Sustainable mobility: a new story for participation

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Mobility Powered by Youth
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CIVITAS
Sustainable and smart mobility for all

MPY

Outline

- The project
- Case study
- Results & lessons learned

The project:

L-3D: a new dimension of participation

L-3D: how it works

Step 1 - Experimental design

Which areas?

Which feasible measures?

Questionnaire creation
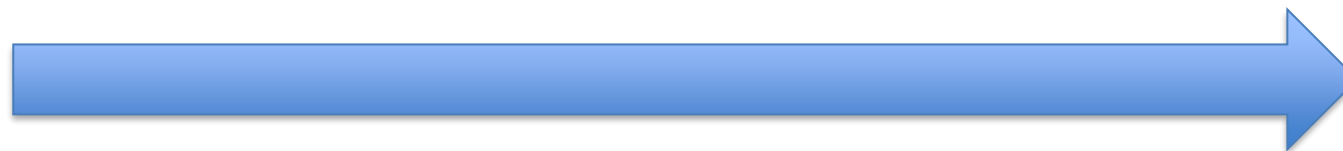
Stakeholders' co-creation

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Step 2 - Questionnaire

Stakeholders prioritize specific strategic measures

Credit: own source

Step 3 - strategic measures prioritisation

- The software translates stakeholders' answers into a ranking of the top shared policy mix providing the satisfaction degree for each stakeholders' type

Primo Posto	Secondo Posto	Terzo Posto

1

- Miglioramento monitoraggio
- Infrastrutture ricarica elettrica
- Corsie preferenziali mezzi green
- Rete integrata microhub
- $ consolidamento

Spedire   Trasportare   Ricevere   Altro

Credit: own source

Step 4 - Digital storytelling & Measure validation

- Digital storytelling is used to validate scenarios and to understand how the preferences change knowing the others' opinion and visualizing dinamically the scenarios and its impacts.

