

## City of Ravenna December 2007

### Consolidation of delivery

#### Context

The Municipality of Ravenna has started the analysis of the local context from 2002, when he was partner of the CITY PORTS project (INTERREG IIIB CADSES). The main result of the city was the analysis of the local context and the identification of possible city logistics solutions.

The first actions explored was the realization of an urban logistics platform, a car sharing system and cross docking points, close to the city centre.

Within START project Ravenna has deepen his knowledge on city logistics context, reaching new innovative solutions, sustainable from the cost/benefit point of view. In fact the high cost of the previous solutions did not reach the same level of benefit. Within the START partner's meeting, the meeting of the Table of concentration and new deepen analysis of the data collected during CITY PORTS project, Ravenna has chose to listen a new way.

#### Objectives

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

#### Description of the actions

The prevision of realization of a cross docking and/or a logistics platform was changed into the spreading of the local initiatives and the improvement of city logistic service into the city centre of Ravenna. The Municipality of Ravenna has started the identification of private initiatives in the filed of city logistics able to respect the rules of access restrictions and the general aims of foster virtuous behaviour in city logistics.

The first private operator who start a pilot project in this way CONSAR, partner of START project. During the beginning of 2007 CONSAR agreed with a private shopping centre, OBI Center of Ravenna, specialized in

bricolage, gardening, do-it-yourself, etc, the delivering of service of his products into the city centre. After the first tree month of testing period, CONSAR is now offering also his storehouse for temporary storage and consolidation of OBI products.

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 act 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 give a first important result. The private operator CFC had agree to take part in the initiative, augmenting the load factor of his delivery services into the city centre.

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

#### Local partners

Municipality of Ravenna  
ITL  
CONSAR

#### Contact

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