

# Logistics Living Lab: The case of Rome

Panel 8.7: Living Labs in Italy and abroad: policy effectiveness, legitimacy, and capacity to produce public value

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Unione Europea



Progetto cofinanziato dall'Unione europea

# Outline

- The Logistics Living Lab
- Case study
- Preliminary results & lessons learned
- Policy effectiveness, legitimacy, and capacity to produce public value

# Logistics Living Lab

# Urban freight measures in the Sustainable Urban Mobility Plan of Rome



SHORT TERM	MEDIUM TERM	LONG TERM
<ul style="list-style-type: none"><li>- Living Lab approach</li><li>- Information campaigns and <i>gamification</i> processes</li><li>- Incentives for low emission vehicles</li><li>- Increase of the offer of L/U areas</li><li>- New permit system for expansion of the Freight LTZ</li></ul>	<ul style="list-style-type: none"><li>- Vehicle accreditation systems</li><li>- Mini-hubs and parcel lockers</li><li>- Technological systems for management and control of L/U areas</li><li>- Electric charging points</li><li>- Crowdshipping</li><li>- Delivery systems with cargo-bikes and off-peak deliveries</li></ul>	<ul style="list-style-type: none"><li>- Urban Distribution Centers (UDC)</li><li>- Reverse logistics</li><li>- Electric van-sharing</li></ul>

# The Logistics Living Lab

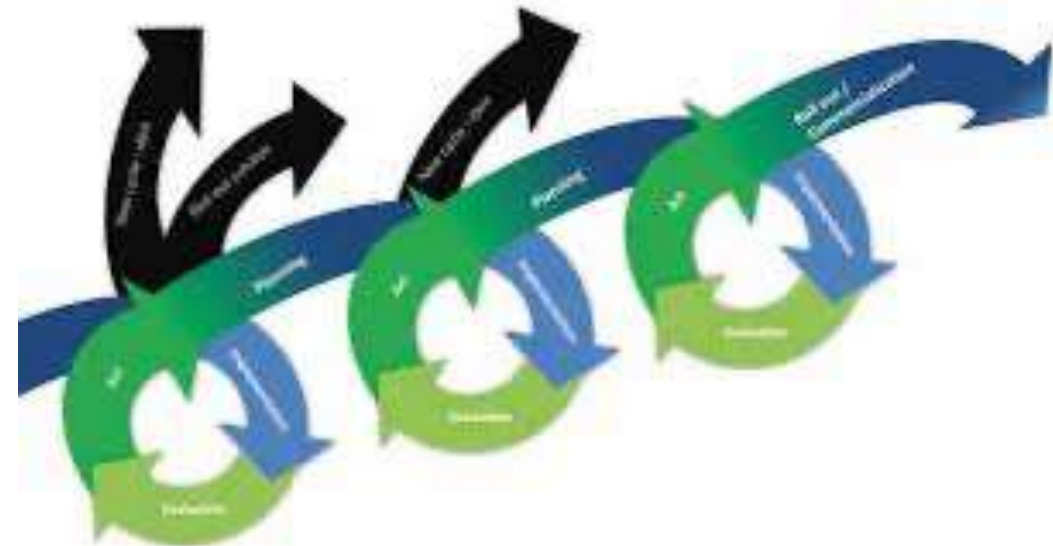


- Permanent working table on urban logistics
- Continuous involvement of public and private stakeholders
- Co-create, test and implement effective and sustainable solutions in line with SUMP
- More info: <http://www.trelab.it/living-lab/> ;  
<https://romamobilita.it/it/progetti/pum-sroma/living-lab-logistica>



# The origins

- EU project City Logistics in Living Laboratories (CITYLAB)
- 2015-2018
- Small-scale trial on **reverse logistics** (Poste Italiane): collection of plastic caps in University district



# 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.



# Consultation, exchange & networking

- Regular plenary meetings (local projects presentations, networking, PP exchange)
- **Feedback on LTZ rules** (access, subsidies, rewarding schemes):
  - meetings Public authorities – transport operators
  - Consolidation of written inputs/feedback
- **User needs & requirements** for micro-hubs location and operations
- **One-to-one meetings** for specific projects





# Synergies & integration of existing projects

- Call for Ideas

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## Living Lab Logistica - Call for Ideas

