



ADVANCED LOGISTICS
PLATFORM WITH
ROAD PRICING AND
ACCESS CRITERIA TO
IMPROVE URBAN
ENVIRONMENT AND
MOBILITY OF GOODS



With the contribution of the
LIFE financial instrument
of the European Commission

LIFE ASPIRE Project – Workshop #3 ZADAR MUNICIPALITY and ASPIRE Consortium

4th March 2021

LIFE ASPIRE rewarding system: incentivising sustainable urban logistics in times of Covid-19

Outline

The LIFE ASPIRE Consortium, organise the annual Project Workshop #3, held by Beneficiary Zadar Municipality as a webinar event, focused on Freight Distribution in Small Historic Towns and Covid-19 impact.

The webinar will last about 3 hours. Key outcomes and approach from ASPIRE project activities will be presented targeted to address key stakeholders active in the field of last mile freight distribution and e-commerce for small historic towns, that in Europe are about 2100.

The webinar aims to present the urban freight delivery rewarding approaches developed and demonstrated by LIFE ASPIRE Project in Lucca and Zadar and to provide some interesting insights on how Covid-19 could change, in the long term, the behaviours of authority, operators and the urban vehicle access regulation (UVAR) and control. This requires also an enhanced and multisectoral role of the local authorities in small historic and tourist towns.

Therefore, the webinar will be focused on the LIFE ASPIRE towns experience and on broader perspective due to Covid-19 impacts, including future opportunities, on related issues, such as e-commerce vs retailers, limited traffic zone vs low emission zone, sustainable logistics plan vs. urban mobility plan, new forms of working vs inner Ho.Re.Ca. activities, etc.

To register: <https://forms.gle/z8yN96yCAnVDdE758>



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Agenda		
Overall Coordinator: ZADAR Municipality		
Timing	Session/Theme	Speaker
10:00 - 10:10	Welcome and Introduction	Josip Milić, Head of the department for the preparation and implementation of EU funds – Zadar Municipality
10:10 - 10:30	LIFE ASPIRE Project	Pamela Salvatore, Project Coordinator - Lucca Municipality
10:30 – 10:50	Zadar experience in LIFE ASPIRE	Ivan Plazina, department of EU funds - Zadar Municipality
10:50 – 11:10	The impact of new sustainable urban logistics solutions on emissions and energy consumption in Zadar	Zvonimir Perko, Project Manager – Regional Energy Agency North
11:10 – 11:20	Coffee break	
11:20 – 11:40	Lucca experience in LIFE ASPIRE: sustainable actions and measures in the context of Covid-19 pandemic	Stefan Guerra - LUCENSE
11:40 – 12:00	The enhanced and multisectoral role of local authorities in sustainable mobility and urban space management	Andrea Lorenzini, Giorgio Ambrosino - Memex
12:00 – 12:15	Q & A	Session chaired by Lucca
12:15 - 12:45	PANEL DISCUSSION What is the role of policy and city regulation in implementing sustainable urban freight distribution and last mile delivery	Hrvoje Marić, Head of the Traffic Police Department, Zadar Municipality Predrag Brlek, Head of Technical and Economic Logistics Department, University North Ana Pejdo, University of Zadar Una Vidović, Mobilita Evolva Ltd Antonio Pratelli, Professor of Transport Systems Engineering, University of Pisa Moderators: Eleonora Ercoli, Giorgio Ambrosino – Memex
12:45 – 13:00	Conclusion	Giorgio Ambrosino - Memex

