

NOVELOG 2nd Workshop

19 October 2016

Urban Freight Distribution: Current Challenges & Future Goals

Sala della Protomoteca
Piazza del Campidoglio 55
Rome
Italy



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 636626

Objectives

The Rome Workshop is organized in the framework of the six NOVELOG city workshops.

The workshop will bring together stakeholders from Rome and other European cities, in order to present and discuss their experiences on solutions implemented, examine possibilities of transferability and solution adoption by other cities, identify current market trends in the logistics sector. The workshop aims at achieving stakeholder cooperation and common ground for exchange of information and experiences on implementing sustainable Urban Freight Transport (UFT).

Rome is the capital of Italy and of the Lazio region. With 2.9 million residents in 1.285 km², it is also the country's largest and most populated municipality and fourth largest city in the European Union, by population within city limits. Thus, undoubtedly, the urban freight distribution represents a great challenge for the city and the new Mobility Master Plan pays particular attention to this issue.

The city of Rome has been involved in EU projects, as Smartset, and now is focused on Novelog Project and CityLab, to contribute to the reduction of both congestion and CO₂ emissions thanks to a more efficient urban freight distribution.

The workshop is structured as follows:

- A) Presentation of NOVELOG and CITYLAB projects in Rome
- B) Keynote speeches from major industry players
- C) Experiences and innovations for UFT
- D) Open moderated discussion

Agenda

			Date	19/10/2016
	Time	Topic	Presenter	
	14:00 - 14:30	Registration and welcome coffee		
Moderator: <i>Fabio Nussio</i> , Rome Mobility Agency				
Introductory session	14:30 – 14:45	Welcome greetings	Councillor for Mobility of Rome Capitale Chairman and Ceo of Rome Mobility Agency	
	14:45 – 15:00	The NOVELOG Project and the contributions to city logistics	<i>Aristos Halatsis</i> CERTH, coordinator	
	15:00 – 15:15	The CityLab Project and the contributions to city logistics	<i>Edoardo Marcucci</i> , CityLab representative	
Session 1: Current logistics market trends	15:15 - 15:35	The current challenges of e-commerce and the experience of Amazon	<i>Tareq Rajjal</i> , CEO Amazon Italia Logistica	
	15:35 - 15:55	Innovation in last-mile distribution: the LOGeco solution	<i>Roberto Mastrofini</i> , UNINDUSTRIA	
	15:55 - 16:15	The logistics network of Poste Italiane	<i>Fabrizio Caradonna</i> , Poste Italiane	
Coffee Break 16:15 - 16:35				
Session 2: Cities experiences, innovations and logistics tools	16:35 - 16:55	Urban freight distribution in Rome: state of the art and experiences	<i>Alessandro Fuschiotto</i> , Rome Mobility Agency	
	16:55 - 17:15	Experiences of Gothenburg in UFT. The SMARTSET & NOVELOG projects	<i>Michelle Coldrey</i> , City of Gothenburg	
	17:15 - 17:35	NOVELOG Evaluation tool	<i>Ioannis Karakikes</i> , University of Thessaly	
	17:35 - 18:45	Open moderated discussion (<i>Andrea Campagna</i> , CTL Sapienza)		
Cocktail 18:45 - 20:00				

Practicalities



Rome ranked in 2014 as the 14th-most-visited city in the world, 3rd most visited in the [European Union](#), and the most popular tourist attraction in Italy. Its historic centre is listed by [UNESCO](#) as a [World Heritage Site](#).

Monuments and museums such as the [Vatican Museums](#) and the [Colosseum](#) are among the world's most visited tourist destinations with both locations receiving millions of tourists a year.

All Roads Lead To Rome.

For more information visit www.turismoroma.it

Reaching Rome

- **Fiumicino Airport/Rome Termini**

Leonardo express non-stop train service departing **every 30 minutes**.

The train departs from **platforms 23/24** in Termini Station, and is guaranteed year around, even in the event of strikes. The cost of one way ticket is **14 euro per person**.

Tickets can be bought on line www.trenitalia.com (print the pdf file you will receive via email with confirmation of purchase) as well as self-service machines, authorized travel agencies and authorized selling points.

- **Ciampino Airport/Rome Termini**

Atral bus (run by Cotral)

To Termini Station – buses depart from Ciampino airport **Gate 2** between 04.30 and 22.50. Tickets cost; €3.90 one-way and €6.90 return. You can either buy them once on board, at the airport hall of arrivals, or other authorised selling points.

- **by train:**

Rome can be conveniently reached by train. Trains to Rome depart from all over Italy several times a day. You can easily reach the Protomoteca Hall from Termini train station by taking the metro line B (Laurentina direction) and get off at the stop Coliseum. Then nice walk along Via dei Fori Imperiali (piazza Venezia direction), or take the bus numbers 51,85, or 85. Get off the bus at the stop "Via dei Fori Imperiali – Piazza Venezia" (2 stops). Then turn left.

For further information on your journey please consult the following websites:

- Public Transport: www.atac.roma.it/ or [//www.muoversiaroma.it/](http://www.muoversiaroma.it/)
- Trenitalia (Italian Railway): www.trenitalia.com
- Fiumicino (Airport): www.adr.it/fiumicino
- Ciampino (Airport): www.adr.it/ciampino

Recommended hotels in Rome

Participants are responsible for booking their rooms themselves

Floris Hotel

Via nazionale 251, Rome - www.florishotel.it/

Hotel Impero

Via del Viminale, 19 Rome - www.hotelimperorome.com/

Albergo Nord Nuova Roma

Via G. Amendola, 3 Rome - www.hotelnordnuovaroma.it/

Hotel Serena Roma

Via Principe Amedeo 64, Rome - www.hotelserenaroma.it/

HOTEL EXE DOMUS AUREA

Via Volturmo 34, Rome - www.exedomusaurea.com/

HOTEL Grifo Roma

Via del Boschetto 144, Rome - www.hotelgrifo.com/

Hotel Re di Roma

Via Vercelli 21, Rome - <http://hotelrediroma.com/it/>

Registration

[Click here](#) for online registration for the workshop.

The participation of the workshop is free of charge!

Contact

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