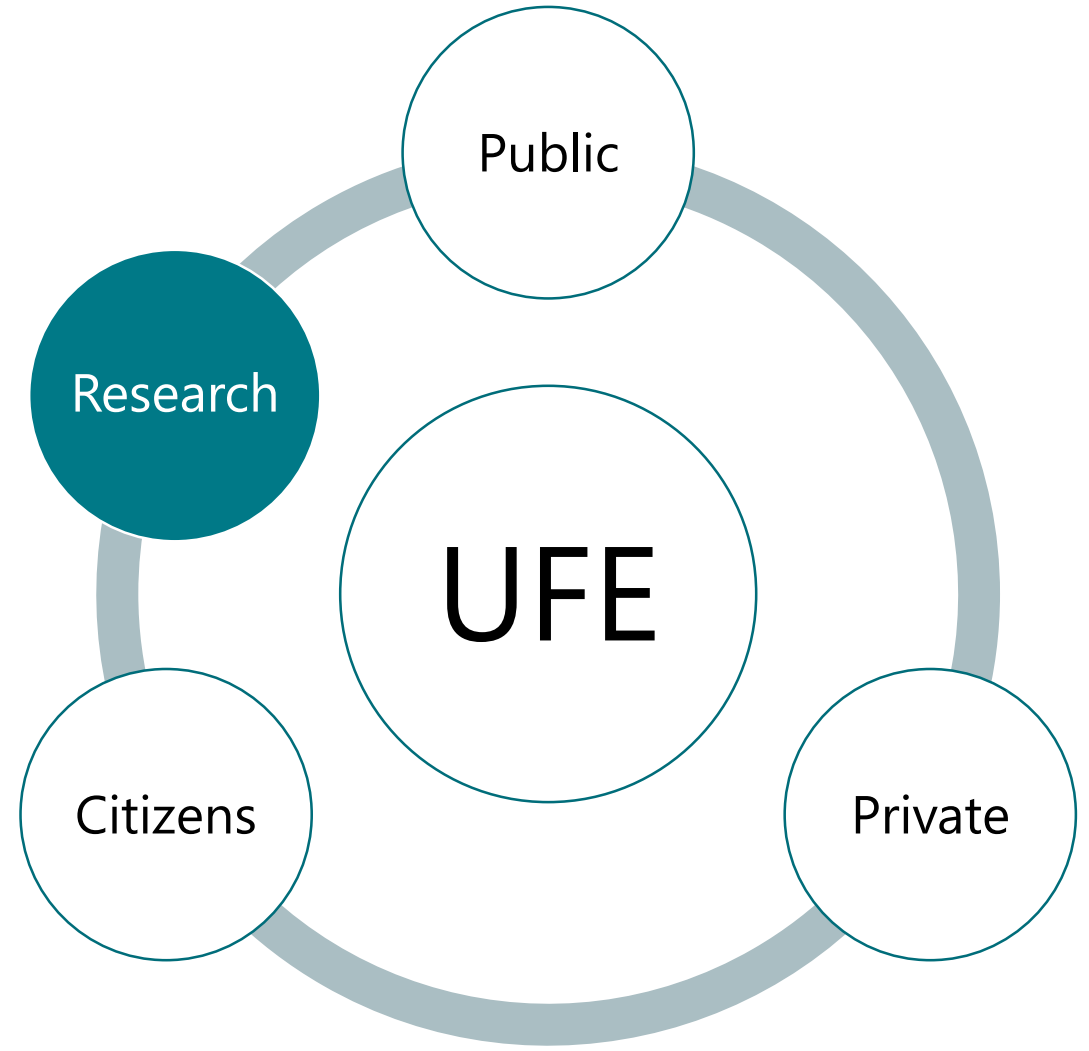
