

THE CITY PORTS PROJECT

A CITY NET FOLLOWING A CO-ORDINATED APPROACH TO DEVELOP FEASIBLE AND SUSTAINABLE SOLUTIONS FOR THE CITY LOGISTICS

MARIBOR
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Community Initiative INTERREG IIIb (2000 – 2006)



DEVELOPED BY



AGENDA

AN OVERVIEW ABOUT CITY PORTS PROJECT

SOME ELEMENTS REGARDING CITY PORTS METHODOLOGY

AGENDA

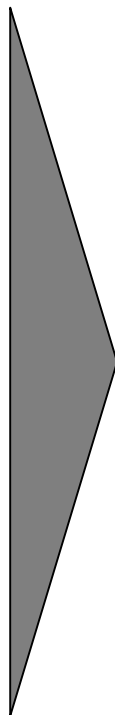
AN OVERVIEW ABOUT CITY PORTS PROJECT

SOME ELEMENTS REGARDING CITY PORTS METHODOLOGY

CITY PORTS OBJECTIVES

OVERALL OBJECTIVE

To develop urban logistic solutions in some European towns in order to **reengineer their urban systems**, making some important nodes of EU infrastructural network able to operate in **compliant, efficient, economical sustainable and stable manner**

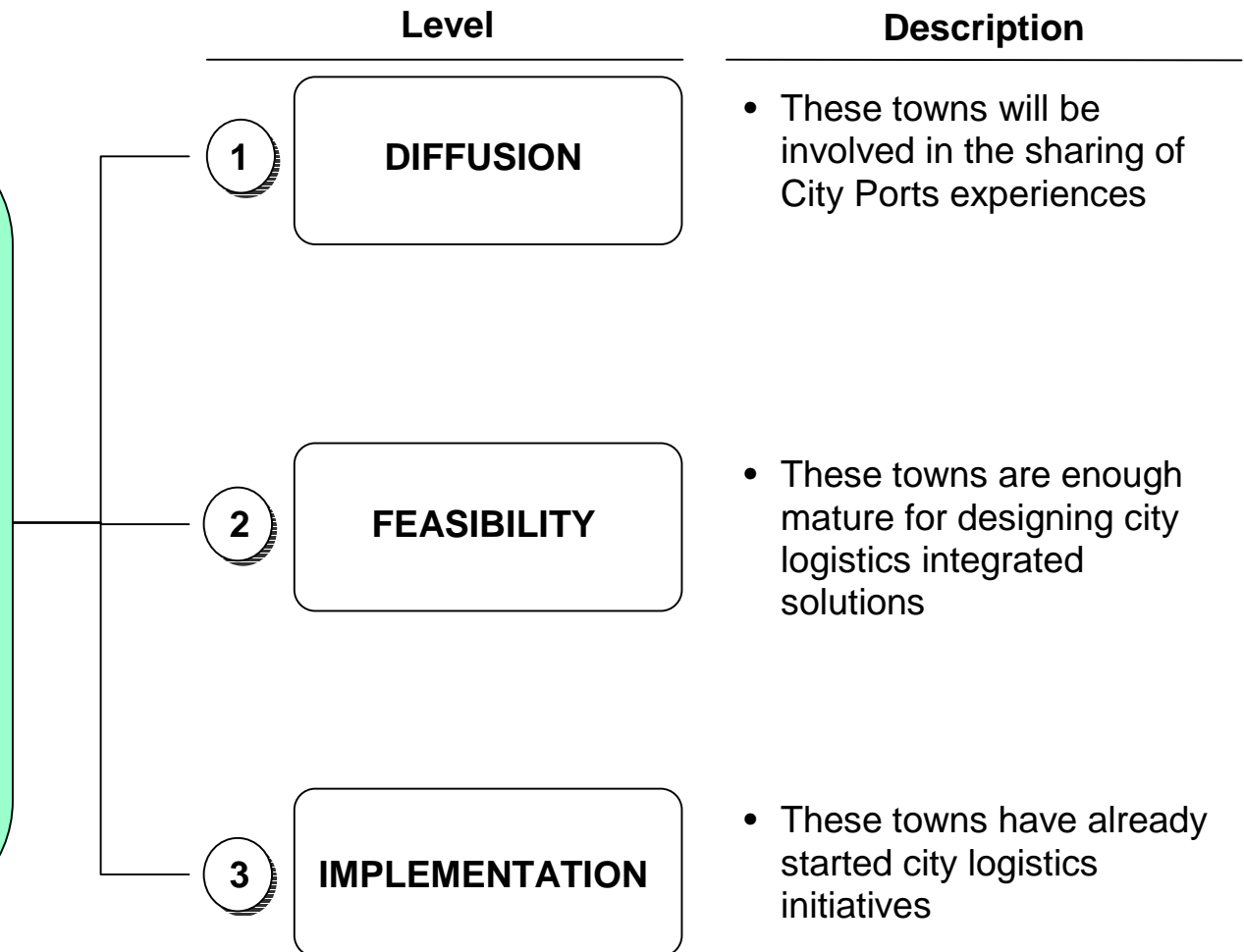


OPERATIONAL OBJECTIVES

- To develop, test and spread a **methodology** for analysis, selection, feasibility and implementation of integrated and optimized logistic solutions
- To support the development of
 - regulation policies of access to towns
 - logistic flows reengineering who are **compliant inside the CADSES area**, to avoid unbalances in distribution networks
- To implement a structured and rigorous modality for **results assessment and distribution**

