

Special Session/Workshop II

Living Labs: enabling and accelerating innovation for on-demand city logistics

Abstract

Consumers have come to expect responsive logistics systems, able to deliver products quickly, at low or zero cost. These expectations and the increasing shift to on-demand logistics are putting a strain on last mile delivery systems, with challenges to accommodate consumer demands and remain competitive, while striving to become more sustainable. These challenges negatively impact stakeholders in the whole value chain. Small and large-scale consumer platforms struggle with pledging swift delivery times, albeit with little market economic incentives for the creation of sustainable systems, while cities are also starting to feel the strain.

The workshop will delve into the experiences of 3 projects (LEAD, ULaaDS and SENATOR) and of the Thessaloniki Smart Mobility Living Lab which are developing specific tools to address the challenges affecting on-demand city logistics, through collaborative activities in Living Labs. It will provide participants with practical examples on how Living Labs can enable and accelerate innovation for on-demand city logistics. What are the current trends and challenges city logistics are facing? What solutions are each of these projects developing to address these challenges? Why are co-creation approaches so appealing to address challenges brought about by on-demand city logistics? These and other questions will be answered.

Aim of the Special Session/Workshop

The workshop will focus on how to run Living Labs for logistics to accelerate innovation in the sector. The session will have a mix of more technical partners and the participation of some of cities involved in the projects and touch upon different dimensions of this topic.

LEAD will shed a light on the main challenges, trends and factors influencing city logistics with an overview of the strategic, regulatory, business, technology, environmental factors influencing complex city logistics systems in the on-demand economy era. It will bring in

the perspective related with stakeholder involvement, by sharing the experience

of the Communities of Practice established in each of its Living Labs, and how

these are contributing for the development of the scenarios to be investigated

for the creation of Digital Twins. With the participation of The Hague, it will demonstrate how local government perceive the added value of Living Labs as

innovation conducive environments.

ULaaDS will focus on its experiences in setting up a specific framework for trialling urban logistic solutions. A project is as strong as its partners make it. But how do you keep partners involved? Between forming a consortium and effective trialling in a project, a few years have passed. Research-institutes, cities and private companies all have different backgrounds and habits in communication and approaches. Partner-involvement works on different levels and speeds, so the ULaaDS project will present why you should adapt your language and style of speech depending on your target audience, and how you can keep your partners motivated during the project-process, so they are ready for action when the effective trialling starts. Partner-alignment is key for positive results in your project. We will explain how our framework was built and the bumps we took and tackled during the process.

SENATOR will define the main aspects to consider for a sustainable on-demand urban planning and how to implement it in Living labs. With the participation of the Spanish Postal Operator, CORREOS, the project will also give details of its multi-collaborative smart network and the key role of Urban Living Labs stakeholder's engagement during its definition to provide an integrated solution and new understanding of urban planning. SENATOR will demonstrate its feasibility, effectiveness, sustainability and suitability in its Urban Living Lab (ULL) located in Zaragoza (Spain) and Dublin (Ireland).

The Thessaloniki Smart Mobility Living Lab will bring in inputs stemming directly from its activity.

Organizers

Main organizer: Giacomo Lozzi - Senior Project Manager - Coordinator Urban Freight -POLIS
Rue du Trône, 98, B-1050 Brussels, Belgium, glozzi@polisnetwork.eu, <https://www.polisnetwork.eu/>

Bio: Giacomo is the coordinator of the Polis Urban Freight Working Group. He works on several EU projects and is the moderator of the CIVITAS Urban Freight and Logistics Thematic Group. He has previously worked as policy advisor for Éupolis (the research institute of Lombardy Region in Milan), and collaborated with ISFORT, the Italian research and training institute for transport. He also gained experience at the European Commission Directorate-General for Mobility and Transport (DG MOVE). Giacomo holds a PhD in urban transport governance from the University of Roma Tre, and a Master degree in European economy and business law from the Tor Vergata University in Rome.

Co-organizers:

Claudia Ribeiro - Project Officer, POLIS,
Rue du Trône, 98
B-1050 Brussels
Belgium
<https://www.polisnetwork.eu/>

Arianna Americo - Project and Forum Coordinator - Mobility, EUROCITIES.
Square de Meeûs 1,
B-1000 Brussels
<https://euocities.eu/>

Ana Lumberras - European Projects Communication- ZABALA Innovation

Paseo Santxiki, 3 bis,
31192 Mutilva, Navarra
Spain
<https://zabala.eu/>

Associated project(s)

LEAD: Low-Emission Adaptive last mile logistics supporting 'on Demand economy' through digital twins

ULaaDS: Urban Logistics as an on-Demand Service.

SENATOR: Smart Network Operator Platform enabling Shared, Integrated and more Sustainable Urban Freight Logistics

Target audience

The workshop will focus on highlighting the added value brought about by the collaborative character of the activities carried out in Living Labs. A discussion on on-demand logistics operations cannot happen in a vacuum and must necessarily involve both the public and private sectors, with the complete logistics chain represented. Thus, the session will be of particular interest to Policy-Makers, local Authorities and City Stakeholders, Urban Mobility Planners Logistics Businesses/Small Medium Enterprises (SMEs) Academia and Research technology organisations (RTOs). It will provide the target audiences with invaluable input on how to set up a living lab, the added value of such collaborative frameworks, the current challenges the logistics sector faces and how these can be addressed.

Structure of the workshop

Workshop II - Living Labs: enabling and accelerating innovation for on-demand city logistics. 14:00-15:30	
Room: Muses I Organizers: Giacomo Lozzi / Senior Project Manager - Coordinator Urban Freight -POLIS, glozzi@polisnetwork.eu Co-organizers: Cláudia Ribeiro / Project Officer, POLIS Arianna Americo / Project and Forum Coordinator - Mobility, EUROCITIES Ana Lumberras / European Projects Communication- ZABALA Innovation	
14:00-14:05	<i>Introduction by moderator</i>
14:05-14:45	<i>Presentations</i>
14:45-15:15	<i>Moderated round table</i>
15:15-15:30	<i>Q&A + Interaction with audience via interactive polls</i>

Invited speakers/regular presentations

**10ο ΔΙΕΘΝΕΣ ΣΥΝΕΔΡΙΟ για την
ΕΡΕΥΝΑ ΣΤΙΣ ΜΕΤΑΦΟΡΕΣ**

**Κινητικότητα του Μέλλοντος και Ανθεκτικές
Μεταφορές: Ο δρόμος προς την Καινοτομία**



**10th INTERNATIONAL CONGRESS
on TRANSPORTATION RESEARCH**

**Future Mobility and Resilient Transport:
Transition to innovation**

Moderator: *Giacomo Lozzi - Senior Project Manager - Coordinator Urban Freight, POLIS*

- *Dr. Georgia Ayfantopoulou, Research Director – Deputy Director HIT*
- *Sven Mittertreiner, Policy Advisor Mobility, Municipality of The Hague*
- *Domien Stubbe - VIL*
- *Santiago Muñoz - Correos*