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**\*Required**

### Sezione 1: Descrizione idea progettuale

In questa sezione, descrivi brevemente la tua idea progettuale

Titolo \*

Your answer

Obiettivo \*

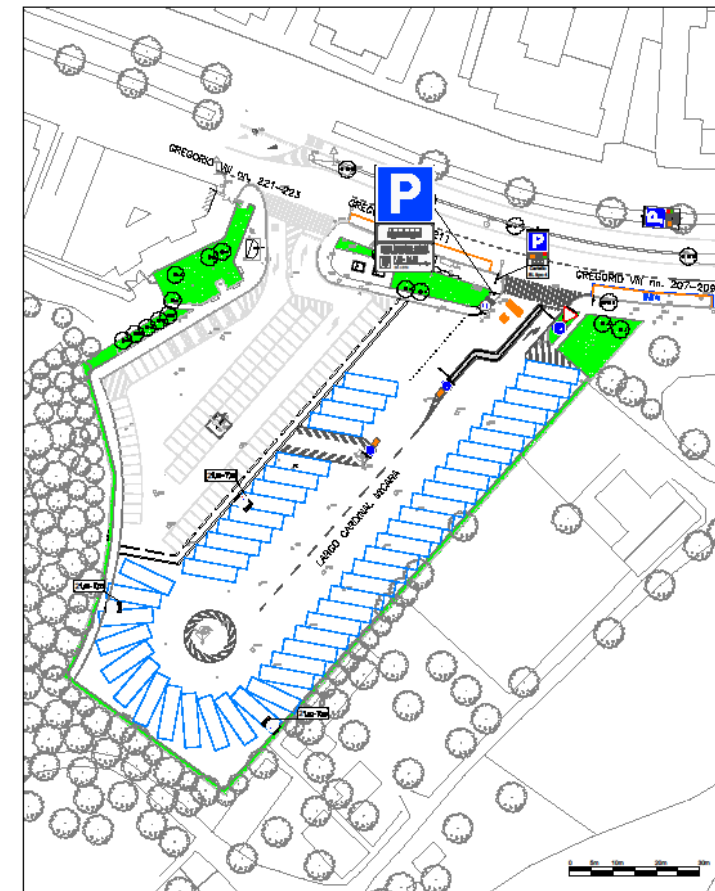
Your answer

- Maximize synergic potential of complementary projects & solutions



# Tourist bus parking for freight: concept of mobility agency

- RSM "Mini-hub" project for the distribution of goods in tourist bus parking areas.



# Tourist bus parking for freight: Operators' needs & requirements



**Location:** not too far from the center, easily accessible from outside the city. Easy accessibility for vans & cargobikes.



**Space:** the hub must be big enough to manage the number of packages provided, the transshipment process and the simultaneous presence of trucks and cargo bikes.



**Energy:** the hub must be equipped with adequate charging stations.



**Accessories:** the hub must guarantee a repair service, cold rooms and other services for operators.



**Certainty:** the availability of the area must be guaranteed after the experimentation phase, if it goes well.





# A Case study. Storytelling for stakeholder involvement: the L-3D project

# 2022: SULP for Rome urban + metropolitan area



# L-3D: the steps



Step 1: Experimental design

Step 2: Questionnaire

Step 3: Strategic measures prioritisation

Step 4: Digital storytelling/Measures validation

Software L-3D

# Step 1 - Experimental design



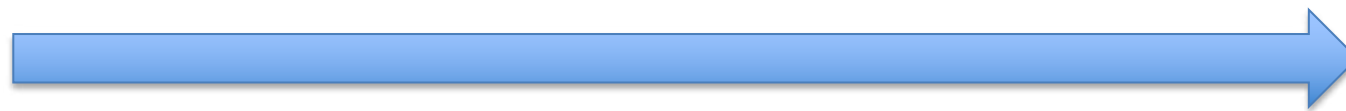
Which areas?



Which feasible measures?