CITY PORTS NETWORK

- The project wants to support and test some urban logistic applications who can be **managed only on local level** by City Ports towns
- The involvement level of these urban systems is different on the ground of their **different level of awareness and maturity** (regarding policies, strategies and engagement in urban logistics)



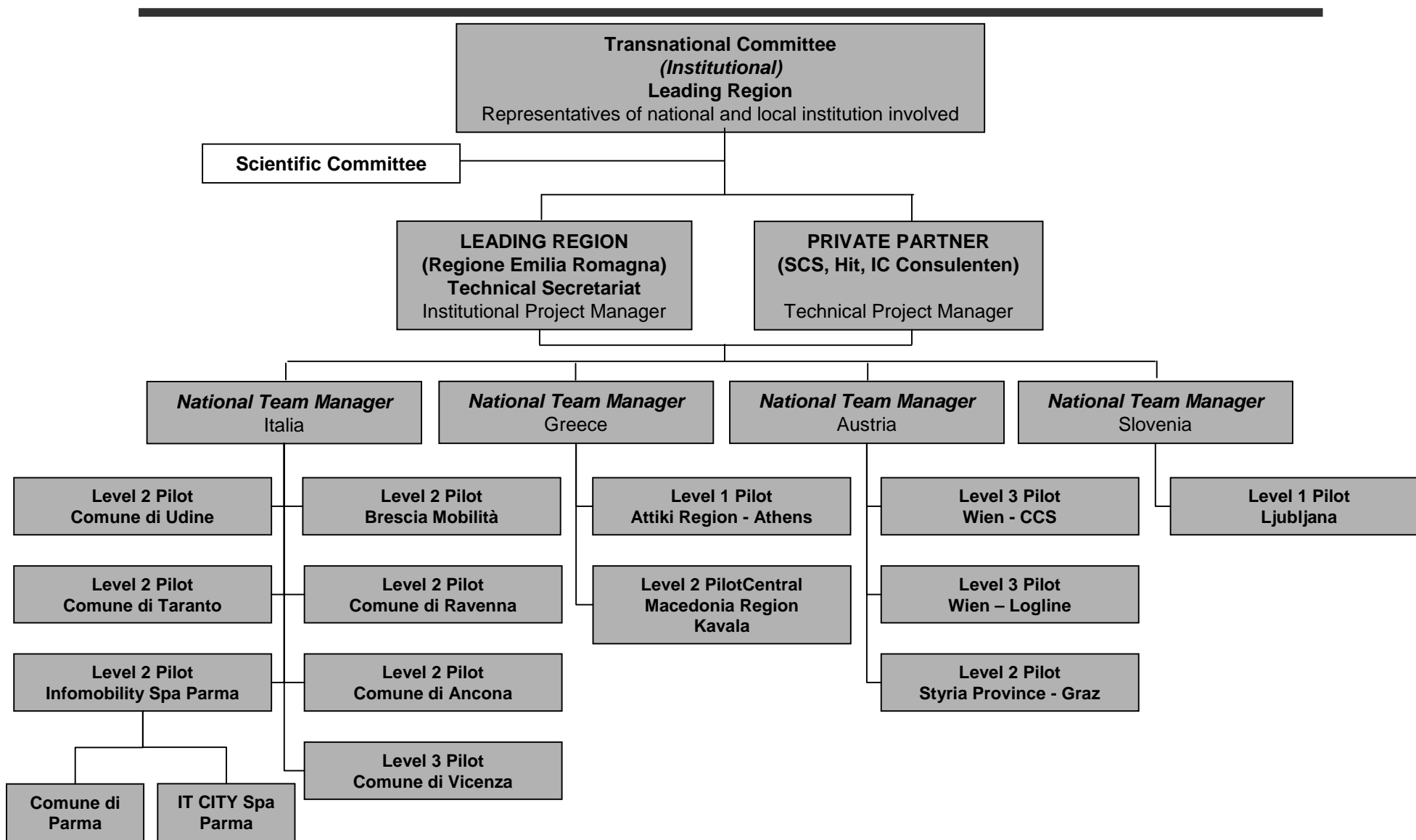
PILOT LEVEL

Towns involved

LEVEL	OBJECTIVES	Towns involved			
		ITALY	AUSTRIA	GREECE	SLOVENIA
1 DIFFUSION	<ul style="list-style-type: none"> • These towns aim to share the knowledge developed by City Ports project 	<ul style="list-style-type: none"> • Perugia* • Padova* • Venezia* • Lecce* • Milano* • Rimini* • Lanciano* 		<ul style="list-style-type: none"> • Athens 	<ul style="list-style-type: none"> • Ljubljana
2 FEASIBILITY	<ul style="list-style-type: none"> • These towns will develop the analysis of good flows and a feasibility study to define actions and interventions in the respective urban context 	<ul style="list-style-type: none"> • Ancona • Udine • Taranto • Brescia • Ravenna 	<ul style="list-style-type: none"> • Graz 	<ul style="list-style-type: none"> • Kavala 	
3 IMPLEMENTATION	<ul style="list-style-type: none"> • These towns will implement and test some already defined actions about urban logistics 	<ul style="list-style-type: none"> • Parma • Vicenza 	<ul style="list-style-type: none"> • Wien (CCS) • Wien (Logline) 		

