

New data and digital tools to better understand and guide freight flows in urban Regions

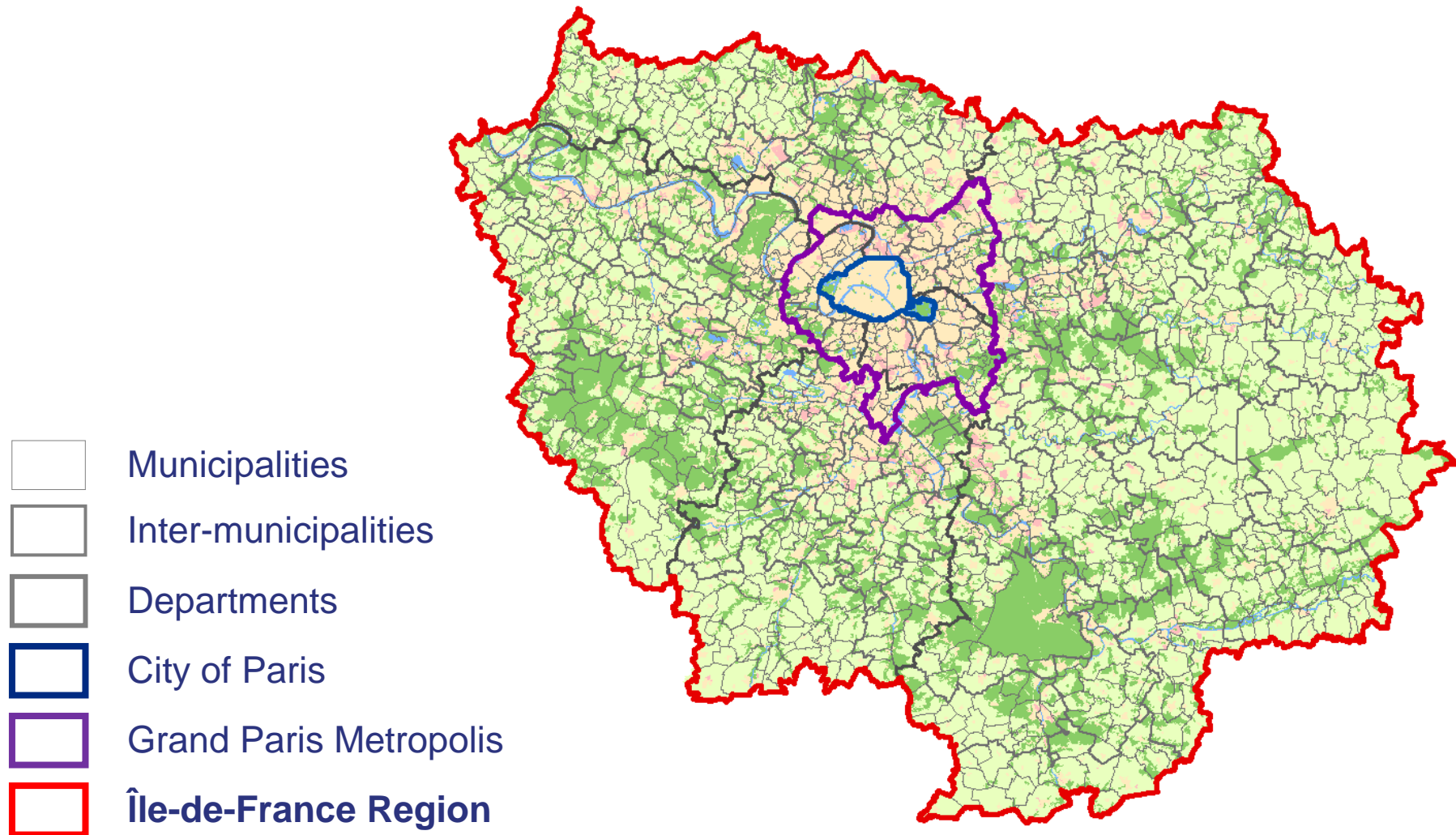
Examples from Île-de-France

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Within the regional remit:

- **Transport**
- **Economic development**

→ 12M inhabitants (18% of the French population)

→ 31% of the French GDP (4% of the EU GDP)

→ French transport hub for each mode



➔ The regional strategy **Acting for a controlled, efficient and innovative logistics** was adopted on 15 March 2018

How to combine economic and social performance and environmental excellence:

- Strengthening regional attractiveness
- Reducing the nuisance
- Promoting local development through the logistic sector
- Stimulating innovation
- Coordinating actions and federating stakeholders

Main issue: lack of data on freight and logistics activities

First semester 2020 call for project

Objective: support partnership-based pilot projects and demonstrators, jointly developed by private stakeholders and local authorities.