Questionnaire creation



*Stakeholders' co-creation*

# Step 2 - Questionnaire

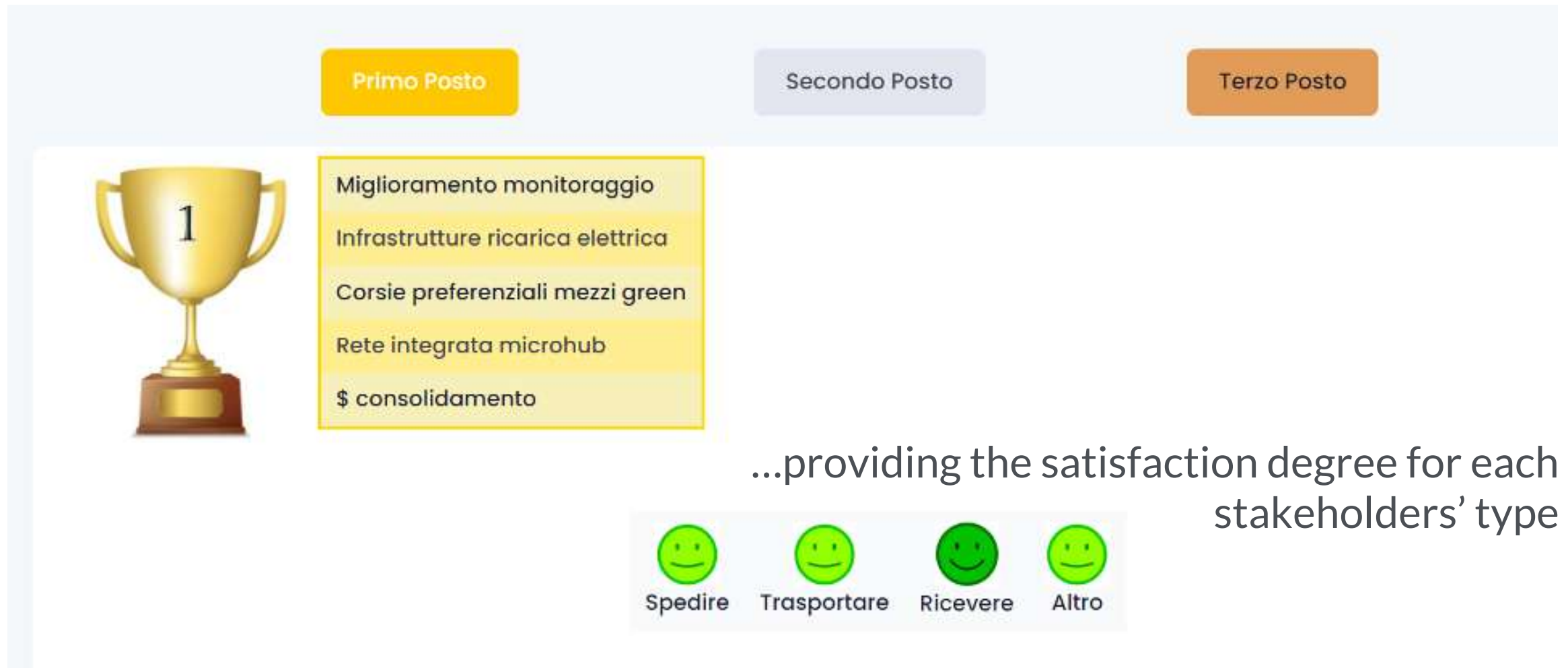
Stakeholders prioritize specific strategic measures





# Step 3 - Strategic measures prioritisation

The software translates stakeholders' answers into a ranking of the top shared policy mix...