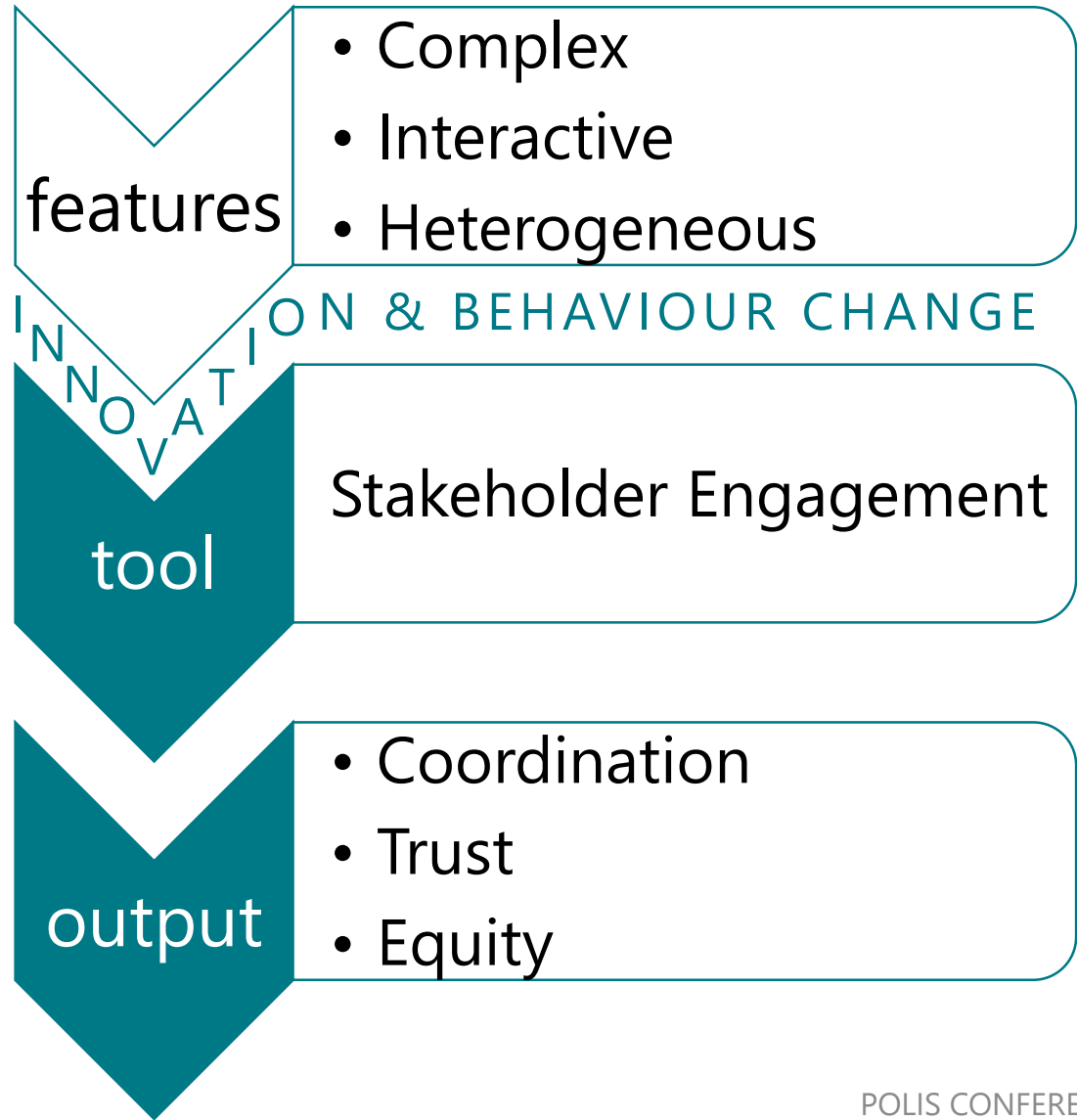