Amount of the subsidies: up to 50% of investments costs, capped at 500 K€

22 projects, 7.7M€ of subsidies:

- **Waterway transport and intermodality:** 5 projects, 1.43 M€
- **Last mile logistics:** 5 projects, 1.87 M€
- **Innovative and connected equipment and infrastructures:** 6 projects, 2.29 M€
- **New methods applied for data collection and treatment:** 6 projects, 1.99 M€

Stakeholders:



Institut du
COMMERCE
PARTAGE & PROSPECTIVE



Club Déméter
Logistique Responsable



➔ Construction and experimentation of innovative transport optimisation solution, based on modelisation using real freight data

- Collection, normalisation and anonymisation: database construction
- Analysis of the present situation: data analysis, KPI (performance and externalities), « black spots » identification
- Scenarios modelisation: technological and organisationnal innovations, public policies, territorial evolutions...
- Experimentation on the ground: iterative process (simulation – experimentation) and improvement of optimisation tools

Stakeholders:



- ➔ **Real time detection and identification of Freight vehicles movements, thanks to Orange mobile phone network database**
- Identification of Freight vehicles among Orange network users, with artificial intelligence using external databases (GPS recording of transport companies, on the ground metering data...)
 - ➔ Different kind of vehicles: trucks, utility vehicles
 - ➔ Different kind of routes: delivery tours, direct routes...
- Demonstrator in Versailles Grand Parc and Paris, with the objective to cover whole France

Stakeholders:



Paris expo
Porte de Versailles
Un site VIPARIS

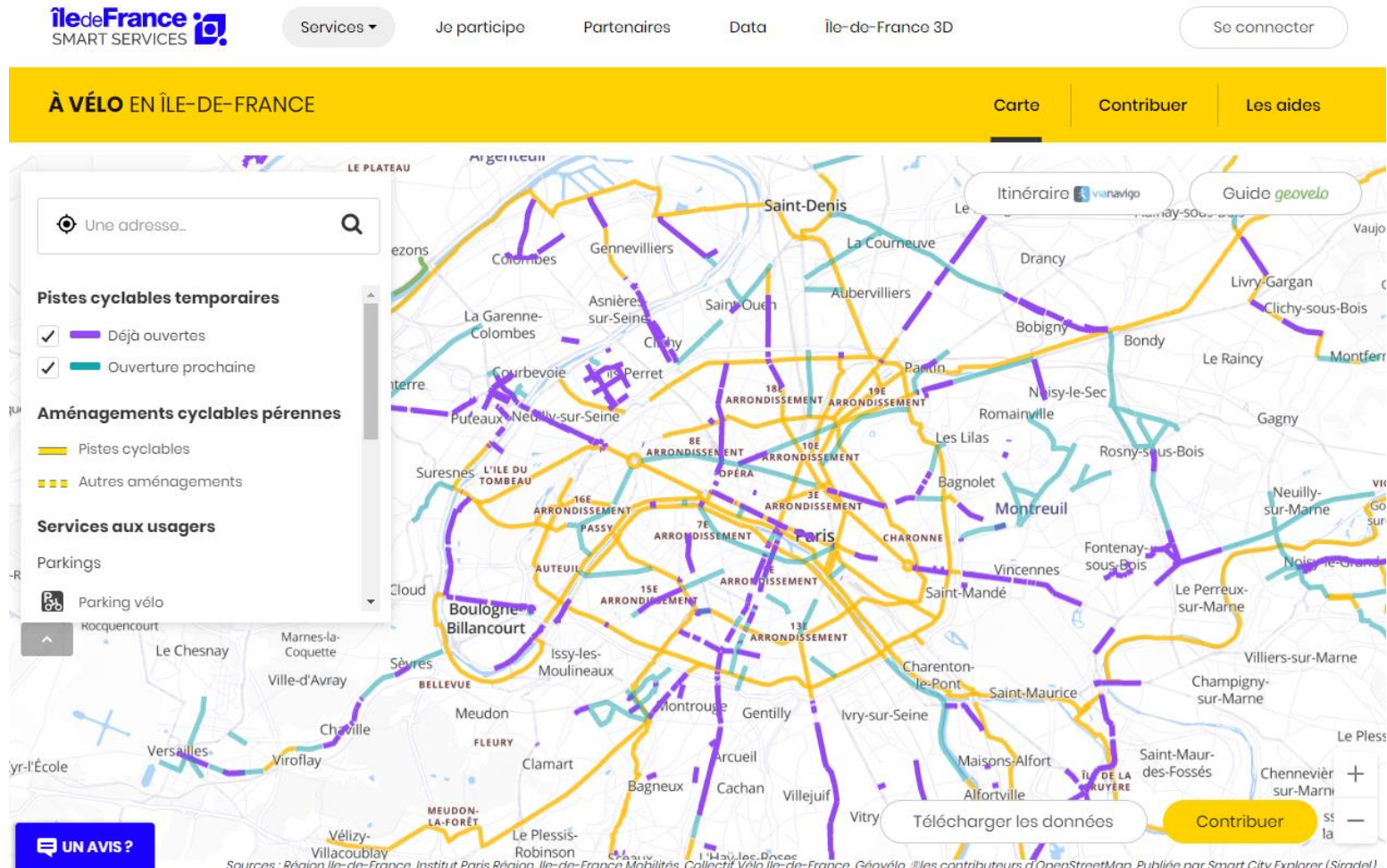


→ Online and automated tool to analyse the logistics characteristics of facilities and buildings, based on satellites imagery