...providing the satisfaction degree for each stakeholders' type

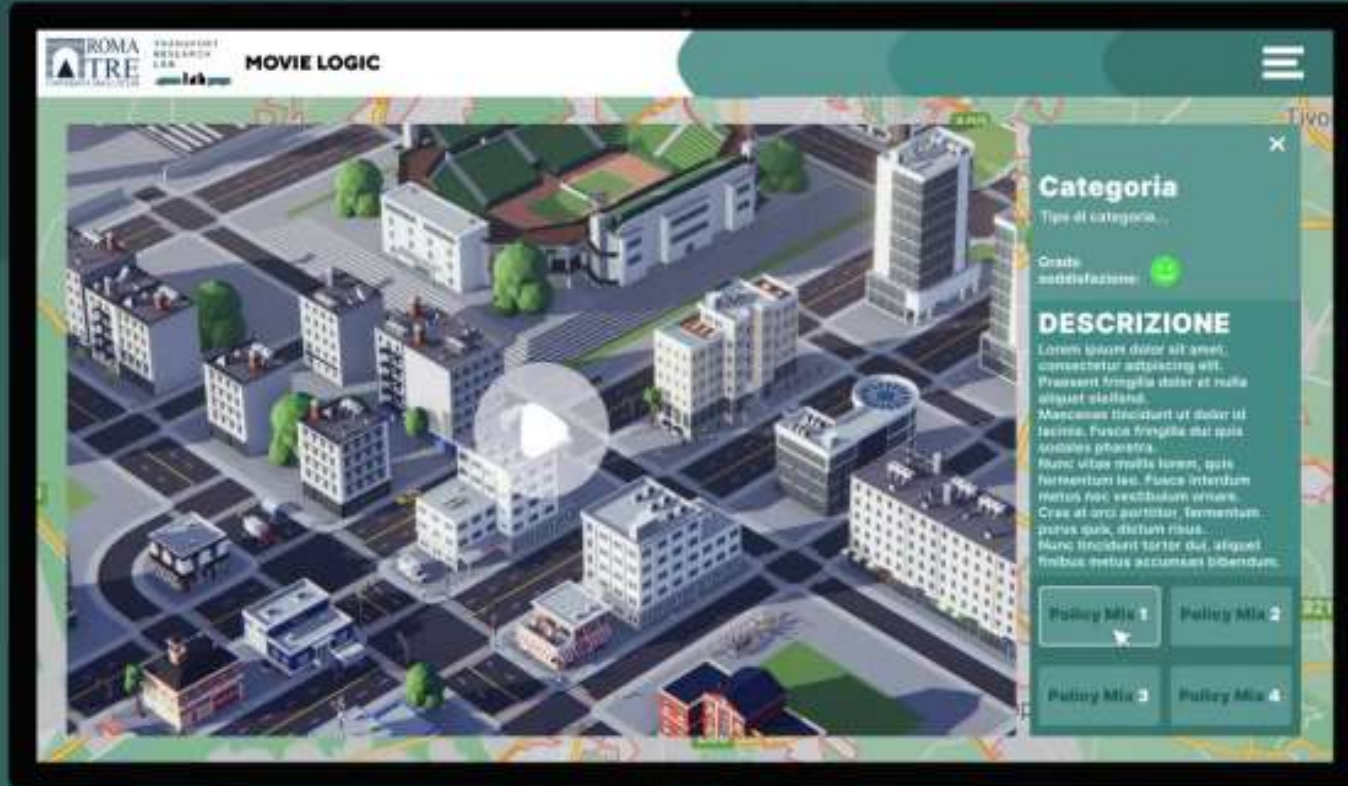
# Step 4 - Digital storytelling & Measure validation

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## MOVIE LOGIC



# L-3D: preliminary results & lessons learned

# Policy mix prioritization: best policy mix

Best policy mix

Degree of satisfaction



- Monitoring improvement
- Green procurement
- Preferential lanes green vehicles
- L/U availability
- \$ off-hour deliveries