Alice (2018), "Roadmap towards Zero Emissions Logistics"

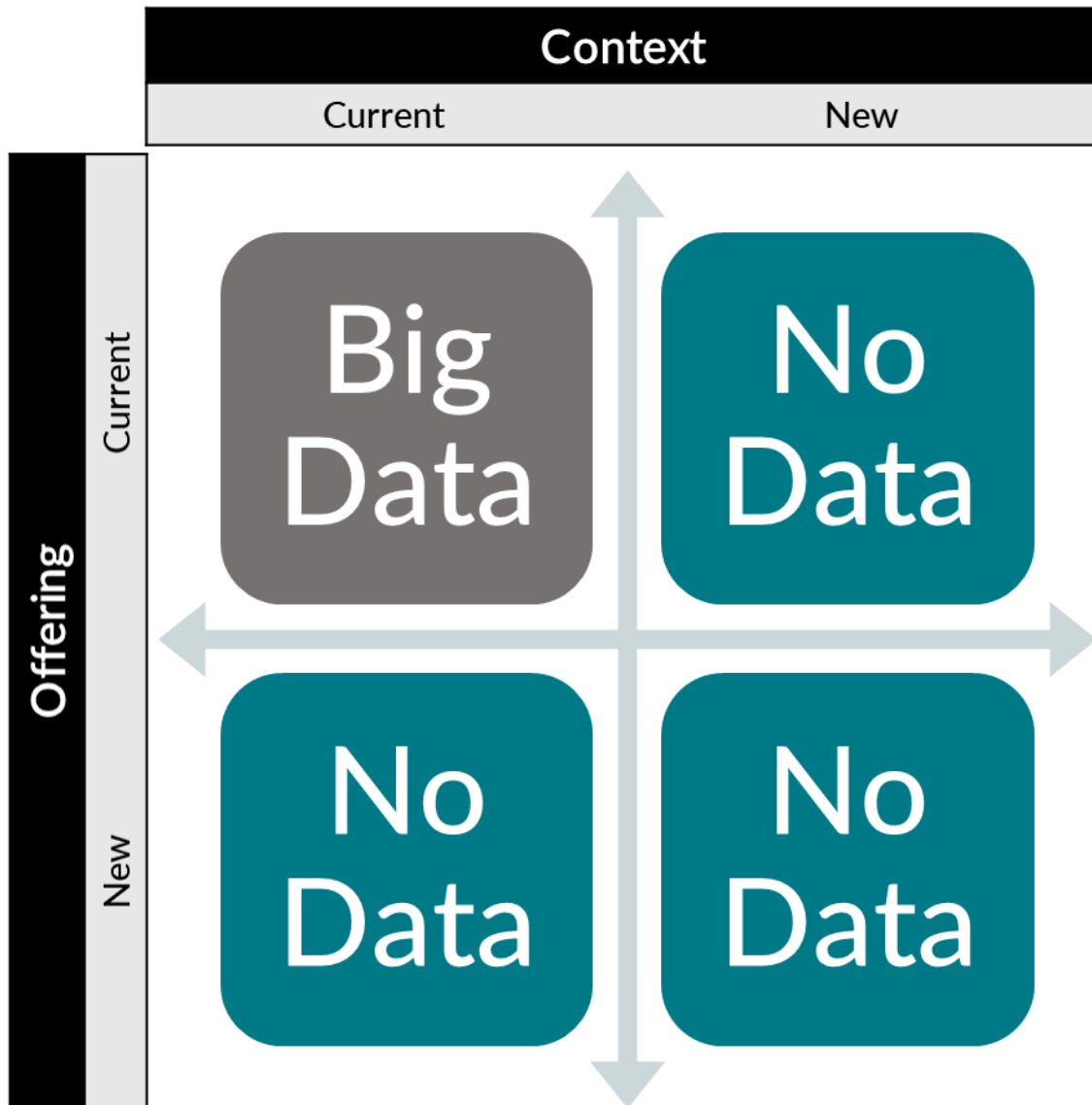


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Urban Freight Ecosystem



Data