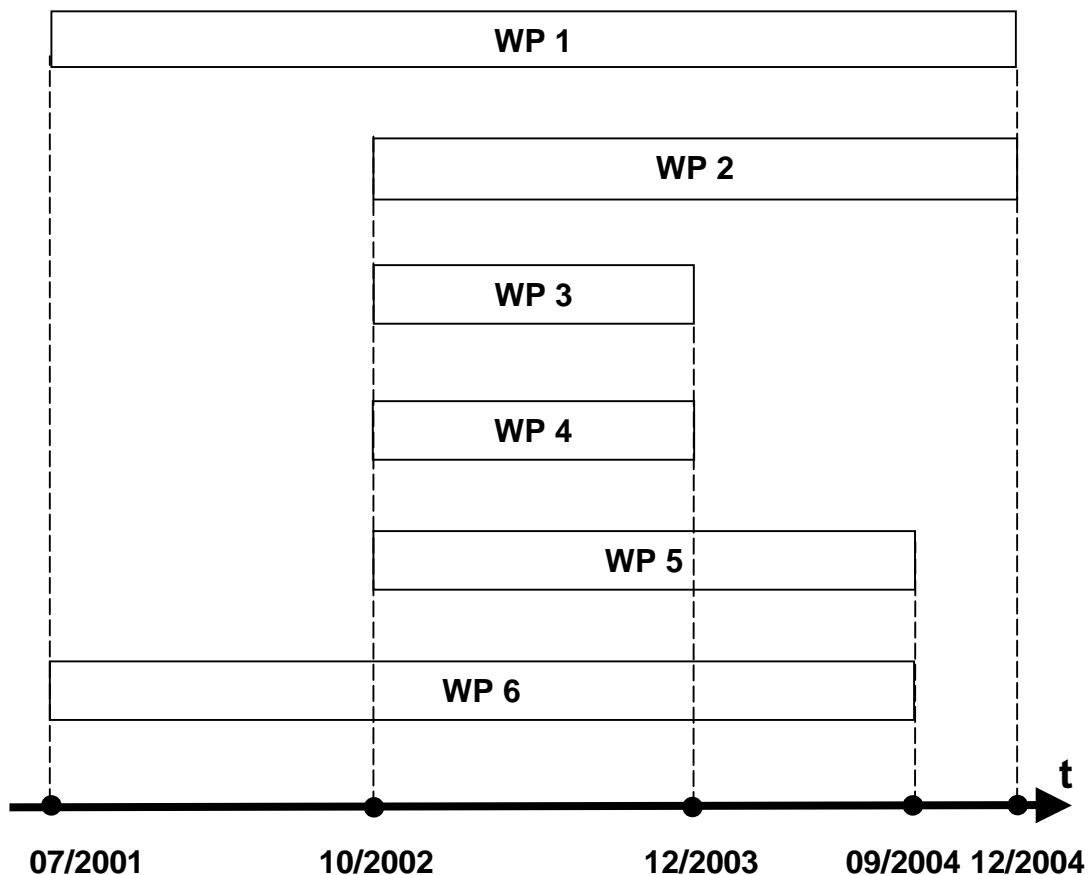
* These towns are not partners of the project, but they are privileged subjects of City Ports network

ORGANIZATIONAL STRUCTURE



MAIN ACTIVITIES

Description



- Overall project planning, tracking and control of the project activities
- Communication and dissemination of project results
- Comparison of the methodologies and the results of European city logistics projects
- Development of an integrated methodology
- Development of supporting tools and demonstration actions for start up
- “Pilot” management (level 2 and 3 towns)