Credit: own source
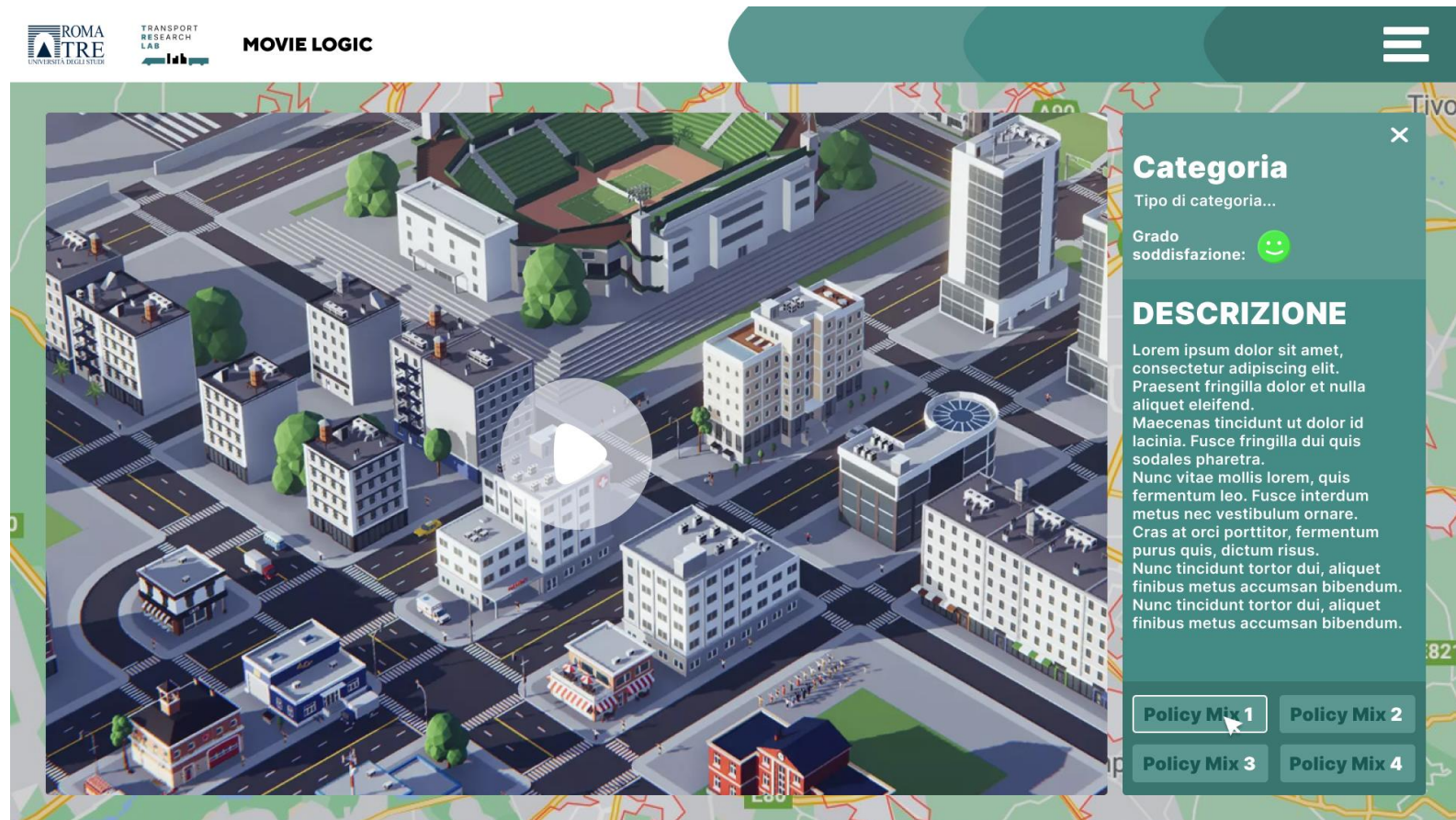
Case study

2022: SULP for Rome urban + metropolitan area

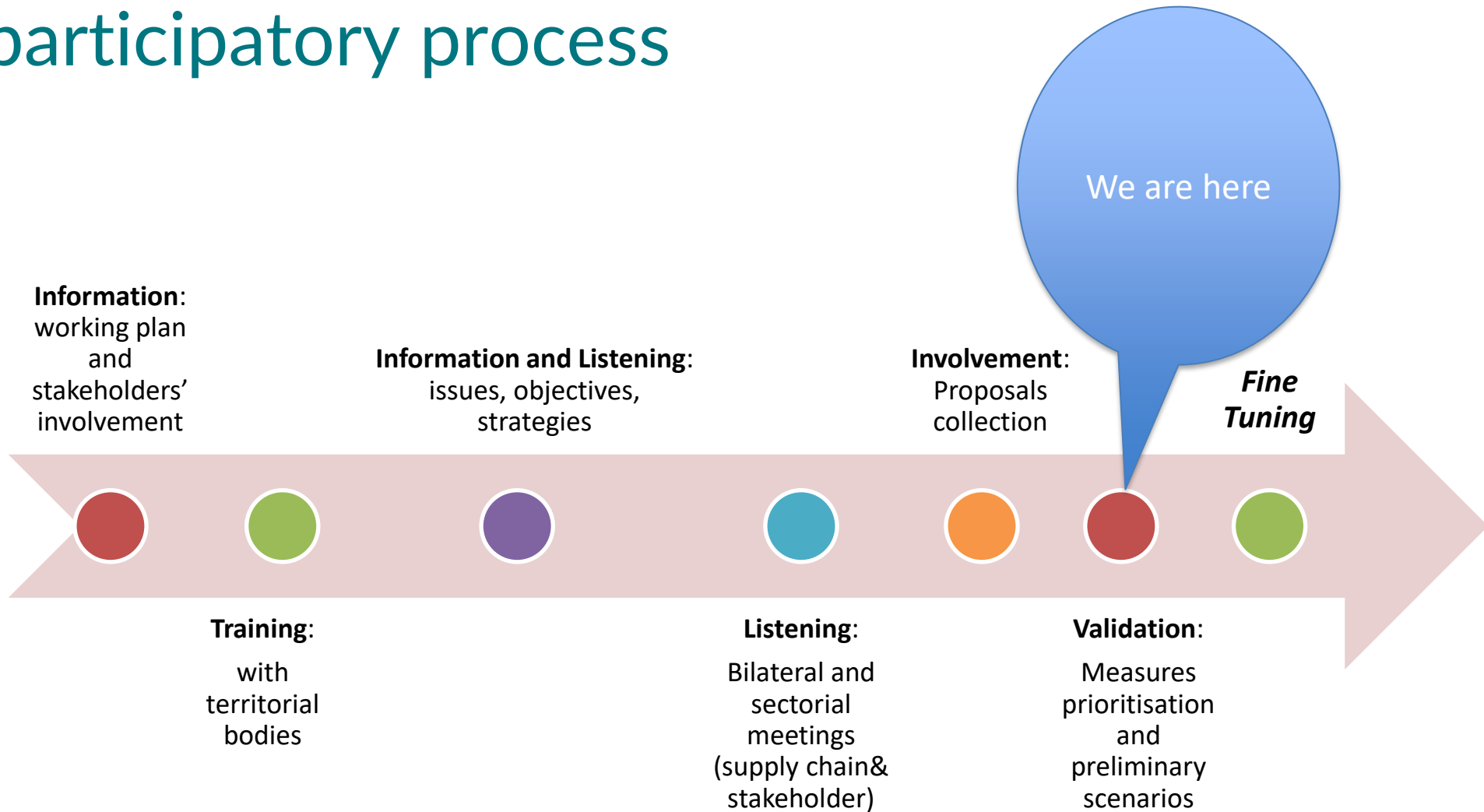Credit: Comune di Roma

Credit: coopfairoma.it

Sustainable Logistics Plan of Rome Metropolitan City: the participatory process

Information: working plan and stakeholders' involvement

Information and Listening: issues, objectives, strategies

Involvement: Proposals collection

We are here

Fine Tuning

Training: with territorial bodies

Listening: Bilateral and sectorial meetings (supply chain& stakeholder)

Validation: Measures prioritisation and preliminary scenarios

12 July – The launch of the first demo

Credit: own source

Results & lessons learned

Policy mix prioritization: best policy mix

Best policy mix	Degree of satisfaction

1

| Monitoring improvement |
| Green procurement |
| Preferential lanes green vehicles |
| L/U availability |
| $ off-hour deliveries |

Transport Providers

Receivers

Senders

Best policy mix + degree of satisfaction per stakeholder = catchier way of presenting results

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Consensus map

| Strategic areas	Transport Providers	Receivers	Shippers
LEZ Accessibility	Monitoring improvement	Green vehicles agevolations	Monitoring improvement
Transversal intervention	Logistics in the urban planning	Green procurement	Green procurement
Not monetary incentives	Preferential lanes green vehicles	Preferential lanes green vehicles	Preferential lanes green vehicles
Logistics spaces	Integrated microhub network	Integrated microhub network	Integrated microhub network
Monetary incentives	$ green vehicles	$ consolidation	$ green vehicles

