The role of local engagement in delivering city logistics innovations

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Extended abstract

Objectives and motivation
The work provides an overview on engagement approaches tested and performed in different urban contexts, in order to foster stakeholder participation to the debate on urban freight, and on methods to identify commons solutions and develop viable models. The analysis considers the experience of cities where initiatives related with urban freight deliveries are being planned and implemented, and where local engagement strategies have been put in place in order to identify issues and common viable and accepted solutions. In particular, innovative cases have been considered where policy, technology, infrastructure and operational solutions have been trialed and in most cases combined in order to deliver innovative concepts. The tests of new solutions are analysed according to a common framework of indicators taking into account different approaches and strategies put in place in order to foster behavioral change and ensure social acceptance of innovations in city logistics through a participative process.

General description
Taking advantage of the experience of the Smartfusion (Smart Urban Freight Solutions, funded by the European Commission, Seventh Framework Programme) and Smartset (Sustainable Market Driven Terminal Solutions for Efficient freight Transport, co-funded by the Intelligent Energy – Europe II Programme) projects, nine case studies across Europe related to city logistics are analysed, looking at the adopted approach in order to raise awareness, identify problems and build viable solutions combining collaborative engagement strategies and business modelling techniques.

Engagement measures are taken into account, such as the application of the Design and Monitoring Framework methodology, establishing of “freight committees” involving city stakeholders, development of contractual schemes on commercial basis among others.

Figures and outcomes generated by a broad range of instruments such as workshops, focus groups, questionnaires and interviews are processed and analysed.

The cross city and country approach allows to identify drivers and conditions to behavioural change, and to define common methodologies for raising awareness strategies to be performed at local level in order to successfully deliver innovation in city logistics.

Results and conclusions
Although different models have been chosen to approach a wide range of issues related to urban freight delivery, the analysis of case studies allows to define a common set of guidelines and recommendations in order to put in place effective synergies for stakeholders engagement fostering active participation and behavioral change towards more cooperative approaches. This paper participate to the development of new city logistics management techniques and will contribute to deliver high impact institutional, operational and technological innovation in urban freight delivery schemes.
References

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