Transport Providers



Receivers



Senders

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

# Consensus map

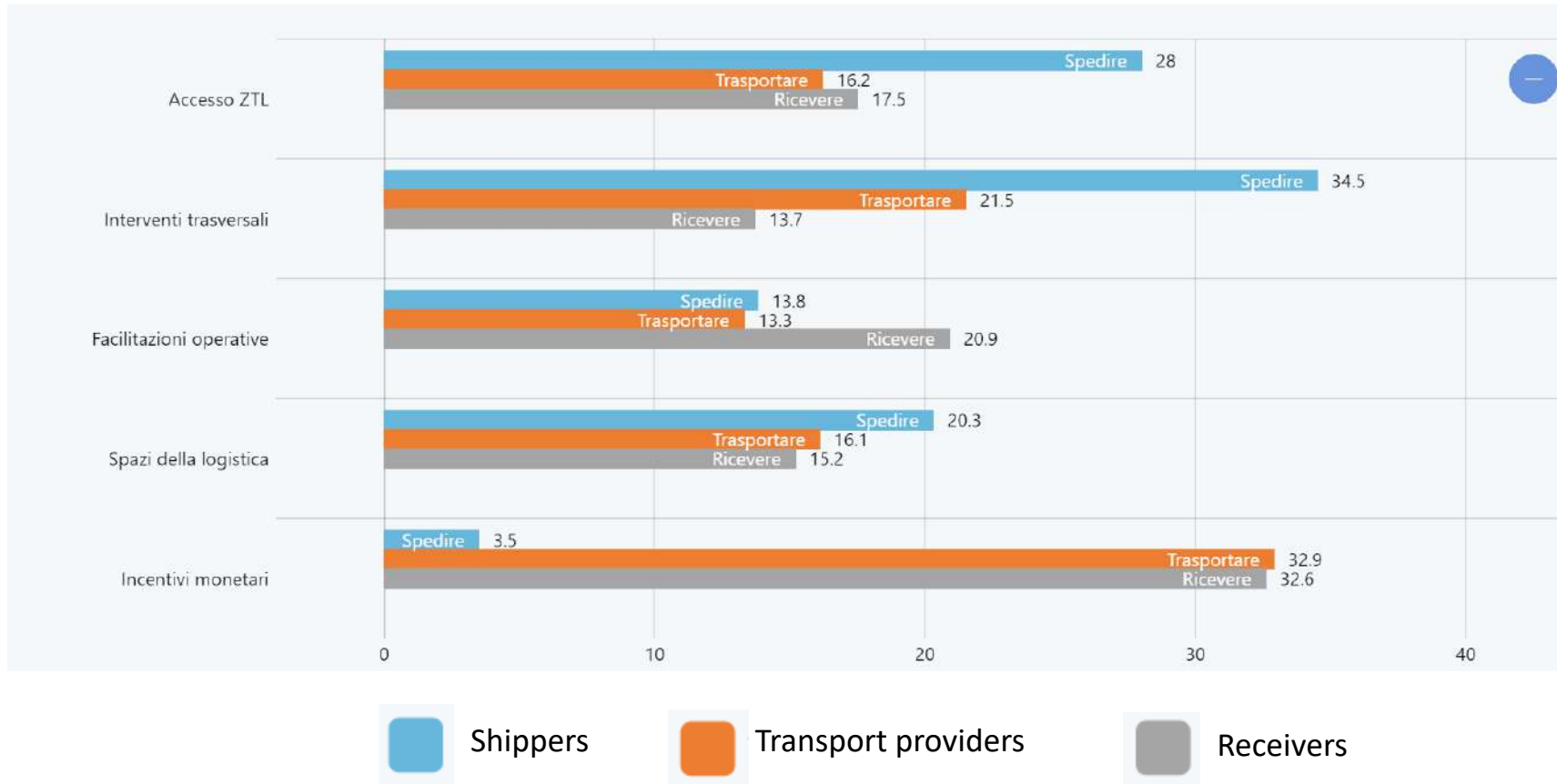
Strategic areas	Transport Providers	Receivers	Shippers
LEZ Accessibility	Monitoring improvement	Green vehicles agevolations	Monitoring improvement
Transversal intervention	Logistics in the urban planning	Green procurement	Green procurement
Not monetary incentives	Preferential lanes green vehicles	Preferential lanes green vehicles	Preferential lanes green vehicles
Logistics spaces	Integrated microhub network	Integrated microhub network	Integrated microhub network
Monetary incentives	\$ green vehicles	\$ consolidation	\$ green vehicles

Non shared strategic measures

Shared strategic measures

*Discussion around shared starting point(s) facilitates consensus building*

# Partworth utilities



*Partworth utilities allow detecting the strategic area(s) where stakeholders' interests are stronger*

# Policy effectiveness, legitimacy, and capacity to produce public value

# Added value

- Credibility and recognition
- Reliable, qualified and scientific third-party opinion
- LLL intermediary body between public and private sector
- Helping their “clients” (the logistics players of Rome) to apply the measures promoted within the SUMP



# Now, need for:

- More formal structure / institutionalisation
- Final (and sustainable) business model
- Narrow activities down to more concrete pilots / demos

# Learnings

- Start with a focussed theme and case
- Stakeholder analysis and engagement process require a segmentation of problems and stakeholders

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Thank you for  
your attention!

