

TRANSPORT RESEARCH LAB

ROMA TRE

# L'innovazione normativa per una logistica delle merci sostenibile

E. Marcucci, Roma Tre University

Webinar

La normativa per la transizione nel settore della logistica urbana  
8 giugno 2021 ore 10.30

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## Agenda

- Vision
- Urban Freight Ecosystem
- Multi-level Governance
- Living Lab approach
- Logistic Living Lab in Rome
- Take home message

2

## Vision

Problem → Innovation → Behaviour change

SUSTAINABILITY

TECHNOLOGY REGULATION BUSINESS MODELS

3

## Urban Freight Ecosystem

features

- Complex
- Interactive
- Heterogeneous

INNOVATION & BEHAVIOUR CHANGE

tool

Stakeholder Engagement

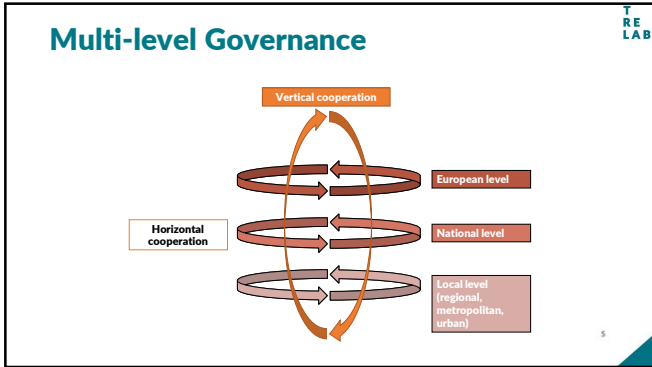
output

- Trust
- Equity
- Coordination

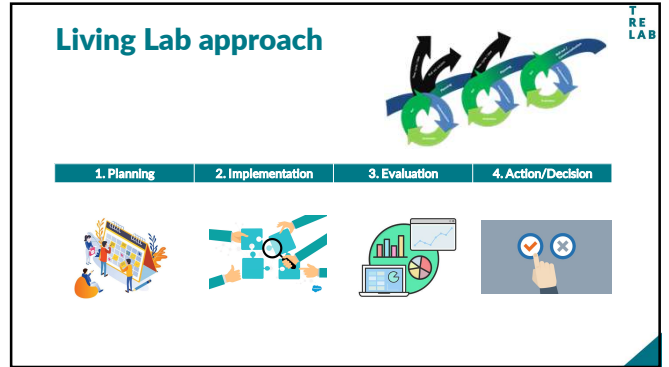
Research, Private, Public, Citizens

UFE

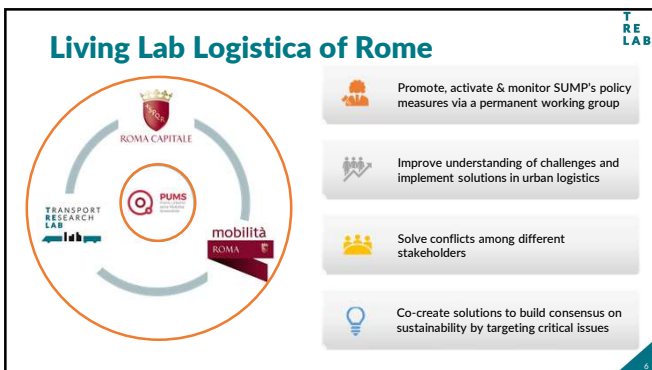
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**Thanks for your attention**

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