Not shared strategic measures

Shared strategic measures

Discussion around shared starting point(s) facilitates consensus

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Partworth utilities

Credit: own source

Shippers · Transport providers · Receivers
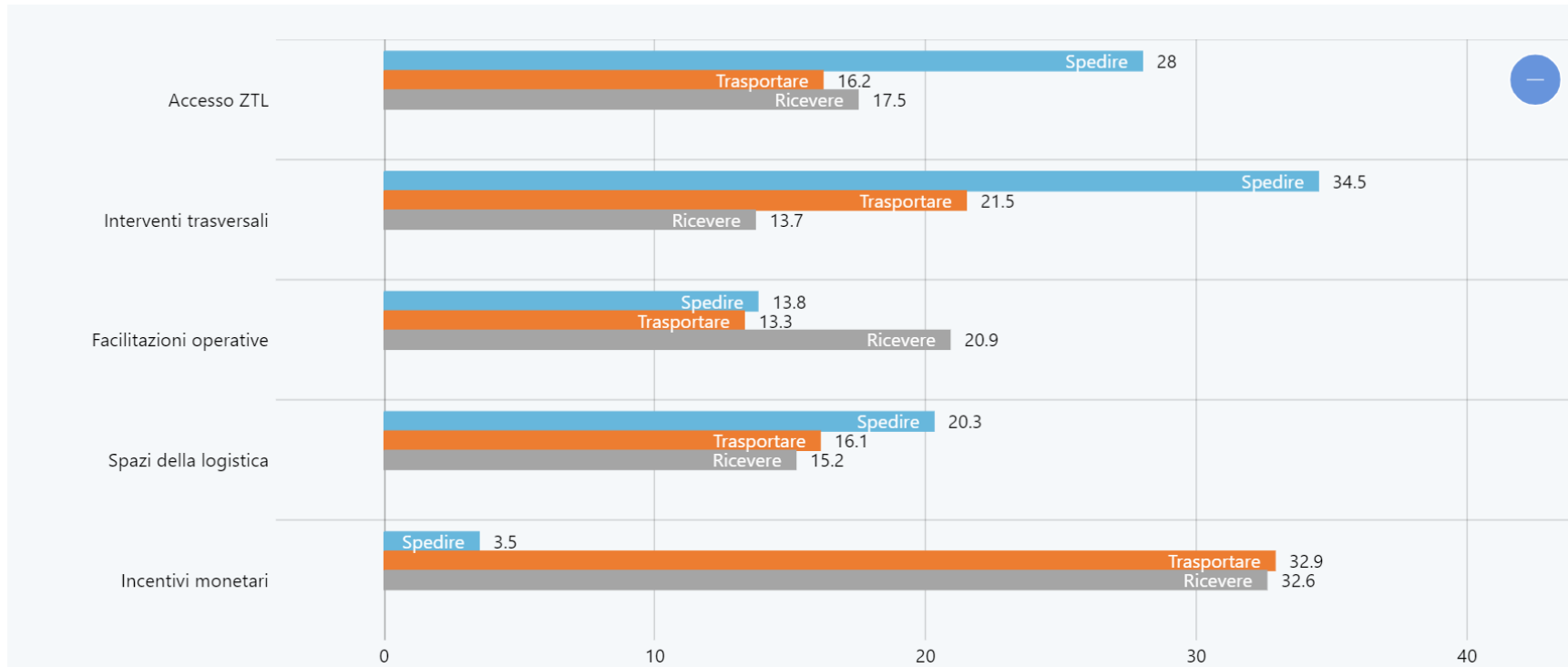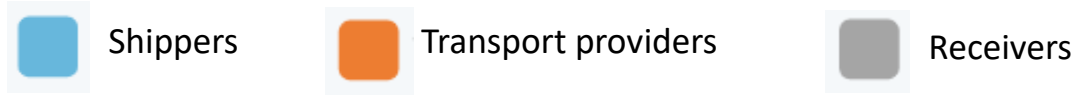
Partworth utilities allow detecting the strategic area(s) where stakeholders' interests are stronger

Strenghts and next steps

Strengths

- Offering a methodology improving stakeholders' participation, while guaranteeing:
  - Speed
  - Trasparency
  - Flexibility

Credit: rowpixel

Next steps

- Broaden the number of respondents
- Automatize step I of the process
- Apply the methodology to other policy/research areas

Credit: microsoft 365 archive

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Thank you for your attention!