BD

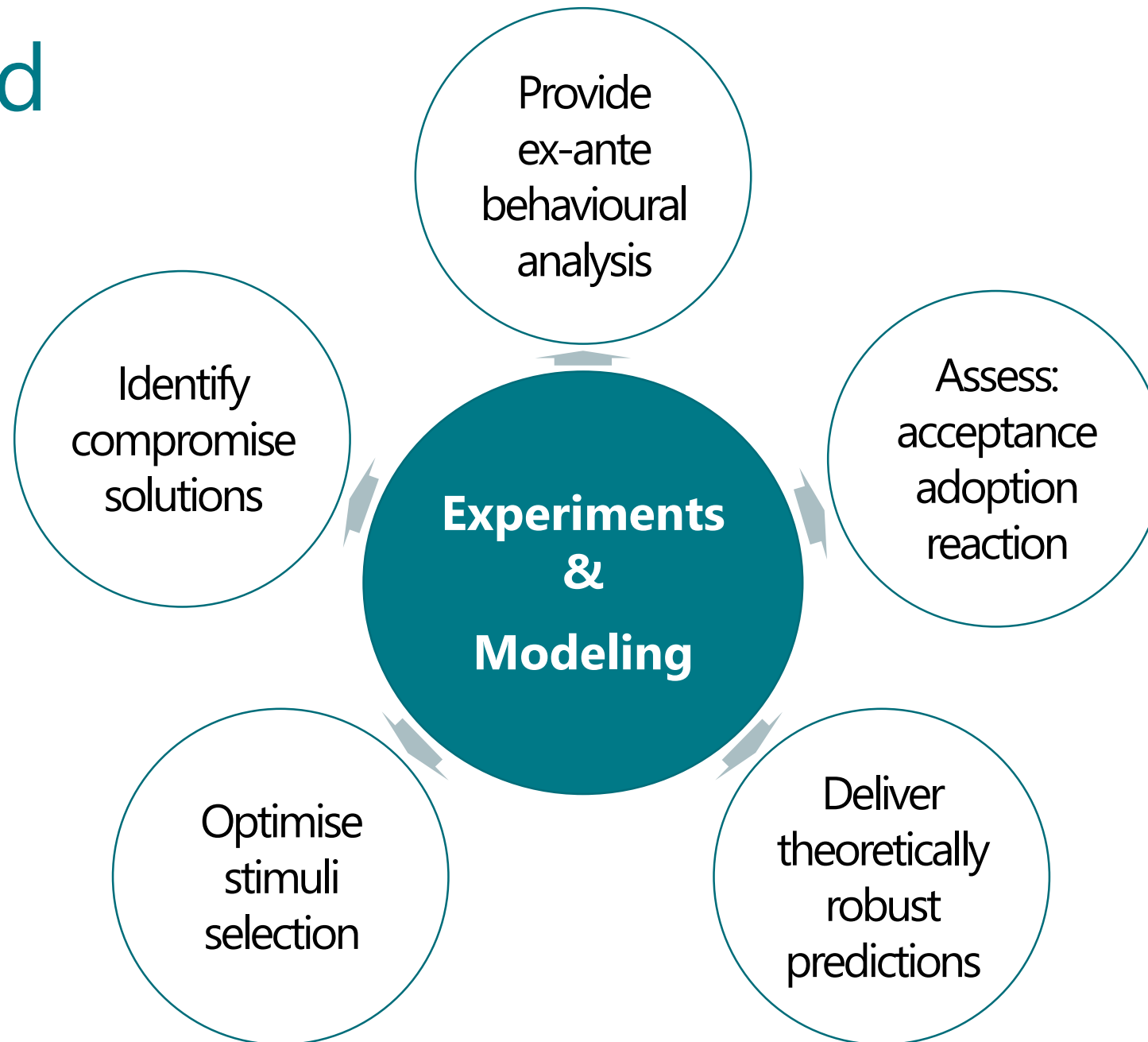
- **Data** is an input while we need **knowledge**.
- Knowing **what** is happening is not enough, unless you also know **why** it is happening

