LOGeco – eco-friendly logistics in Rome, Italy (innovative approach to public-private decision making process)

**KeyWords:**


**Description:**

The LOGeco project deals with design and validation of a new model for urban logistics solutions that entails innovative and sustainable actions. The innovative aspect relies on the adoption of an unconventional public-private decision making process towards city logistics solutions. The aim is to reduce the impact of freight entering the historical area of city of Rome without penalizing economic activities, but rather creating business opportunities for companies in the area.

**Benefits:**

- Reduction of consumption for last mile transportation
- Reduction of the CO₂ emissions in Rome City Centre
- Positive effect of new business model on environment as well as on business aspects
- Improved quality of life for inhabitants and visitors

**Starting Point/Objectives/Motivation:**

LOGeco has been created within the activities of the Group of Transport, Infrastructure and logistics of UNINDUSTRIA, the Association of Manufacturers and enterprises of Rome region, based in Rome. Inspired by the pedestrianization project of the "Tridente" area in Rome, it aims at identifying practical operational solutions in the short/medium term to reduce the impact of freight entering the historical area without penalizing economic activities, but rather creating business opportunities for companies in the sector.

In Rome City Centre there was no use of electric vehicles for last-mile distribution and no public-private transit-point/consolidation centre in place. Specific knowledge on last-mile phenomena, such as type and dimension of the different supply chains characterizing the freight demand in the area, was not available to the Municipality. No public approach to planning logistics solutions was active.

The implemented LOGeco model consists of a tool specifically designed for management (and promotion of management) of economic activities within the supply chains affecting urban distribution flows. Direct institutional actions supported by the Administration with the involvement of stakeholders (mobility agency, industrial associations, retailers, shop owners, transport operators, etc.) is a major part of LOGeco.
The model allows to:
• implement the policies of the Administration;
• understand the needs of the involved industries;
• meet criteria for the improvement of the current distribution practices according to environmental, social and business sustainability.

LOGeco is a viable and sustainable solution. Designed for its economic sustainability in the long run, it is not dependent on municipal funding. As a result, the good practice aims to make the distribution process in urban areas more efficient in terms of costs, time saving and environmental impact.

LOGeco relies on a win-win approach to policy making providing benefit at the same time both for the public sector (reduction of externalities, support to the quality of life of citizens, promotion of activities, etc.) and for the private (new business opportunities in logistics and distribution services, promotion of electric vehicles in the market, new urban logistics infrastructures, etc.). LOGeco involves the establishment of a management committee in which the stakeholders (mobility agency, industry associations, traders, logistics operators) are allowed to contribute to the decision making process. The LOGeco approach is highly transferable - every urban area would benefit from the given model, which is quite generalized and therefore adaptable to different areas.

Main actors involved:
• Municipality
• Regional policy makers
• Business owners
• Associations and clusters
• Logistic operators
• Local residents

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Transport mode or supply chain elements:
• Transfer points
• transhipment platforms
• loading – transport – unloading

Conceptual operative model of LogEco

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