AGENDA

AN OVERVIEW ABOUT CITY PORTS PROJECT

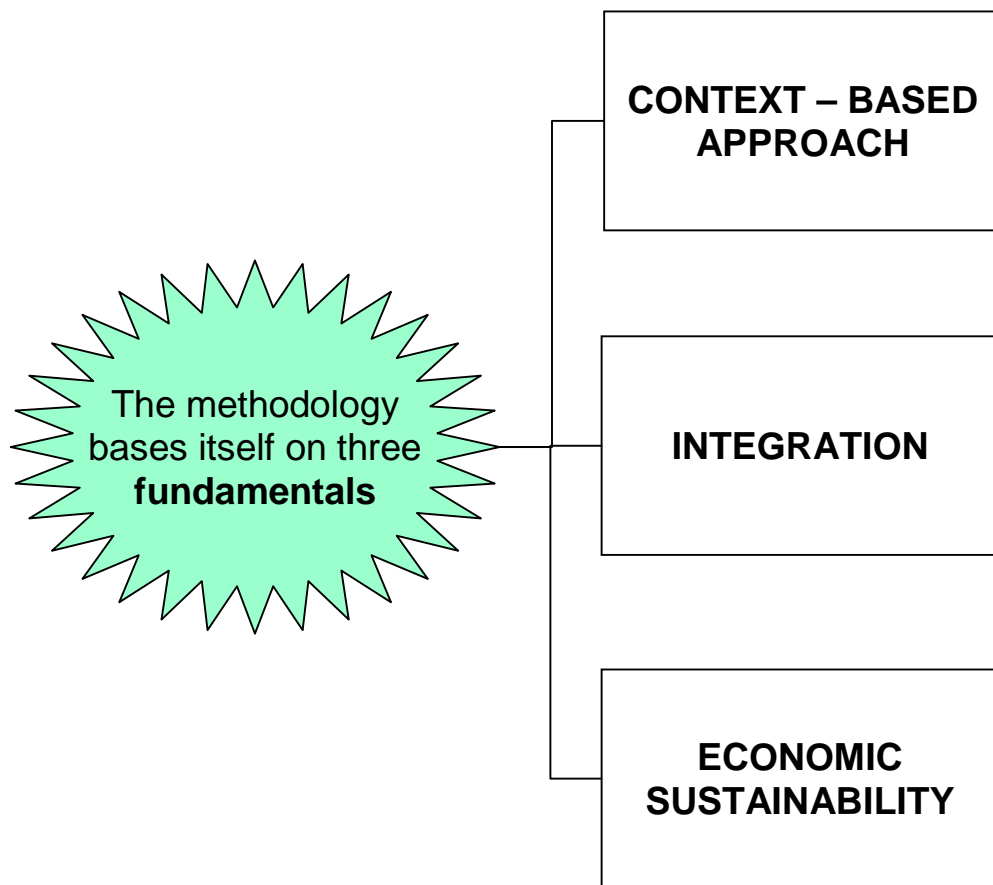
SOME ELEMENTS REGARDING CITY PORTS METHODOLOGY

METHODOLOGY OBJECTIVES

- To build a **common and shared vision** about:
 - **Mechanisms** of city logistics
 - **Modelling criteria**
 - **Assessment criteria**

- To provide **guidelines** for:
 - The development of **feasibility studies**
 - The identification of solutions that are **compliant with the context**
 - The orientation towards solutions that are **economically / socially / environmentally sustainable**

KEY CONCEPTS



Description

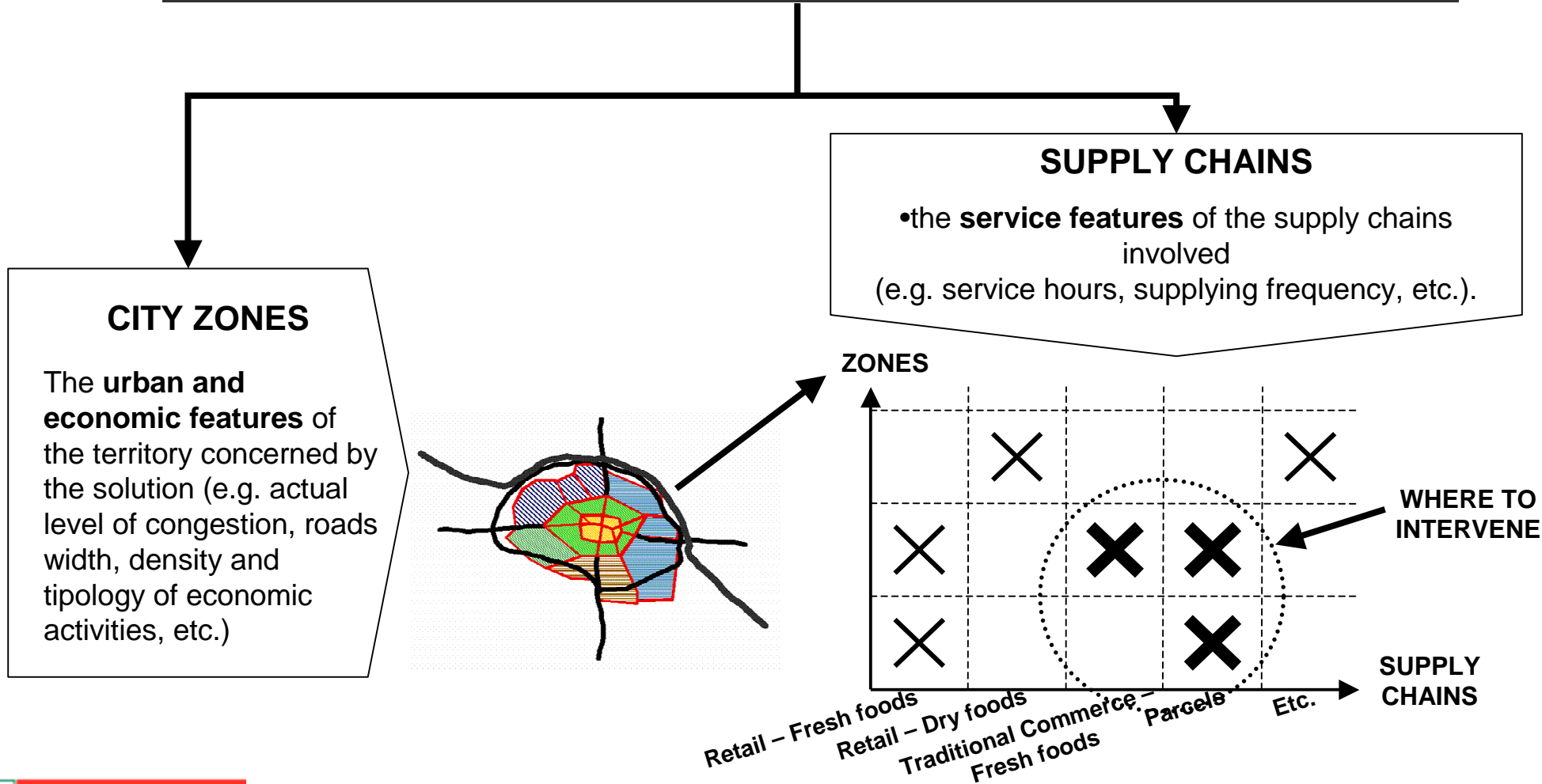
- A city logistics solution must **take into account the context** in which it will be implemented (city areas and supply chains involved).
- A city logistics solution can't consider one or few aspects (only logistics or only technologies or only policies) but must combine a whole set of aspects: it must be an **integrated solution**
- A city logistics solution must be also **economically sustainable** in order to be **durable**.
- It is necessary that **external and social costs** come to light to:
 - increase the **awareness** and the **commitment**
 - **counterbalance** (at least partially) the **overcosts** in city logistics

