**NAME OF CASE**

Clean vehicle and city logistics scheme in Brescia

**KeyWords:**

Freight consolidation and transhipment; Implementation of low emission technologies; Innovative vehicles, vessels and equipment; Transport management, fleet management; Access rules and restrictions of urban areas; ICT (e.g. routing, guidance), transport optimisation; Business to customer (B2C) solutions

**Description:**

“Eco-Logis” is a distribution service operational in the urban area of Brescia (Lombardy-Northern Italy), focusing on the historical city centre and its Low Traffic Zone (LTZ). The manager is Brescia Mobilità, an in-house company of the City of Brescia, in partnership with OMB Inter-national (Logistics Manager), Cooperativa Facchini Bresciani (Personnel Manager), and Consorzio Brescia Mercati S.p.A. (Depot owner). The service has been operational since 2012 and was motivated by an objective to reduce the traffic congestion and pollution in Brescia city centre.

**Case Logo or Picture:**

![Eco-Logis Logo](https://example.com/eco-logis-logo.png)

**Benefits:**

Before the service commenced it was estimated that Eco-Logis would reduce the number of vehicles entering the city centre by 4,220 in 5 years, which would lead to a decrease in total distance driven by all goods vehicles of 284,000 km. Emission savings of 31 tonnes of CO$_2$ and 19 kg of particulates PM$_{10}$ were predicted. Eco-Logis currently reports that its electric vehicles perform a total of 16,000 km in Brescia.

**Success Factors:**

- The location of the UCC in a strategic position, very accessible from main roads and near the city centre
- The prior existence of the UCC: no need for new investment
- The public ownership of the platforms and the vehicles, which ensures neutrality
- The development of a dedicated IT System for Eco-Logis services
- The engagement of the Municipality accepting to modify the access rules to the city centre Low Traffic Zone (LTZ).

**Supported Strategic Targets:**

- For public actors: Competitive logistics and transport system; Ideal utilisation of infrastructure
- For private actors: increase efficiency; image; increased quality of the delivery service.
- For both: Reduced congestion; limited climate change, reduced emissions and noise; high level of acceptance

**Starting Point/Objectives/Motivation:**

The congestion generated by many delivery vehicles driving and unloading in the narrow streets of the city centre is being reduced by the presence of the Eco-Logis service and its vans, that operate with much higher loading factors. Eco-Logis operates a 400 m$^2$ Urban Consolidation Centre located in the general wholesale market of Brescia (near both a motorway exit and the city centre). The depot has 3 loading bays, and temperature controlled space is available for a possible extension of the service to the distribution of perishable goods.

The delivery service is provided by 3 fully electric vans (5-15 m$^3$ and 700-900 kg capacity), operated by Cooperativa Facchini Bresciani’s drivers. Vehicle maintenance is provided by OMB International.

All vehicles are equipped with satellite tracking & tracing devices. Each delivery can be traced from the depot to the final destination, and also via a website accessible to clients and operators. Eco-Logis vehicles are entitled to access the Brescia LTZ freely, with no time window limitation, whilst all other vehicles must follow time window rules for access and loading/unloading. The LTZ access restriction policy was implemented by the Municipality on 12/11/2012 and it is planned that the time window will become progressively narrower. Currently, access for loading/unloading is permitted from Monday to Saturday, 06.30 to 10.30 and 14.00 to 15.30.
Case Description (Cont.):

The number of deliveries has been increasing since operations started. Eco-Logis performed about 5,500 deliveries in 2013, however the average monthly performance grew to 950 deliveries after August 2013. About 12,000 deliveries are forecast in 2014. The efficiency level of the consolidated freight transport business has increased to an average of 3 parcels per delivery, a sign of a growing trust by Eco-Logis customers. Eco-Logis clients include forwarders and logistics operators such as CEVA, Fercam, Artoni, GEFCO, Arco, MTN, Tardini, and fashion brands like Zara and Coin. The future growth prospects of such a solution are good. SMEs can benefit from such a solution either by becoming a business partner or client, or by replicating the same solution in a different city or country.

More information:

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last check : 17/01/2014

Pictures: Ecologis depot in Brescia

Ecologis clean delivery vehicle: electric

Transport mode or supply chain elements:

Relevant supply chain elements
• Road transport
• Local, centrally located logistics depot
• Clean vehicles for the last mile

Main actors involved:
General Service Manager - Brescia Mobilità (in-house company)
Public administration - City of Brescia, Lombardy Region
Logistics Manager - OMB International
Personnel Manager - Cooperativa Facchini Bresciani
Platform owner - Consorzio Brescia Mercati S.p.A.

The model has been replicated in other Italian cities, where the local City Administrations implemented (or attempted to implement) similar city logistics schemes.

Those cities are:
• Padova: Cityporto (the "parent" case, operational since 2004);
• Aosta: Cityporto Aosta (operational since 2011)
• Modena: Cityporto Modena (operational since 2007)
• Como: Merci in Centro Como (operational since 2009)

The growth in deliveries achieved in the Eco-Logis service makes it among the most promising of the above cases. The Eco-Logis service was provided a grant in the start-up phase by the City (150,000 Euro) and Lombardy Region (50,000 Euro).

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