



Servizi di  
redazione di  
piani, studi di  
mobilità e traffico  
dell'intero  
territorio del  
Comune di  
Ravenna

COMUNE DI RAVENNA  
Mobility Planning Office  
Resp. arch. Nicola Scanferla



# Developing a roadmap for the introduction of a ZEZ in Ravenna

SURF Instant Project

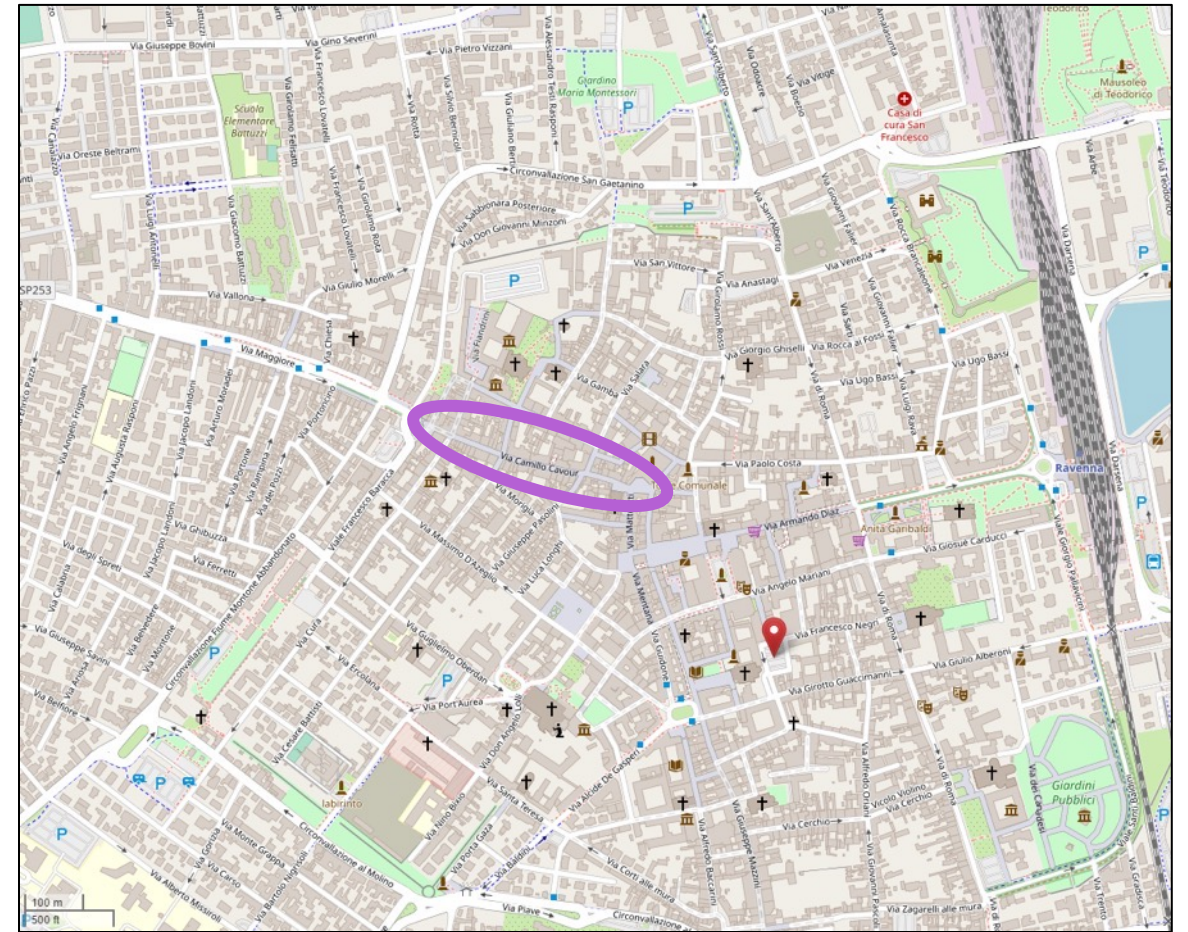
Giuseppe Luppino

Ravenna (Italy)





What are the  
practical steps for  
a ZEZ to be  
implemented in  
Ravenna?