KEY CONCEPTS

Context – based approach



A city logistics solution must come from an **overall vision of the urban system**, but it is necessary to take into account the **specific features** given by:



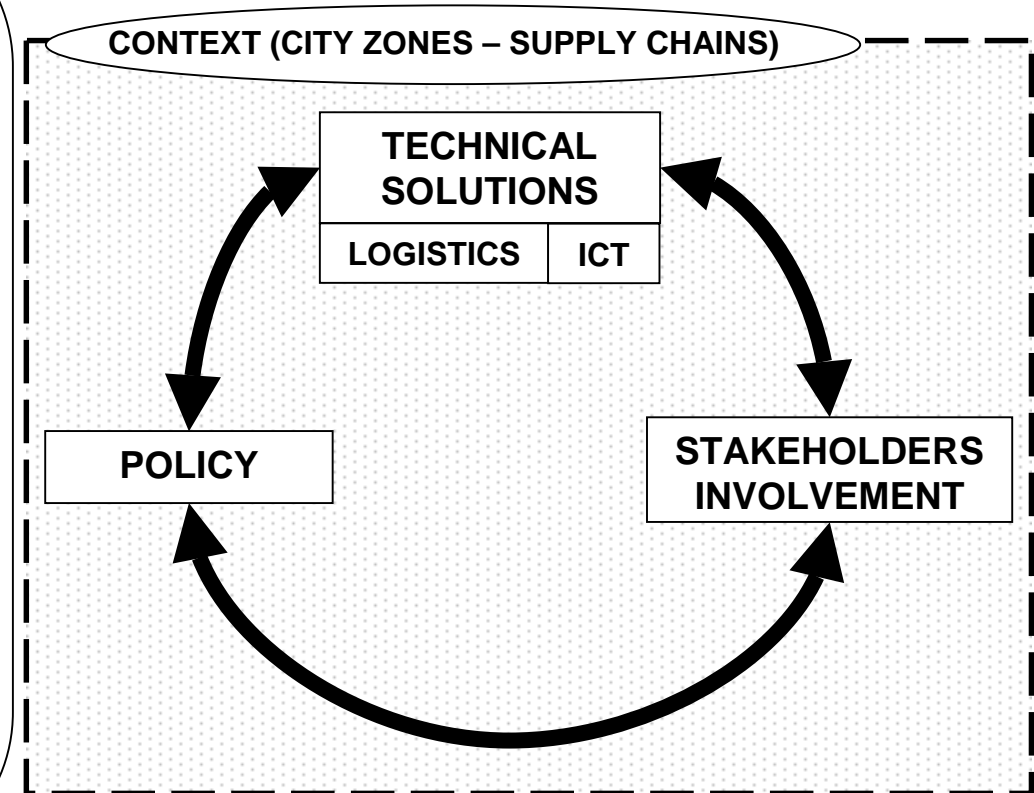
KEY CONCEPTS

Integration



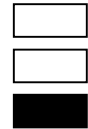
An **integrated solution** is a coherent set of tools able to be feasible in a specific context and which gathers solutions with larger critical success factors, **compliant with the diversified urban models** and coming from the mix of three main aspects:

- **Logistics and technologies** (logistics, ICT, transport technologies)
- **Policy** (rules, planning systems, communication, supporting technologies)
- **Organization and stakeholders involvement**



