

## Practical activity #1

### Chapter 1

#### Student EQF level: 5-6

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#### Sources for the practical exercise

- 1.1.1 The stakeholders of the Urban Logistics
- 1.2.2 Supply Chain actors
- 1.2.3 Public authorities
- 1.2.4 Demand side actors
- 1.2.5 Environmental regulation bodies
- 1.3.1 Different types of products and flows
- 1.3.2 Express, courier and postal services
- 1.3.3 Retail outlets distribution
- 1.3.4 Hotel, restaurant, and catering services
- 1.4.1 A specific ecosystem to deal with
- 1.4.2 Public space sharing
- 1.4.3 Infrastructure measures
- 1.4.4 Regulatory measures
- 1.4.5 Environment goals and targets
- 1.4.6 Environmental regulations in urban areas

#### Objective of the practical activity:

The objective of this practice is for each student, individually or in groups, to take on the role of a specific stakeholder, so that faced with the different realities and cases that will arise, they can think about the alternative solutions that they could implement and/or the actions that they could take, such as collaborating with other actors involved in the last mile distribution. The aim is to reflect on the LMD problem from different points of view.

#### Exercise 1: YOU ARE ... A SUPERMARKET

##### Approach:

You are the manager of a supermarket located in the city centre. Every day at 11 pm a 24-tonlorry arrives with the goods needed to supply the supermarket for the next day. Throughout the day, from the loading and unloading area in front of the supermarket, you distribute home deliveries with diesel vans, especially in the evenings, when the customers are at home.



**Reality 1:** The area in which the supermarket is located will be classified as a low emission zone next year. Reflect on the impact of this measure and consider which actions you would take.

Guiding questions:

- Are low emission zones treated differently for passenger and freight mobility?
- Do you think that access restrictions, from an environmental point of view, should be the same throughout the day?
- Do you think it is possible to replace the vehicles you have with less polluting ones? And what would be the economic impact of it?
- Which flow of goods, B2B or B2C, do you think will be most affected by the new measure?
- Which other actor(s) involved in the last mile distribution do you think you should urgently meet with?

**Reality 2:** The area in front of the supermarket will be pedestrianised. This means that the loading and unloading area in front of the shop will be maintained, but with much more restricted hours, and eliminating its use completely in the evenings. What options do you have for maintaining your home delivery service in the evenings? Or should you eliminate it?

Guiding questions:

- Is it feasible to replace home delivery with an in-store pick-up service? Do you think the customer will like it?
- Will one type of customer be more likely to adapt to in-store collection than other? For example, an elderly person (who has difficulty with heavy weights), or a person who is used to going to the gym?
- What solution can you propose to deliver shopping in the evenings?
- Would you consider having one model for home delivery in the morning, and another in the afternoon, or would you have a single model that could be used for both, morning, and afternoon delivery?
- Which other actor(s) involved in last mile distribution do you think you should meet with?
- Would the new solution have the same advantages as the current ones, or does it have any disadvantages? What is or are they?

## Exercise 2: YOU ARE ... A TOWN HALL

### Approach:

You are the technical manager of the Mobility Department of your municipality or city. Next week you have a meeting with the mayor to propose ideas to improve the functioning of the loading and unloading zones of the municipality. Most of the time they are occupied by private vehicles, or else by vans that stay longer than the municipal ordinance (normally 20 and 30 minutes are permitted). For example, beverage distributors use the same loading and unloading zone for more than 1 hour, but



the fact is that they are delivering, and not just staying, as could happen with trades, as electricians, plumbers.... Which proposals will you bring to the meeting?

Guided questions:

- What is the biggest problem with prolonged occupation of loading and unloading areas?
- Do you think that imposing penalties would reduce the current situation?
- Would increasing the number of loading and unloading zones help to decongest the current zones?
- To avoid the use of loading and unloading areas by private cars, the traffic signal itself could be a useful tool? What do you think?
- If the traffic signal, in addition to the time, also specifies the type of vehicle that can use the area, do you think it would be easier to define the users?
- Do you think that the loading and unloading zones should apply a single standard for all types of deliveries? That is, for all the distributions, whether is it a parcel or a full truck delivering beverages, the time allowed must be the same? Or the standard should be personalised?
- Would the use of any technology help to solve the problem?
- Which other actor(s) involved in last mile distribution do you think you should meet with as a matter of urgency?