ND

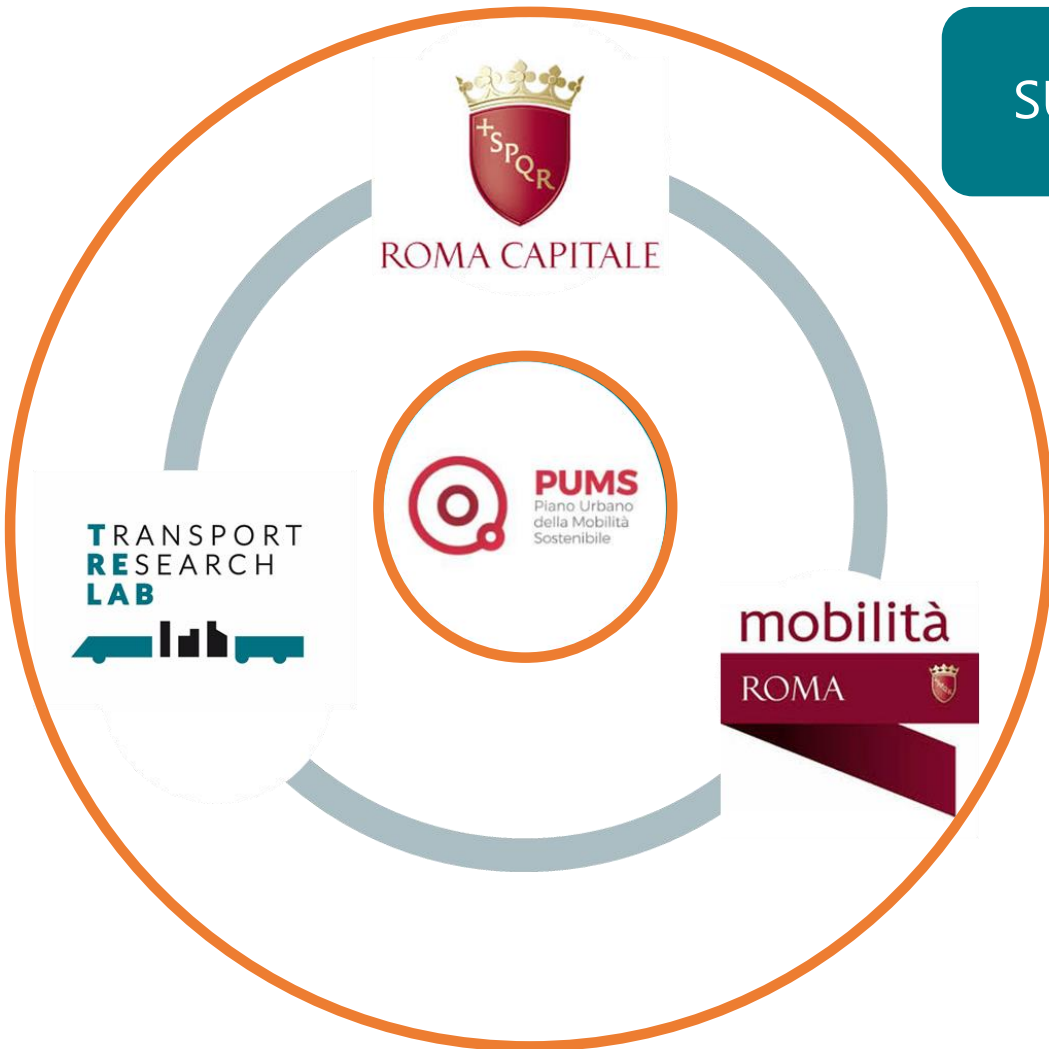
- Whenever context and offering are new there are no data.
- Thus you need both **new data** and **motivations**