City centre of Ravenna, first hypothesis of  
a ZEZ

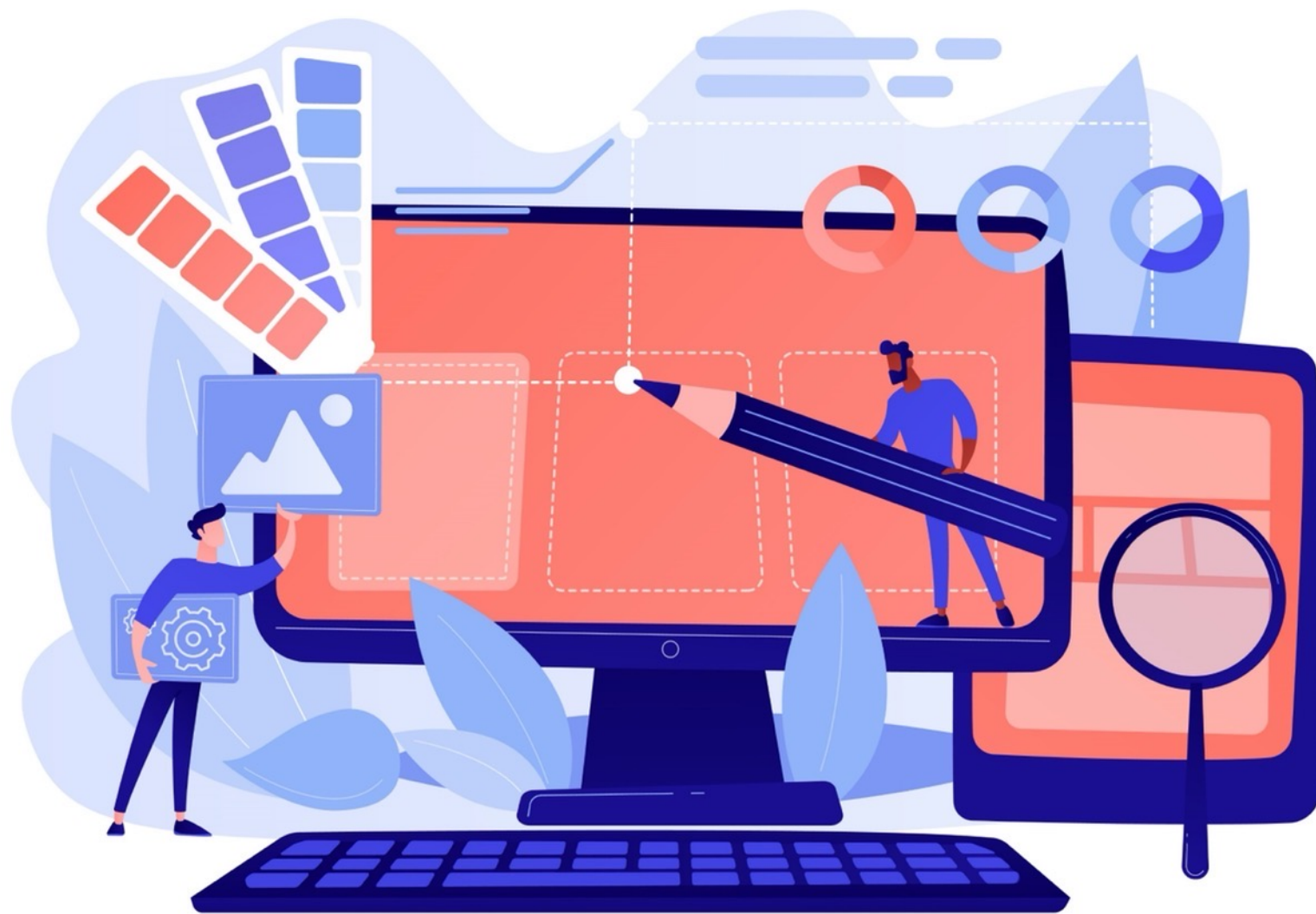


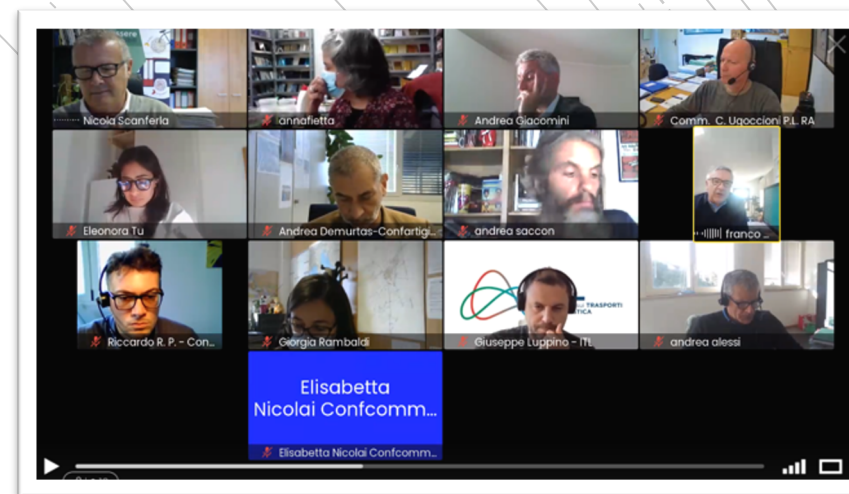
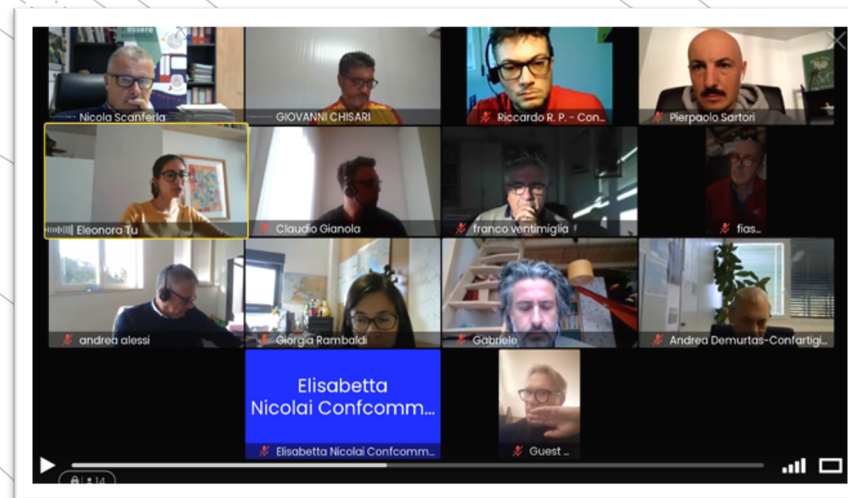
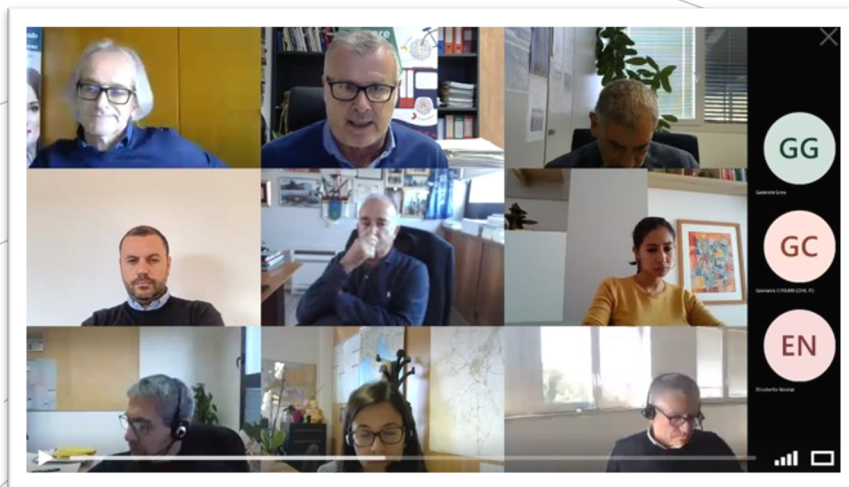
Icon representing city logistics in the  
PUMS of Ravenna



Unesco - Mausoleum of Galla Placidia  
\_©isatz, WikiLomeMonuments 2017









# Stakeholders

- Trade Associations
- Retailers/shop
- Logistic operators
- Departments of the Municipality of Ravenna
- Cargo bikers as Special Guests

**Testing**

**Graduality**

**Cooperation**





# Freight Quality Partnership

topics

- Complexity of introducing ZE vehicles
- Definition of the perimeter of a ZEZ
- Delivery problems & Current regulations
- Possible measures and consolidation

The background of the slide features a series of thin, curved lines in a light gray color, creating a sense of motion and depth. These lines are more prominent on the left side and fade towards the right. A solid red horizontal bar is positioned at the very top of the slide.

## «Special guests» presentations

- Experiences from cargo bikers from Parma and Bologna
- Couriers (DHL)





One of the first proposals for the ZEZ (only part of the centre)

## Questionario sulla logistica urbana di via Cavour - Ravenna

Con il seguente questionario, l'amministrazione di Ravenna desidera approfondire le abitudini logistiche dei negozi di via Cavour, i problemi percepiti e proporre delle soluzioni. La ringraziamo per il tempo che ci vorrà dedicare. Le domande indicate con \* sono obbligatorie.

Avanti

If the area was only accessible by ZE vehicles,  
would you agree to leave other vehicles out of  
via Cavour?









*vedo  
acquisto  
vado*

**ROGER**

Altre applicazioni (possono prevedere commissioni)













Where do we  
go from here?





## Learnings

### TAKE AWAY MESSAGES

- Involvement of the stakeholders is key and not so easy
- The stakeholders may not immediately understand the importance of a ZEZ
- Necessary to work closely with stakeholders

### SCALABILITY

- FQPs are essential to ensure support, these can be activated in any city
- FQP require time to build relationships



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**Thanks**

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