

City of Ravenna December 2008

Consolidation of delivery

Context

The Municipality of Ravenna, during the first part of the START project analysed the local context thanks to the experience and to the data gathered with the European Project CITY PORTS (Interreg III B).

The study showed that the activities of the Municipality can stimulate the consolidation of deliveries by the stakeholders involved in the good distribution to the city centre. Thanks to this acknowledgment, the Municipality of Ravenna promoted an active exchange of opinions and advices in the framework of the Concertation Table, gaining interesting results and to set up a plan of activities according to its the general aims.

Objectives

The main objective of this activities is the reduction of the number of trucks into the city centre, fostering virtuous behaviour of logistic and track operators.

Description of the actions

The actions supporting and stimulating the consolidation of goods were developed through pilot projects e with the discussion about such intervention within the Concertation Table. The first pilot project that have been implemented is the one of CONSAR, developing a service agreement with a private shopping centre, OBI of Ravenna, specialised in bricolage, gardening, etc. The service is fully operative and allowed CONSAR to improve its normal delivery system to the city centre by adding to it OBI's products. CONSAR also started a Van-sharing service with an electric vehicle that since the first half of 2008 allowed a further increase of goods from the CONSAR cross-docking located near-by the city centre.

Another delivering system included in the local pilot projects of Ravenna allowing the improvement of the results of the action is the one of CFC- COPURA, company that also has a transit point nearby the city centre, with

regular and "on-call" delivering services trough the city centre.

Ravenna, after this success is now trying to involve other private logistic operators into the project goals. In the meanwhile the Municipality is thinking to adopt particular incentives for this kind of private initiatives (time window differentiated, etc.)

Further planning and expected results

The new policy programme of Ravenna tending to foster virtual behaviour of private operators, with both restriction and incentives initiatives, has given a first important result. The Municipality of Ravenna is fostering an incentives plan in order to improve the level of consolidation of goods into the city centre, as done by CFC-COPURA that increased the load factor of its vehicles with an incentive system.

The main future objective of Ravenna is to set the incentives for cross docking initiatives, with the aims of enlarging the number of private operators involved.

Local partners

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