



# ITF Urban Logistics Hub Round Table

## Session 2: Drivers of Innovation

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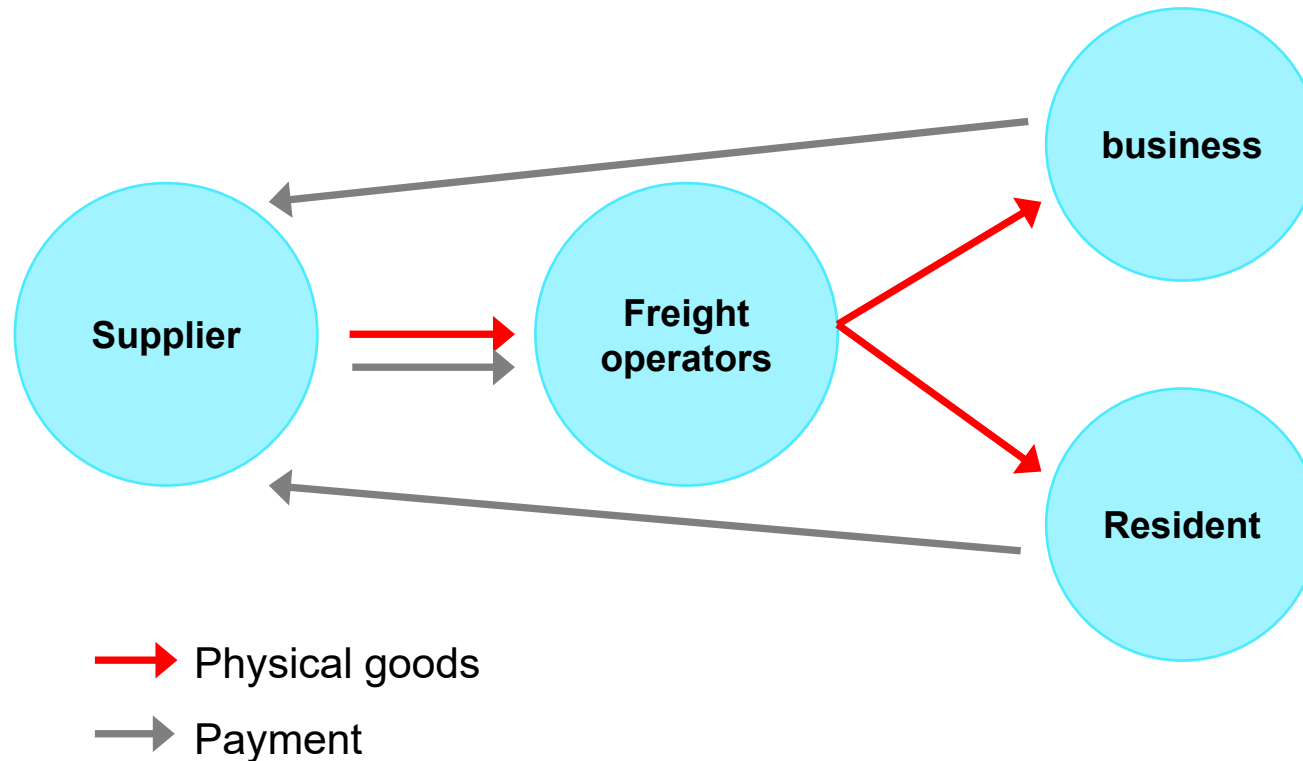
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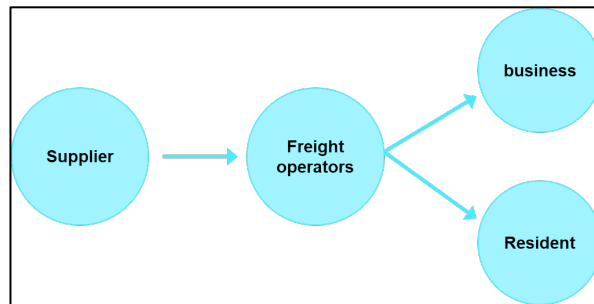
- Julius Caesar attempted to manage urban logistics:  
*“No heavy goods vehicles in Rome during the daytime except for the purposes of temple building or repair, or for removing demolition waste”*  
(M Beard, SPQR 2015)
- Who drives innovation (and why?)

# Freight and logistics fundamentals



Commercial activity: Power of procurement

# Influencing the last mile



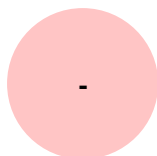
- Commodity supply chains
  - 'Bread, beer, blood'
  - Volume/frequency
- Existing regulations: local, national, international
  - Vehicle – weights, dimensions, specifications (CAZ, DVS)
  - Driver – licencing, WTD
  - Operation – noise, health and safety (load and workers)
  - Kerbside – time, location, conflicting uses
- Locations
  - Production site, warehouse(s) and customer

# Drivers of change

- Logistics activity
  - Seasonality
  - Customer trends
  - Retail led
    - Supermarkets, Amazon, 'instant' grocery
    - Delivery speed and 'free delivery'
  - Cost v service (productivity and journey time reliability)
  - NB: Traditional operators v venture capital
- Property sector
  - Investor appetite (commercial v residential v industrial)
  - Leases/rental
  - Property supply
  - Industrial/logistics land availability

# Public sector role

- Policy, strategy and regulation
  - People AND goods
  - ‘Consolidation centres and cargo bikes’ - define problem first
  - Avoid, shift, improve
- Land zoning, planning and development
- Control v responsibility
  - Operate or manage consolidated freight?
- Procurement (public sector 14% GDP in the EU)
- Behaviour change?



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