KEY CONCEPTS

Economic sustainability



ASSUMPTION

- **Market rules** take into account **private costs** only

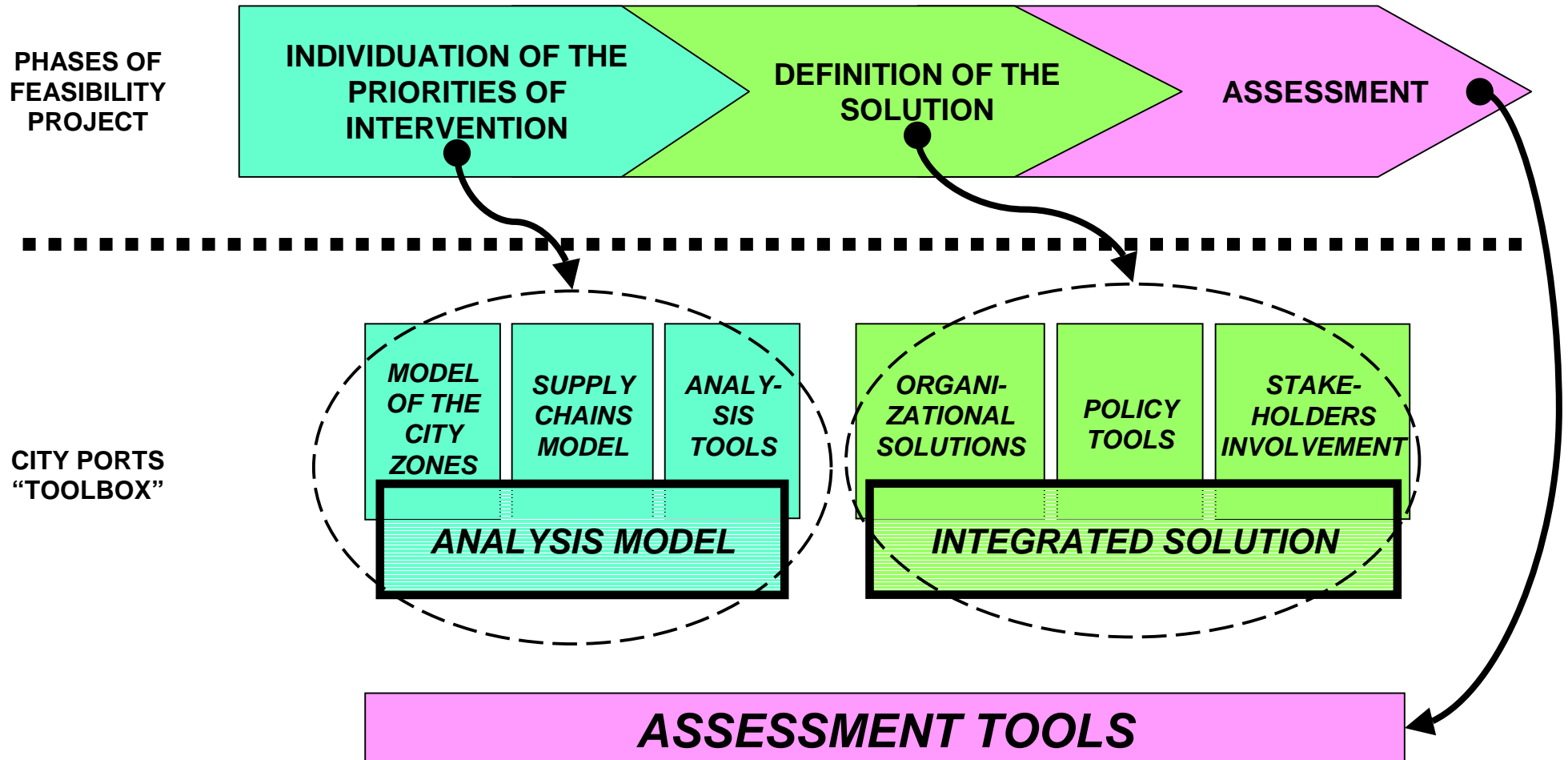
The recovery of efficiency, through the realization of technical/organizational solutions only, is not sufficient to offset in a stable way the overcosts of city logistics *

IMPLICATION

- It is necessary that **external and social costs come to light**, in order to:
 - increase the **awareness** and the commitment
 - **counterbalance** (at least partially) **the overcosts**

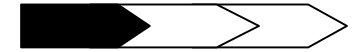
* Previous experiences have shown that the single realization of technical solutions (e.g. routing software, scheduling software, orders management software, etc.) or organizational ones (e.g. UDC) has never been enough to ensure the success of city logistics projects.

