



USING THE AGILE METHODOLOGY TO FAST TRACK INNOVATION SCALE UP IN MULTI STAKEHOLDER URBAN LOGISTIC PROJECTS

THE DISCO LLS CASE

 Wednesday, 26 November 2025

 14:30 – 16:00

SESSION:2F.

**FREIGHT IN THE FAST LANE: HARNESSING DATA FOR
SUSTAINABLE URBAN DELIVERIES**

SPEAKERS

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Katy Huaylla, Rupperecht Consult



POLIS25
ANNUAL CONFERENCE

26-27 November 2025

Royal Jaarbeurs | Utrecht, Netherlands

 DISCO
In
Retrospect



Data-Driven Integrated Synchronomodal Collaborative Optimised



DISC Jackson 5

THE ULTIMATE COLLECTION

Data-Driven
Urban
Logistics
Measures



DISCOPROXI



DISCOLLECTION



DISCOBAY



DISCOCURB



DISCOESTATE

**Starring
Living
Labs**



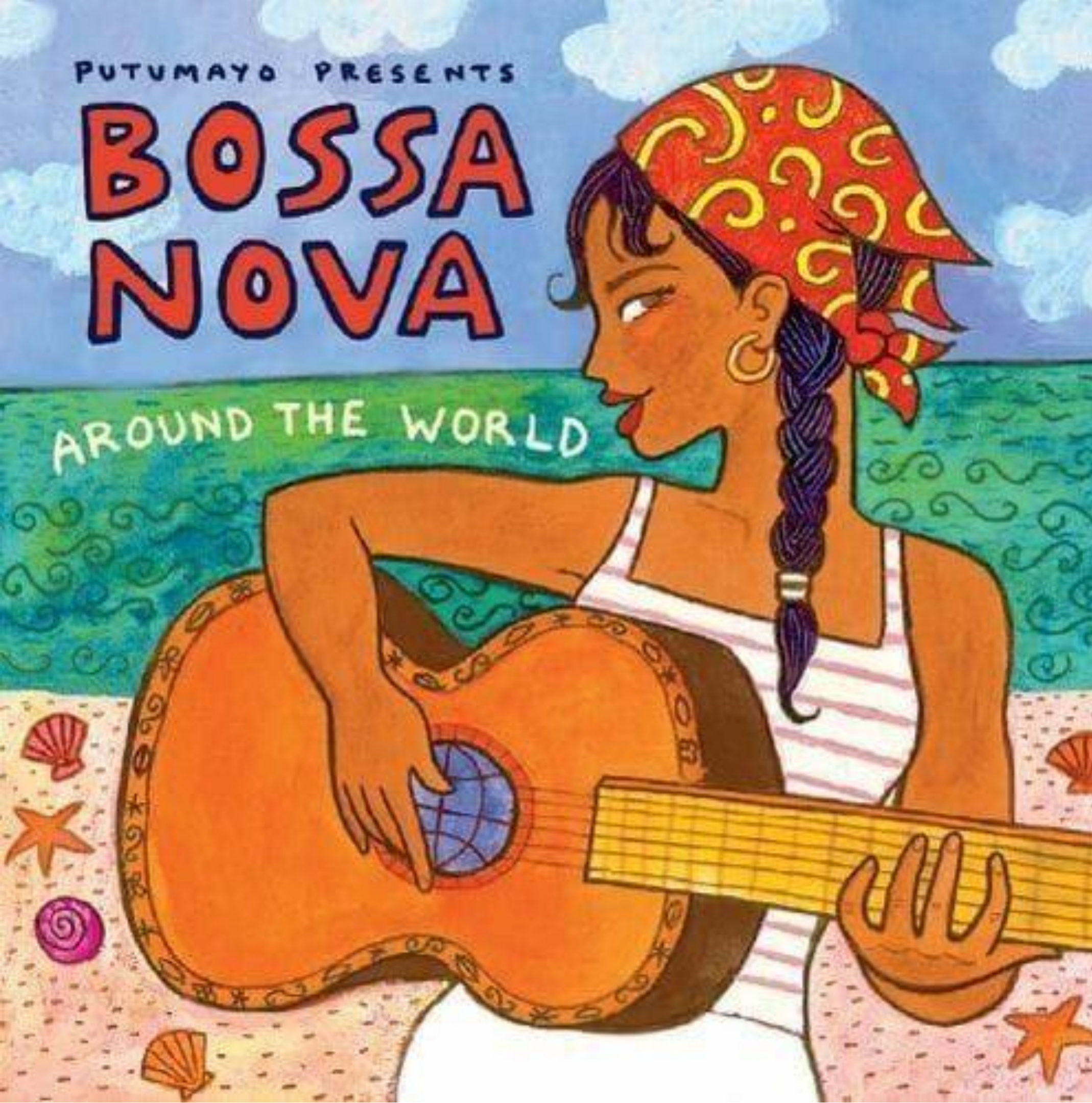
**Twinning
Living
Labs**



**Follower
Cities**

PINK FLOYD





Barcelona

Valencia

Zaragoza



Padua

Challenges

Delayed
Demonstrations

Little Overlap

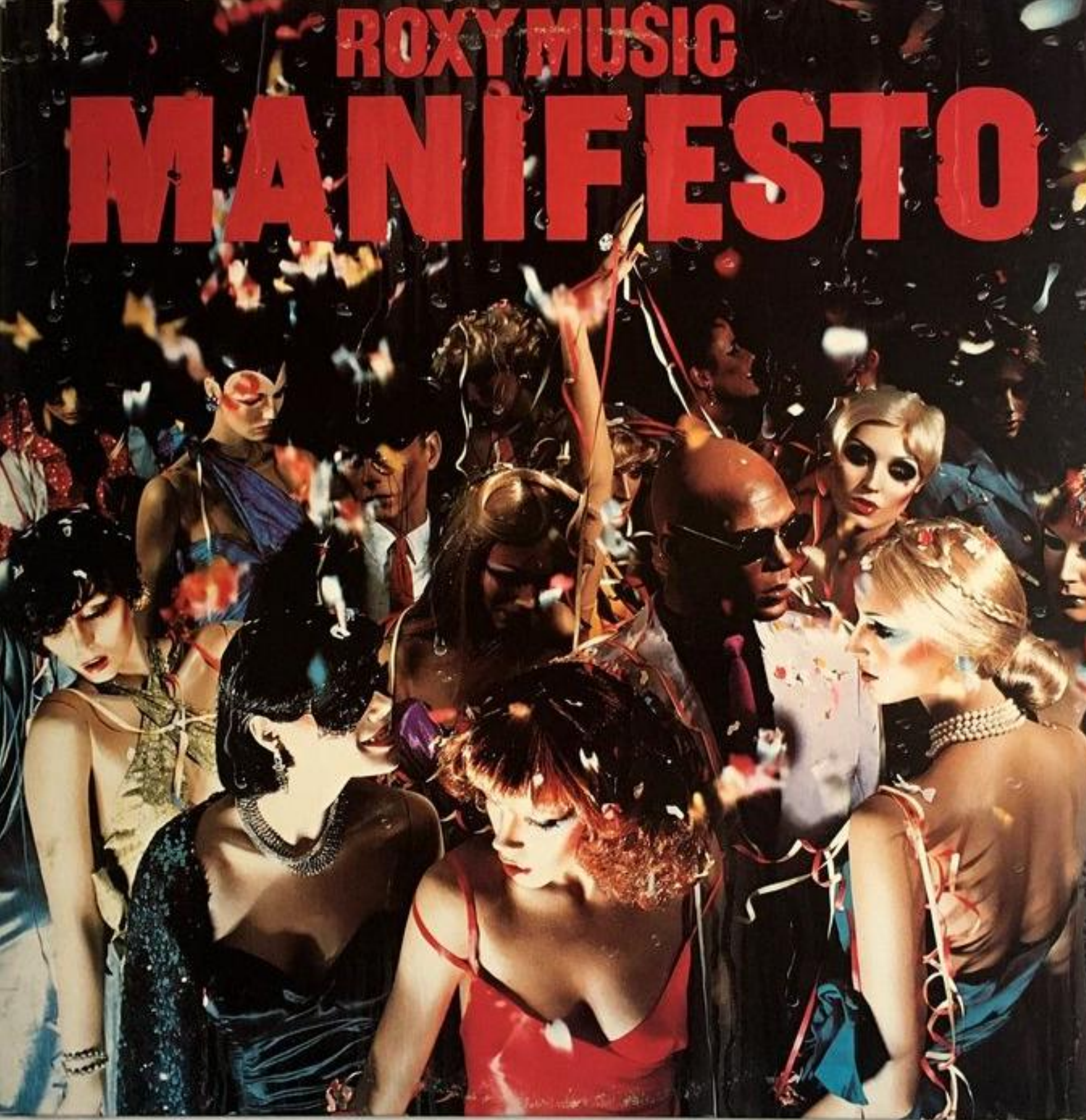


Challenges

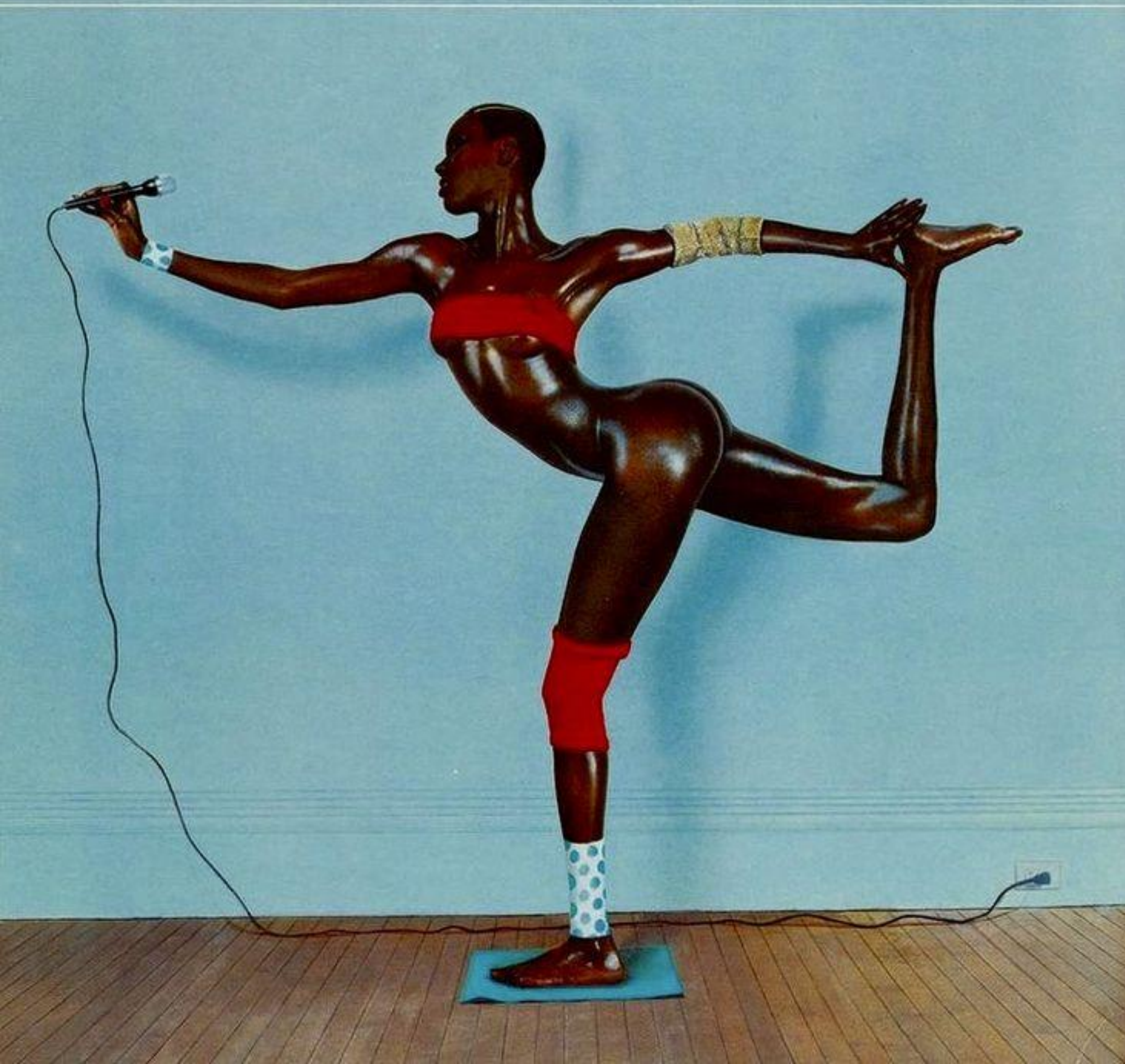
Siloes

Balancing Stakeholder Interests





The Search for a Framework



Flexibility

