

POLIS

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Storytelling for stakeholder involvement and acceptability of urban logistics measures in Rome: the L-3D project

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Unione Europea



REGIONE
LAZIO



Progetto cofinanziato dall'Unione europea

Outline

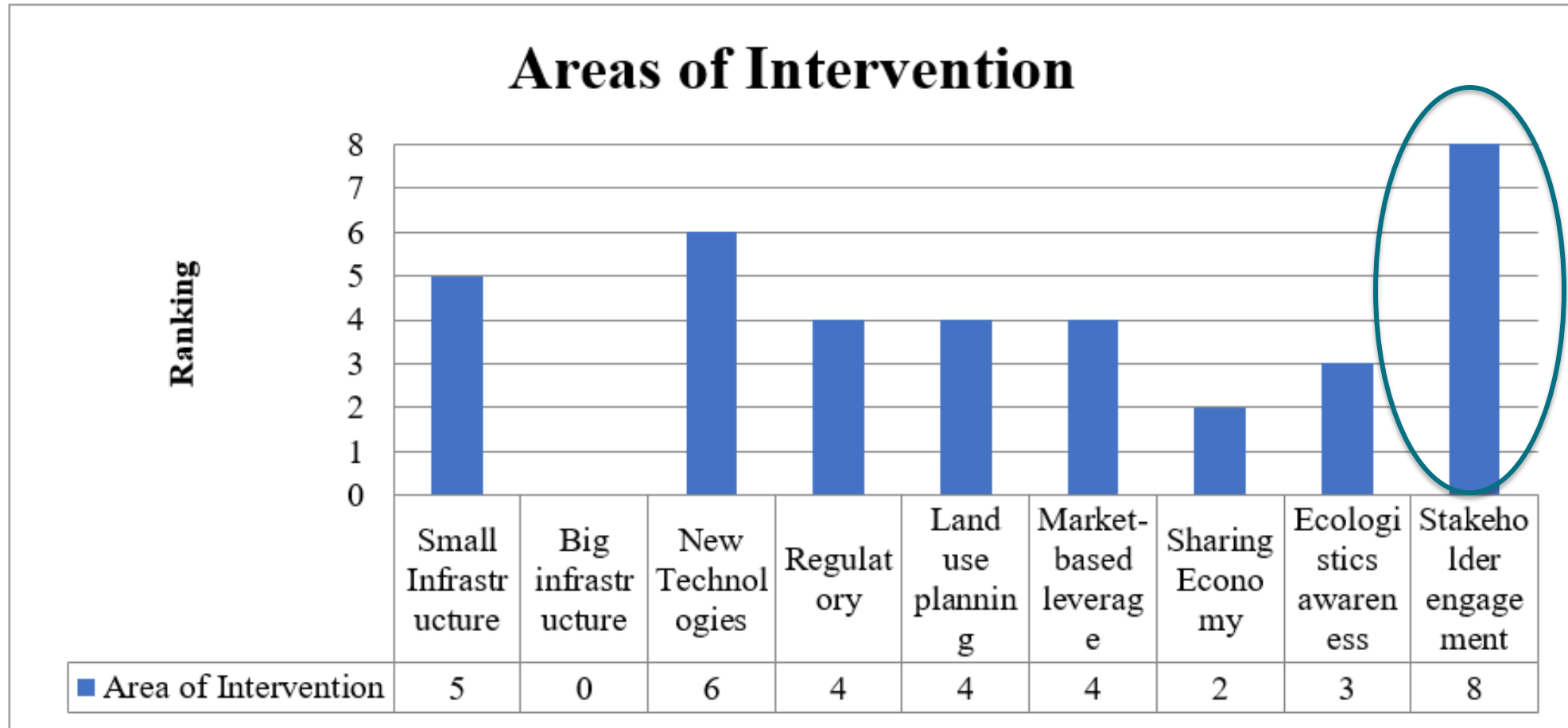
- Why this project
- The Logistics Living Lab
- The L-3D project
- Case study
- Preliminary results
- Learnings and next steps

Why this project



The project aims to increase the involvement of stakeholders in the decision-making processes of public policies for urban logistics, thanks to the use of new technologies and innovative communication techniques

Lack of stakeholder engagement



Logistics Living Lab

The Logistics Living Lab



mobilità

ROMA



- EU project City Logistics in Living Laboratories (CITYLAB)
- Permanent working table on urban logistics
- Continuous involvement of public and private stakeholders
- Co-create, test and implement effective and sustainable solutions in line with SUMP
- Consultation, exchange & networking
- Synergies & integration of projects



Participants so far

- Public actors:

- Roma Capitale (Transport and Commerce Departments), Città Metropolitana, Roma Servizi per la Mobilità, ATAC (PTA), Regione Lazio, Università Roma Tre.