- Internal characteristics: size, capacity, accesses, manoeuvring surfaces, docks...
- Environment: territorial characteristics, infrastructures, accessibility...
- Situation in a transport network: accessibility to other facilities, network construction and analysis



➔ Online platform hosting smart services based on public or private open data and developed through a process of open and collaborative innovation



The screenshot displays the 'À VÉLO EN ÎLE-DE-FRANCE' (Bike in Île-de-France) web application. The interface features a yellow header with navigation links: 'Services', 'Je participe', 'Partenaires', 'Data', 'Île-de-France 3D', and 'Se connecter'. Below the header, a search bar is labeled 'Une adresse...'. The left sidebar contains filters for 'Pistes cyclables temporaires' (Temporary bike paths) with checkboxes for 'Déjà ouvertes' (Already open) and 'Ouverture prochaine' (Opening soon), and 'Aménagements cyclables pérennes' (Permanent bike path improvements) with checkboxes for 'Pistes cyclables' (Bike paths) and 'Autres aménagements' (Other improvements). Under 'Services aux usagers' (User services), there is a 'Parkings' section with a 'Parking vélo' (Bike parking) icon. The main map area shows a detailed view of Paris and surrounding areas, with various bike paths highlighted in purple and orange. The map includes labels for numerous districts and towns, such as Saint-Denis, La Courneuve, Drancy, Bobigny, Bondy, Le Raincy, Montfermeil, Gagny, Rosny-sous-Bois, Vincennes, Saint-Mandé, Charenton-le-Pont, Saint-Maurice, Saint-Maur-des-Fossés, Chennévière-sur-Marne, Le Plessis, Villiers-sur-Marne, Champigny-sur-Marne, Vitry, Villejuif, Cachan, Arcueil, Bagneux, Montrouge, Issy-les-Moulineaux, Boulogne-Billancourt, Clamart, Le Chesnay, Marnes-la-Coquette, Ville-d'Avray, Chaville, Viroflay, Versailles, Vélizy-Villacoublay, Meudon, Bellevue, Suresnes, Courbevoie, Nanterre, Colombes, Gennevilliers, Asnières-sur-Seine, Clichy, Saint-Ouen, Aubervilliers, Pantin, Les Lilas, Bagnole, Montreuil, Fontenay-sous-Bois, Le Perreux-sur-Marne, Le Raincy, Bondy, Bobigny, Drancy, La Courneuve, Saint-Denis, and Paris. The map also shows the Seine river and various arrondissements. At the bottom, there is a 'Télécharger les données' (Download data) button and a 'Contribuer' (Contribute) button. The footer text reads: 'Sources : Région Île-de-France, Institut Paris Région, Île-de-France Mobilités, Collectif Vélo Île-de-France, GéoVelo, Les contributeurs d'OpenStreetMap. Publiée par Smart City Explorer (Siradel)'.

➔ Online platform hosting smart services based on public or private open data and developed through a process of open and collaborative innovation

The screenshot displays the 'Île-de-France SMART SERVICES' website. The top navigation bar includes links for 'Services', 'Je participe', 'Partenaires', 'Data', 'Île-de-France 3D', and language options 'FR' and 'EN'. A 'Se connecter' button is also present. Below this, a secondary navigation bar features tabs: 'MON POTENTIEL SOLAIRE', 'Mon potentiel', 'Mon projet', 'Les acteurs', 'Déclarer une aide', 'Mon territoire', and 'Parlons solaire'. The main content area shows a 3D map of a Parisian neighborhood with buildings colored in red, yellow, and blue to represent different levels of solar potential. A sidebar on the left, titled 'Mon potentiel', contains a search bar with the placeholder 'Je recherche une adresse...', a section for 'Catégorie de toit' with six checked options (Potentiel très important, Potentiel important, Potentiel intermédiaire, Potentiel faible, Potentiel non identifié, and Bâtiment classé), and an 'Urbanisme' section with a dropdown arrow. At the bottom left, there is a button labeled 'UN AVIS ?'. The bottom of the page lists sources: 'Sources : Institut Paris Région / IGN (bâtiments & relief) ; Siradel (Influence 1 & 2, Tour Eiffel, Tour TI) ; Région Île-de-France (Lycée Jean Raspail) ; © les contributeurs d'OpenStreetMap (fond de carte)'.