Transparency

THE EVOLUTION *of* ROBIN THICKE

Rapid Scale Up



The Sticking Points

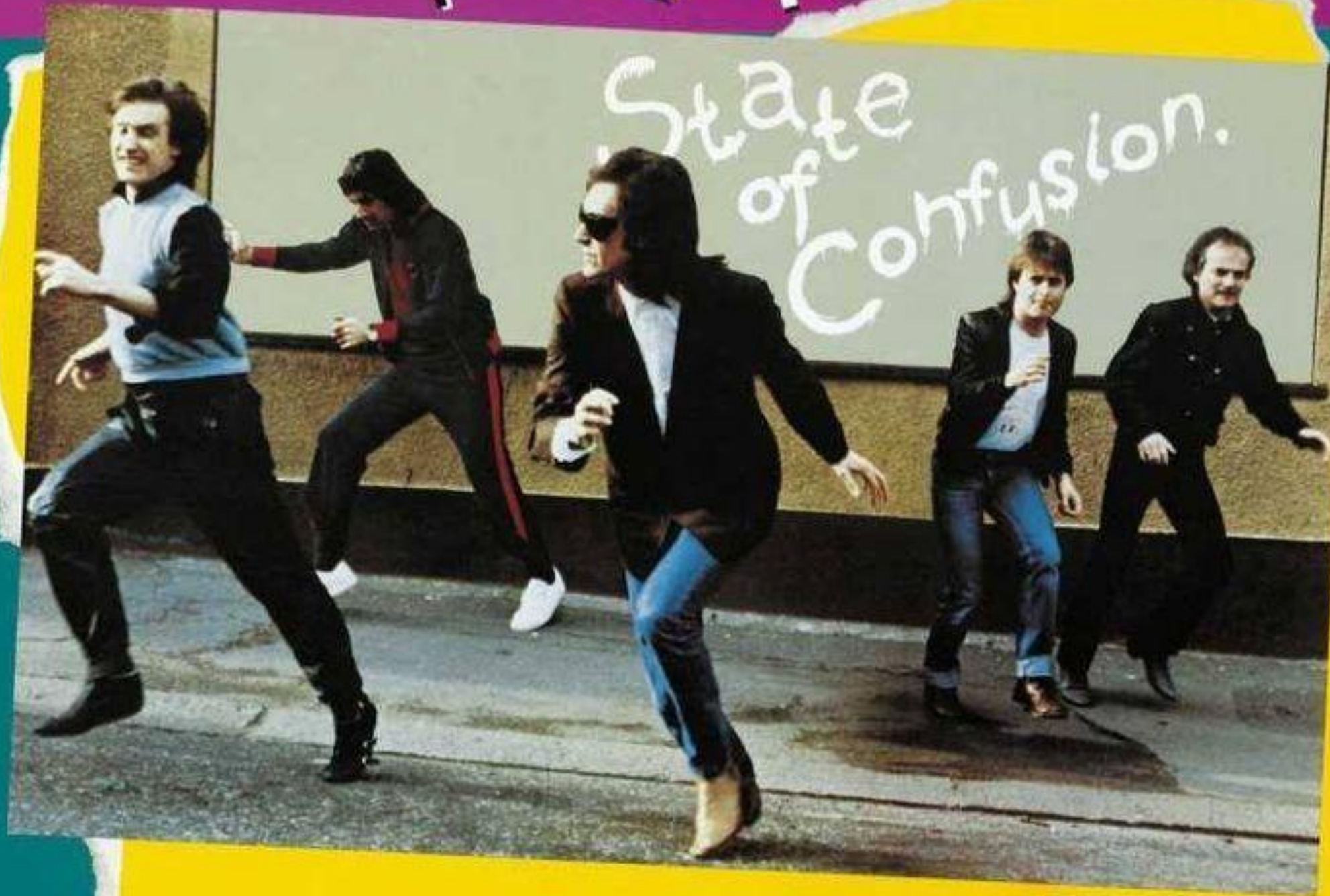
1. Top-Down Approach



gettyimages

Credit: Allen Ginsberg LLC

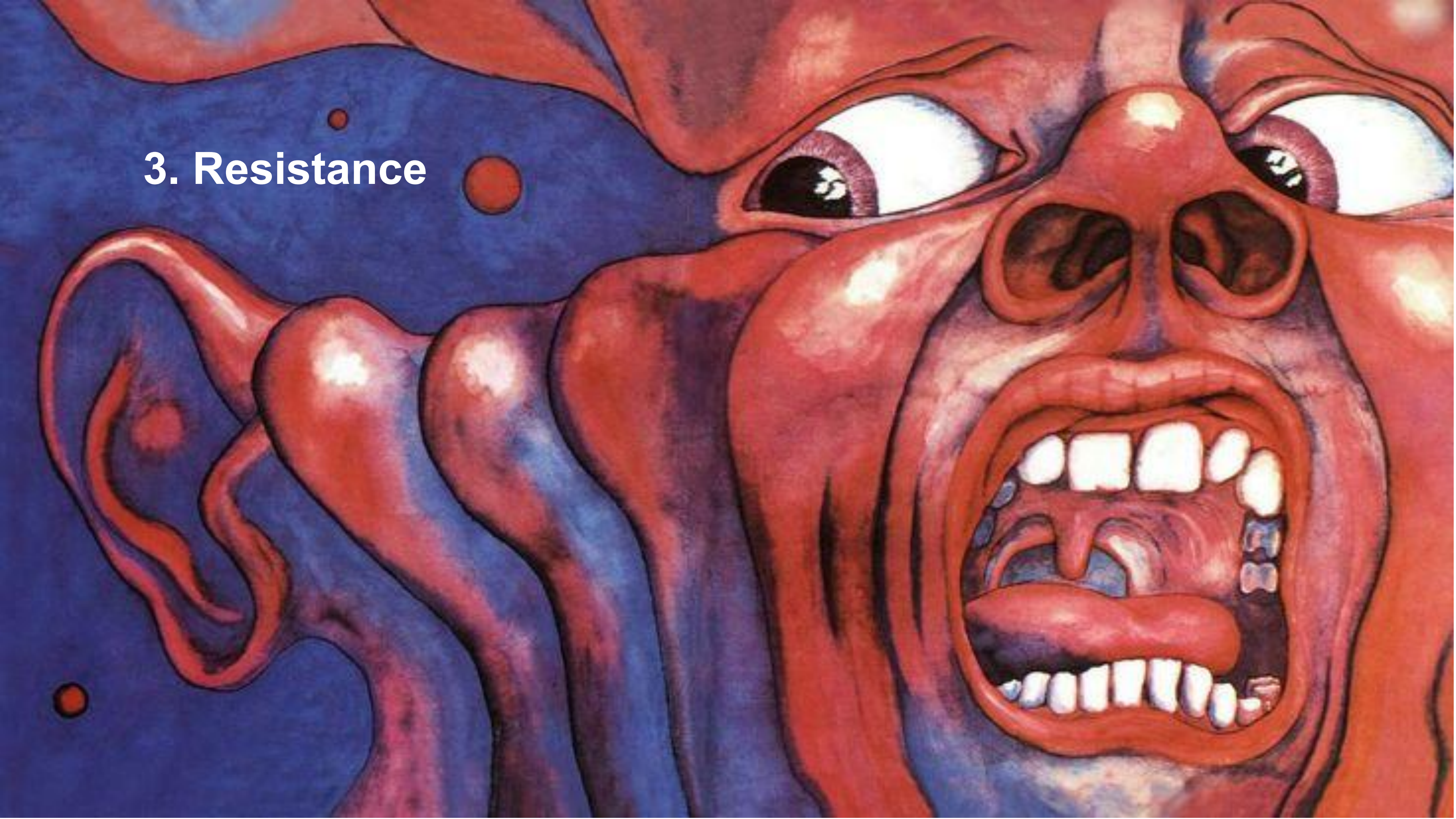
THE KINKS



STATE OF CONFUSION

2. Confusion

3. Resistance





3. Resistance

3. Resistance



Key Messages

Start Early



THE EARLY BIRD
GETS THE GUMMY
WORM

Co-Create the Approach



ALL OF ME
MASAYOSHI TAKANAKA



**Adapt, be
flexible**

TAKE THAT

PROGRESS



**It's also about
the people and
how we work
together**



Thank you for your attention!

For more information:

POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION



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