- Associations and organizations:

- Associazione Italiana Corrieri Aerei Internazionali, e associati (AICAI), Associazione Nazionale Imprese Trasporti Automobilistici (ANITA), Associazione riders Roma, CNA, Confcommercio Roma, Confcooperative, Freight Leaders Council, Isfort, Unindustria

- Companies:

- Amazon, Bartolini (DPD Group), CDU San Lorenzo, DHL, FedEx / TNT, FERCAM, FM Logistic, GLS, Piaggio, Poste Italiane, SDA, Spedire Roma, UPS.





Improving stakeholder engagement for urban logistics: the L-3D project



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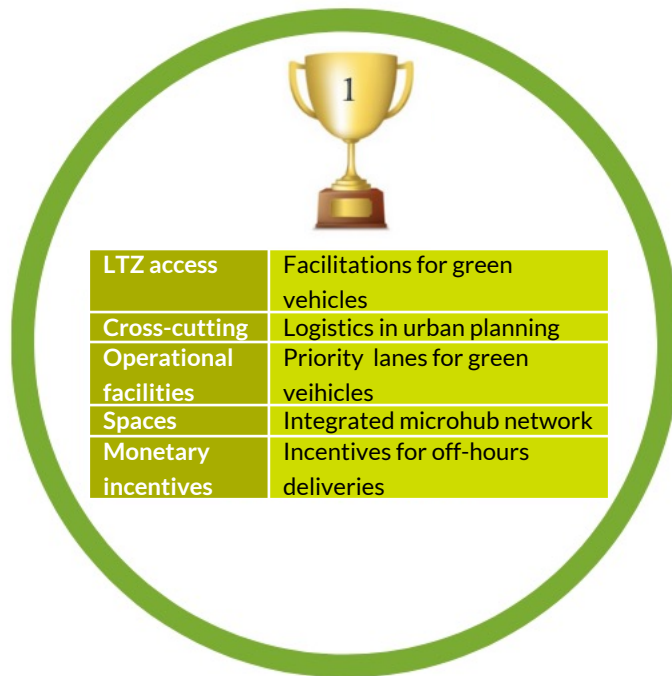


FESR 2014-2020
PROGRAMMA OPERATIVO
RESORSE LAZIO



A NEW DIMENSION OF PARTICIPATION

www.trelab-it/l3d/en



Design & questionnaire
Identification of a first set of strategic policy areas & list of measures., translated into a questionnaire.

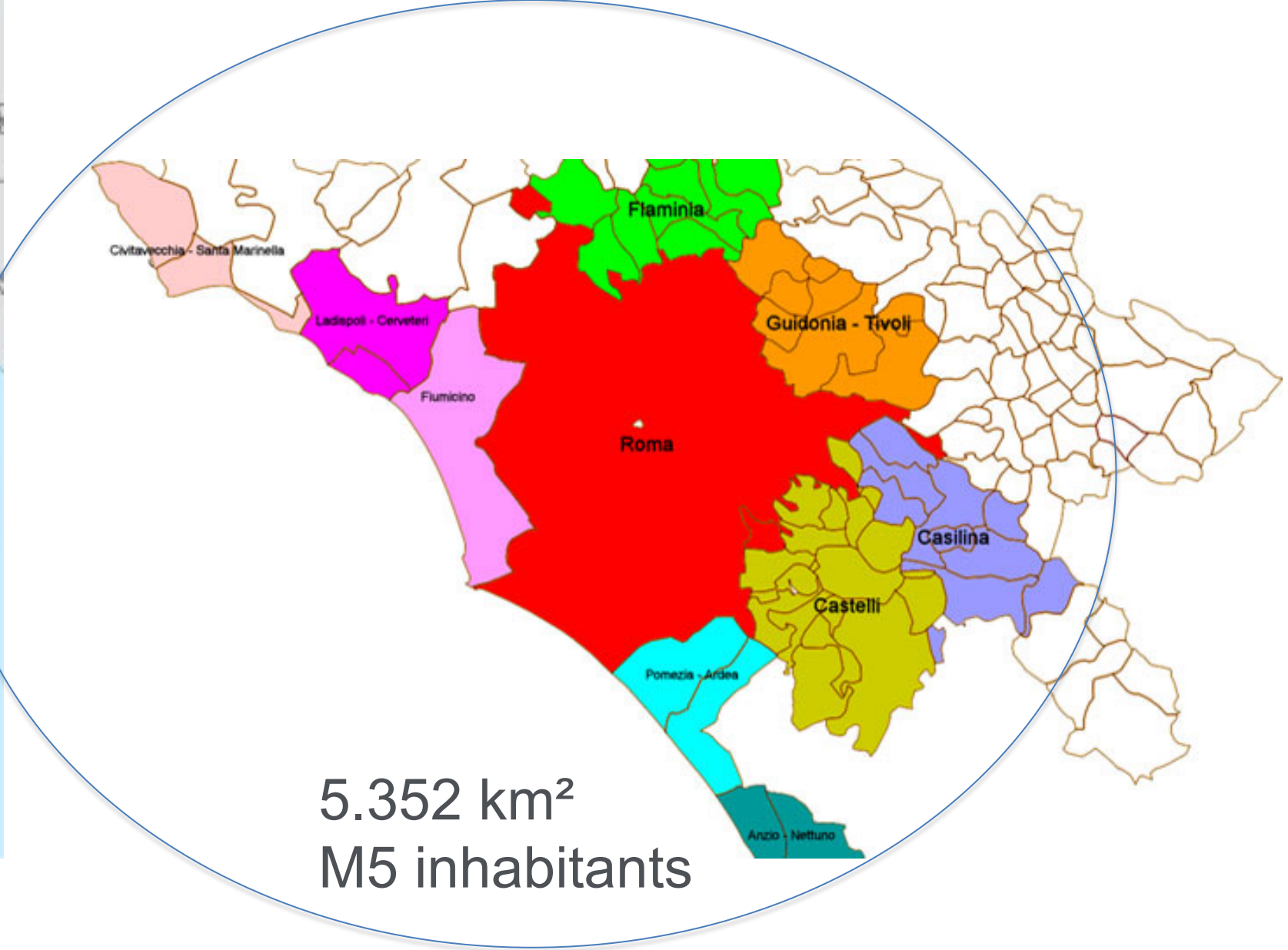
Policy mix prioritisation
The software converts stakeholders' answers into a ranking of the top *shared* policy mix.