What methods are available to deal with th

Method



Real case implementation



SUMP

TRElab is responsible for the Logistics part of the Plan

Logistics Living Lab Rome

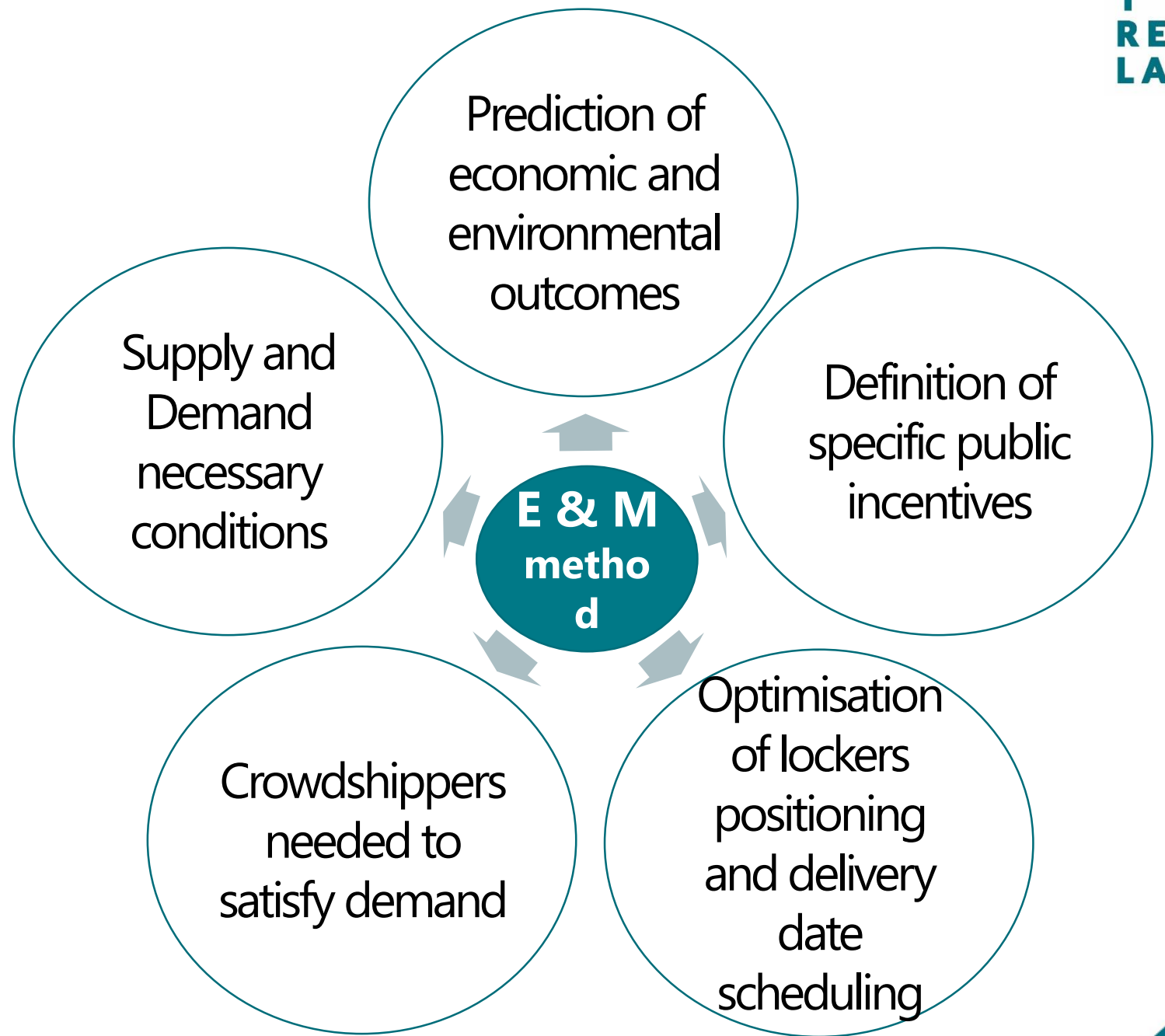
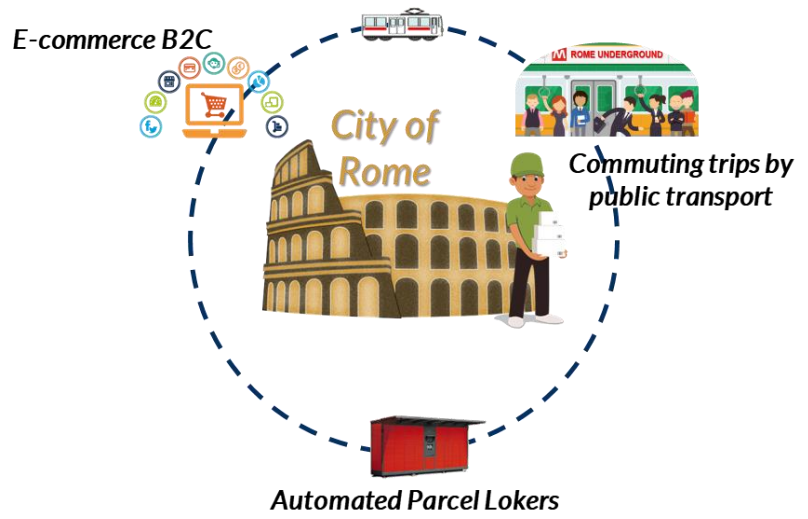
Permanent living lab involving all relevant stakeholders to co-create innovative solutions

E & M method

- Cargo-bikes
- Smart loading/unloading bays management & control
- Rewarding scheme for non-polluting vehicles
- Promotion of crowdshipping and gamification processes

Case study

Green Crowdsipping Innovation



Take home message



**INNOVATION
TO PROMOTE
SUSTAINABILIT
Y**



**BEHAVIOUR
CHANGE**



**STAKEHOLDER
ENGAGEMENT**



**EXPERIMENTS
AND
MODELING**

Thanks for your attention

For more information, please visit: www.trelab.it