SHARED APPROACH TO THE DEVELOPMENT OF SOLUTION



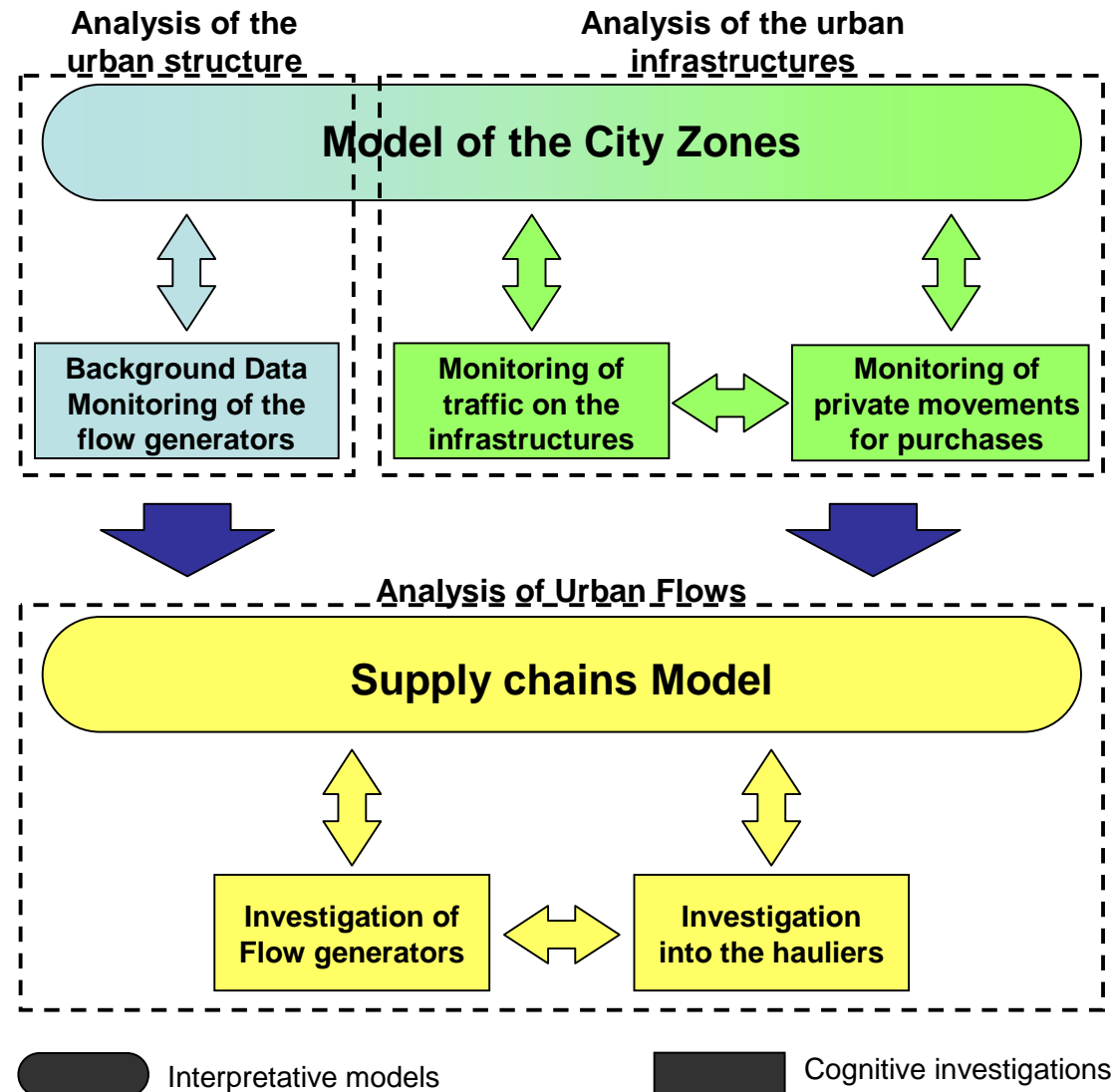
INDIVIDUATION OF THE PRIORITIES

Analysis Model



Analysis model is made up of:

- **interpretative models** of the context (see next slides), to give a basis for the data collection and to guide their interpretation;
- **cognitive investigations**, to collect data about the freight mobility features of a city.



INDIVIDUATION OF THE PRIORITIES

Model of the City Zones



OBJECTIVES

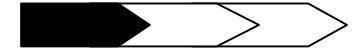
- to provide elements of understanding of the **urban and economic context** of the city in order to
 - build city logistics solutions that best suit to the context
 - define the features of transferability of the results of the project from a city to another

GENERAL GUIDELINES

- a city logistics solution is **strictly related to the urban and economic features** of the city
- each urban system has got its **specific features**
- cities are organized in **areas with different infrastructures, commercial and productive activities, access regulations**
- as it is very difficult to define valid characteristics for a city as a whole, it is necessary to **subdivide the city into sub – urban areas** that present themselves as homogeneous

