



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

# PANEL DISCUSSION

MODERATED BY  
**Eleonora Ercoli,**  
**Giorgio Ambrosino,**  
**MemEx**



With the contribution of the  
LIFE financial instrument  
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LIFE ASPIRE WEBINAR – 4<sup>TH</sup> MARCH 2021

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

# Panellists

- ❑ **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

# Key question no. 1

Which **role** and **relation** should a **Sustainable Urban Logistics Plan** have with the **overall urban mobility policies** of small and midsize historic towns (e.g., tourism, cultural preservation, health, PT services, etc.)?

Which are the **key elements that could be shared**?

Which **Mindset** is necessary for the **Urban** and **Mobility Planners**?

## Key question no. 2

Which are the **pros** and **cons** of **soft measures**, such as, rewarding criteria, or incentives for “load factor” consolidation, in relation with **infrastructural measures**, including the set up of a UCC or micro consolidation centers? Or investment in eco vehicles?

Which is the impact of **green services** from the operators point of view?

## Key question no. 3

Is it possible/feasible to define **rules** or **regulations' principles** valid at **national** or **regional level**, considering also the increasing **role of ecommerce** in the next decade?

How **standardization** and **personalization** (of policies, solutions, rules, etc.) **should work together?**

# Key question no. 4

Which **role** for the **ICT** and **digital innovation** (AVs, connected vehicles, advanced UVAR, Info APP)? How is it possible to **avoid “fashion”** and **off-the-shelf solutions**?

Which role do you think for **context analysis/reading** or in rules control? Space or curbside monitoring and enforcement?



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## THANKS FOR YOUR ATTENTION

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