

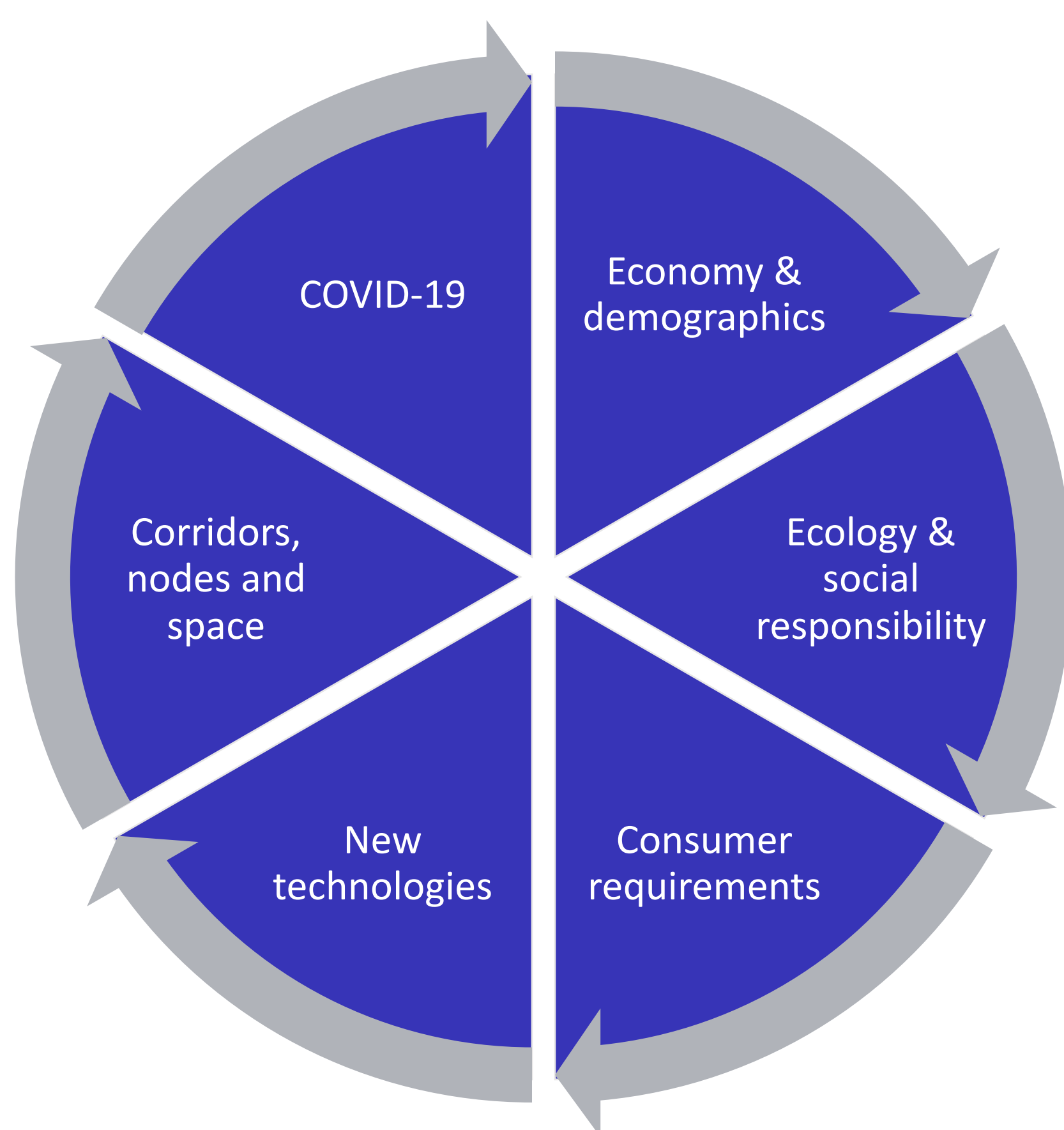
KEYWORDS

Living Labs are dynamic test environments where complex innovations can be implemented.