Storytelling & validation
Scenarios validation via dynamic visualisation of impacts & perspective of each stakeholder.

| | |
|--------------------------------------|--|
| LTZ access | Facilitations for green vehicles |
| Cross-cutting Operational facilities | Logistics in urban planning Priority lanes for green vehicles |
| Spaces | Integrated microhub network |
| Monetary incentives | Incentives for off-hours deliveries |

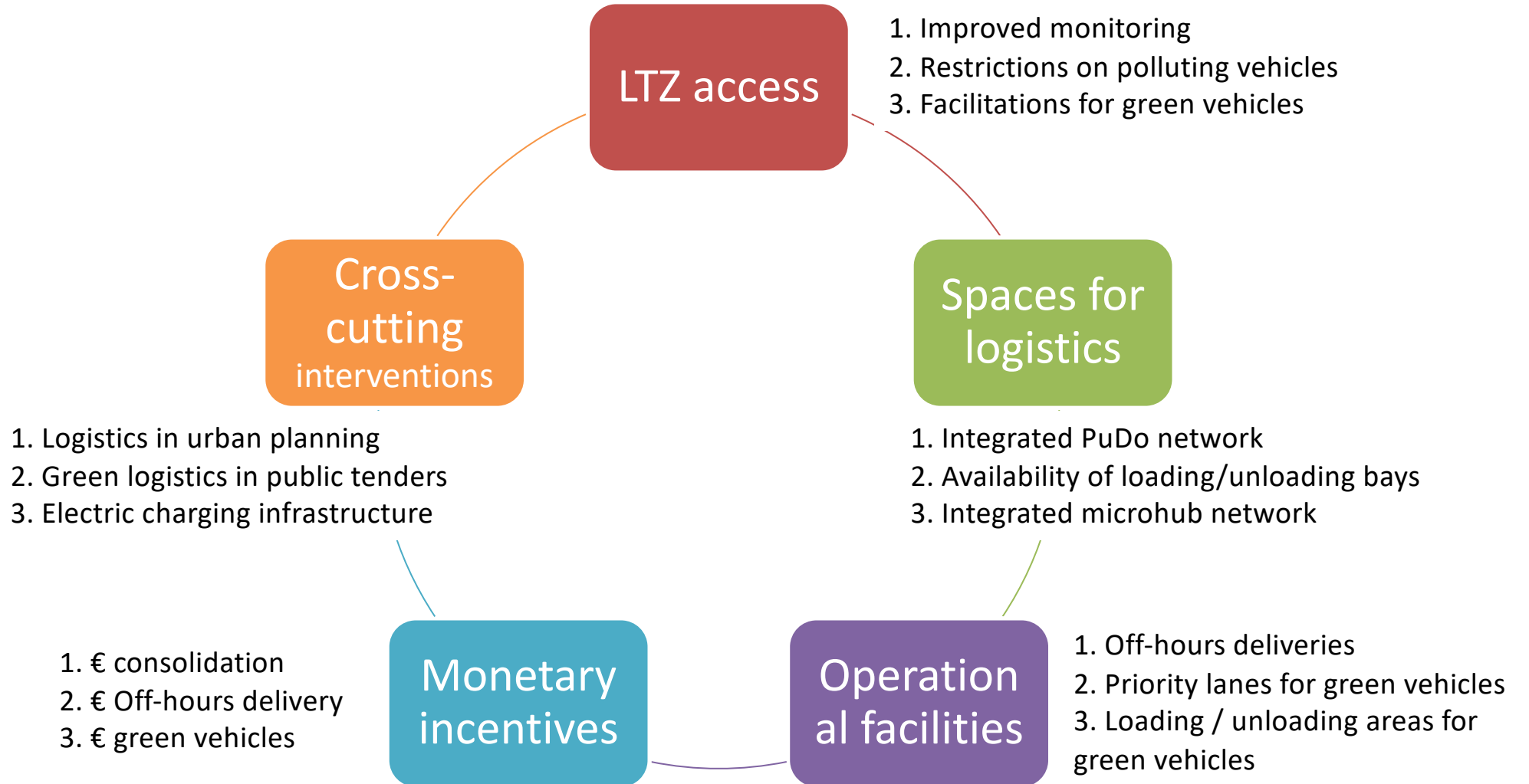
The case study:

Sustainable Logistics Plan of Rome metropolitan area



5.352 km²
M5 inhabitants

Strategic areas of intervention and actions



Preliminary results

Strategic measures prioritisation

Best shared policy mix

Degree of satisfaction



| | |
|-----------------------------|-------------------------------------|
| LTZ access | Facilitations for green vehicles |
| Cross-cutting interventions | Logistics in urban planning |
| Operational facilities | Priority lanes for green vehicles |
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transport providers



senders



receivers

*Best shared policy mix + degree of satisfaction per stakeholder =
catchier way of presenting results*



Impact assessment

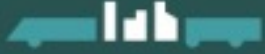
| INDICATORS | | | | | | | | | | | | | |
|-----------------------------|------------------------------------|------------------|---------------|---------------|-----------------|---------------|------------|-------------------|-------------|-------------|-------------------|---------------|-----------------------|
| Impact area → | | Environmental | | | | Social | | | | Economic | | | |
| Reference indicators → | | Visual pollution | Air pollution | GHG emissions | Noise pollution | Accessibility | Congestion | Labour conditions | Road safety | Fixed costs | Operational costs | Service level | Average delivery time |
| AREAS OF INTERV. ↓ | ACTIONS ↓ | | | | | | | | | | | | |
| LTZ access | Improved monitoring | + | + | + | + | + | + | = | + | = | - | + | + |
| | Facilitations for green vehicles | = | + | + | + | = | = | = | = | - | - | = | = |
| | Restrictions on polluting vehicles | = | ++ | ++ | + | = | = | = | = | - | - | = | = |
| Spaces for logistics | Availability of L/U bays | + | + | + | + | + | ++ | + | + | = | + | + | ++ |
| | Integrated microhub network | - | + | + | + | + | + | + | ++ | = | - | + | - |
| | Integrated PuDo network | - | + | + | + | + | + | + | + | = | + | + | - |
| Operational facilities | Priority lanes for green vehicles | = | + | + | + | = | + | + | + | = | + | + | = |
| | L/U areas for green vehicles | + | = | = | + | + | + | + | = | = | + | + | = |
| | Off-hours deliveries | = | + | + | + | + | + | = | + | = | - | + | ++ |
| Monetary incentives | € consolidation | + | + | + | + | + | ++ | = | ++ | + | + | + | = |
| | € Off-hours delivery | = | + | + | + | + | + | = | + | + | + | + | ++ |
| | € green vehicles | = | ++ | ++ | + | = | = | + | + | + | + | = | = |
| Cross-cutting interventions | Green logistics in public tenders | = | + | + | = | = | = | = | = | - | - | + | = |
| | Electric charging infrastructure | - | + | + | = | = | = | = | = | = | + | + | = |
| | Logistics in urban planning | = | + | + | + | ++ | ++ | + | ++ | + | ++ | + | ++ |

Next steps



Digital storytelling & Measure validation

TRANSPORT
RESEARCH
LAB



ROMA
TRE
UNIVERSITÀ DEGLI STUDI

MOVIE LOGIC



Ambienti

Extra - Urbano

Urbano

Zona ZTL



Learnings (so far) and next steps

- Story for both public authorities and logistics actors
- Assisted procedure
- Broaden the number of respondents
- Engage «non-usual suspects»
- From strategic (i.e. Plan) to operational level (e.g. micro-hubs implementation)
- Apply methodology to other policy/research areas

Thank you for your attention!

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