INDIVIDUATION OF THE PRIORITIES

Supply Chains Model



OBJECTIVES

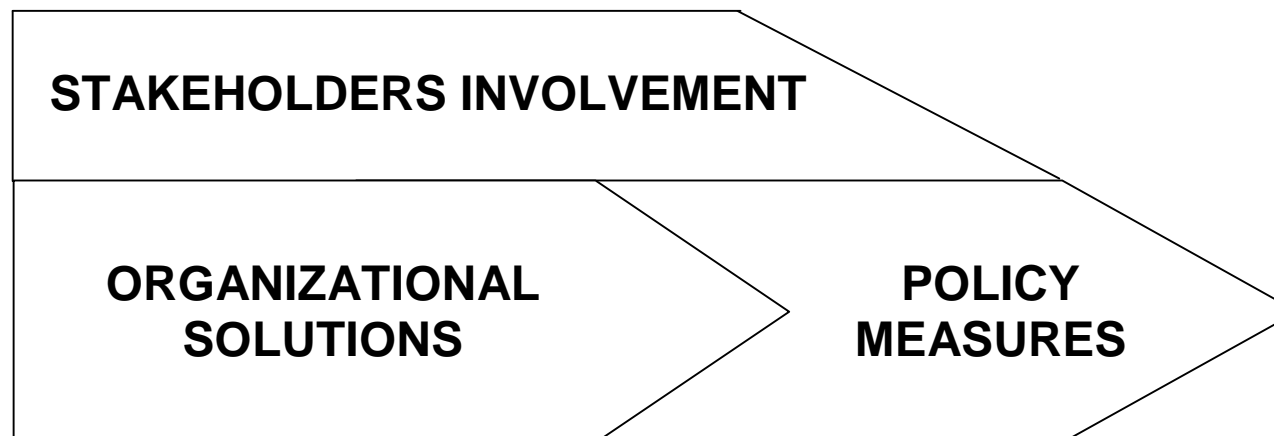
- to know the main supply chains active in the city/town and their features, in order to understand which **constraints or points of attention** they impose to the city logistics solution

GENERAL GUIDELINES

- a city logistics solution involves one or more supply chains, each one with its features and its distribution models
- the term “supply chain” refers to **an operative mode of goods service and management** (actors involved, class of products, logistic process: departure and destination points, services, etc.). For this reason, a supply chain neither coincides with a particular class of goods nor with a particular economic activity
- each supply chain has **constraints or points of attention** to be considered in the definition of the integrated solution

DEFINITION OF THE SOLUTION

The integrated solution



PROPOSED PATH

- definition of **“hard” features of the solution**: which is the most suitable organizational solution for the city zones/supply chains individuated?
- definition of the **policy measures** supporting the organizational solution
- **involvement of the stakeholders** at any stage of the process

COMMENTS

- the **“weights”** of organizational solutions and policy measures in the solution “mix” depend on the context; for example:
 - Areas with already many restriction regulations ↔ prevalence of organizational solutions
 - Already optimized supply chains ↔ prevalence of policy measures
- **generation of agreement** by the parts concerned is necessary to build a durable solution

DEFINITION OF THE SOLUTION

Organizational solutions



OBJECTIVES

- to know the **main organizational solutions regarding city freight transport and their features**, in order to understand which one fits better the needs of transports

GENERAL GUIDELINES

- an organizational solution regards the **organization of transport** from collection to delivery of goods
- an organizational solution goes beyond the concept of infrastructure; it is a **management model** that exists apart from the presence of an infrastructure: multi – pick, multi – drop, etc.
- there a **lot of different organizational solutions**, from direct delivery shipper-receiver to Urban Distribution Centres, each one presenting its features (e.g. need of physical site, stocking, number of operators involved)
- it is necessary to do a **preliminary assessment of the organizational solutions** in order to identify their possible impacts on transport operations, traffic congestion, pollution, etc.

DEFINITION OF THE SOLUTION

Policy tools



OBJECTIVES

- to identify the possible interventions of Public Administration regarding freight transport and their problems, in order to **create policies that have got positive impacts** both on “public” (environment and congestion) and “private” side (efficiency of transport operations).

GENERAL GUIDELINES

- Freight transport **policies must be coherent with other policies** active in the area (e.g. policies about public transports, producing activities, etc.)
- there might be **barriers** to the implementation of policies: lack of consensus, lack of finances, lack of legal power.
- it is necessary to do a **preliminary assessment of the policy measures** in order to identify their possible impacts on transport operations, traffic congestion, pollution, etc.

DEFINITION OF THE SOLUTION

Stakeholders involvement



OBJECTIVES

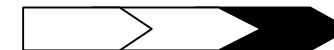
- to **identify the possible stakeholders** involved in a city logistics project and **how they can be involved**

GENERAL GUIDELINES

- there are **several stakeholders** which can be involved in a city logistics project (e.g. shipper, transport operator, inhabitants, National and Local Government), each one presenting **its own interest** in a possible negotiation
- there are **two kinds of stakeholders**:
 - those who can be involved actively in the project and who can participate to the decisions (e.g. shippers, traders, etc.);
 - those who benefit of the results of the project (e.g. the citizens)
- stakeholders can be **involved in different ways** (e.g. workshops, forums), which **depend generally from level of involvement** (active participation, participation to communication events, etc.)

ASSESSMENT

Assessment Tools



OBJECTIVES

- to assess the environmental, economic and social impacts of the solution

GENERAL GUIDELINES

- The solution is assessed according to the following criteria:
 - **fullness of the approach:** there should be a full vision of the problem behind each intervention, even if the intervention regards a limited domain
 - **effectiveness:** expected reduction of pollution, reduction of congestion, etc.
 - **economic sustainability:** there should be a “business plan” for the solution, **minimizing the “external” economic support** (e.g from Public Administrations) when the solution is running and **taking into account the external costs**
 - **durability:** it is measured mostly through the stakeholders involvement and the economic sustainability

ASSESSMENT

Economic sustainability