Digital Twins are digital replica of a complex real-world urban environment that represents different processes, actors and their interaction.

INFLUENCING FACTORS

Influencing factors include elements that influence both the current and future state of urban freight transport.



POSTER SESSION

Giacomo Lozzi

City Logistics landscape in the era of on-demand economy: challenges, trends and influencing factors

FINDINGS

This paper presents the results of a survey carried out among 125 qualified experts, to identify the factors that most influence urban freight transport and on-demand deliveries. There are three types of respondent: public sector (PU), private sector (PR) and academia (A).

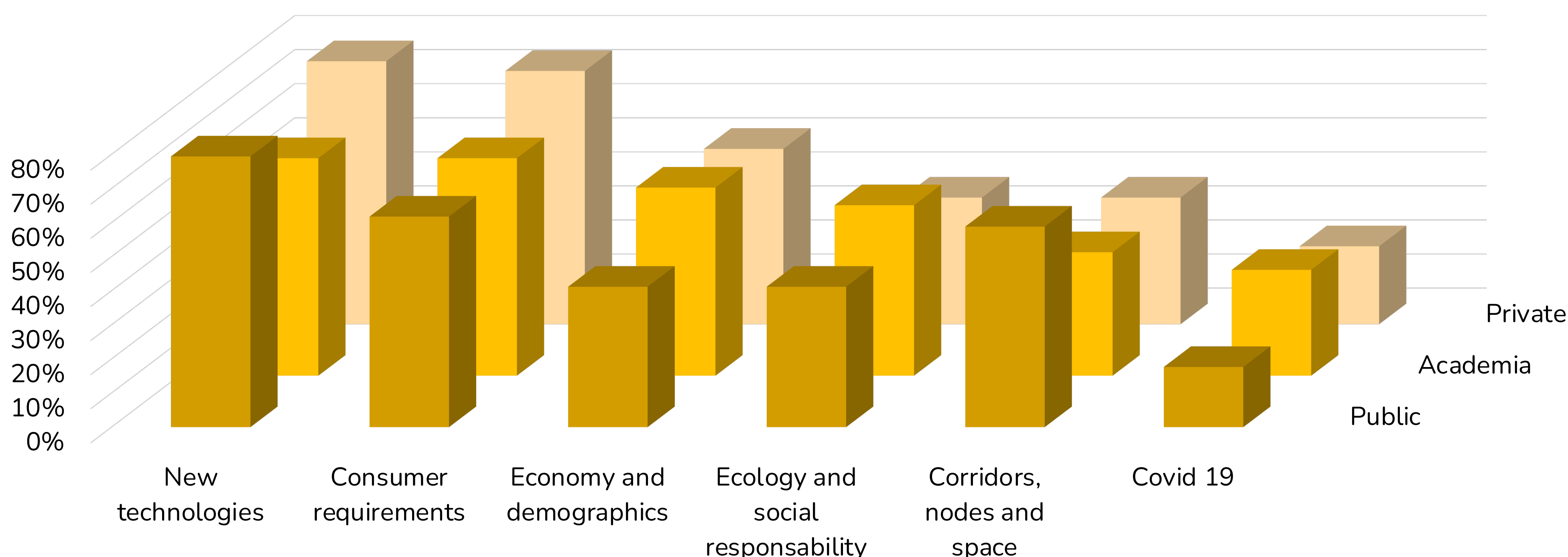
Priorities:

- PU: reduction of external costs of logistics
- PR: economic efficiency
- A: data & tools for planning and anticipating impacts

Recommendations for measures:

- PU, A: green solutions, public incentives
- PR: clear and harmonized regulation across cities; technology to offset technical limitations
- All: need of efficiently manage the space; need for enhanced co-creation mechanism between stakeholders.

Starting from this, the LEAD project analyses business value and feasibility of future value case scenarios from a multi-stakeholder approach in a Living Lab context.



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