

Output factsheet: Pilot implementation of Value-Added services for increasing LEZs attractiveness in Vicenza's FUA

Project index number and acronym	CE243 SOLEZ
Lead partner	Municipality of Vicenza
Output number and title	O.T3.2 - Pilot implementation of Value-Added services for increasing LEZs attractiveness (in FUA Vicenza)
Investment number and title (if applicable)	n/a
Responsible partner (PP name and number)	Vicenza Municipality (LP)
Project website	http://www.interreg-central.eu/SOLEZ
Delivery date	07/2019

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

Vicenza's Pilot Action concerns the design of an innovative business-to-consumer (B2C) value-added service which allows users to make purchases at the economic activities in the historic center participating in the initiative, leaving the burden of having the packets delivered safely by a third party to a strategic Park & Ride connected with the Limited Traffic Zone by shuttle bus.

A feasibility study has been commissioned to a professional in urban logistic (through a procurement process) and a real-life experiment of the service has been implemented as a substantial part of the preparatory actions for the development of the cognitive and functional framework and the calibration of the B2C freight service mode. Surveys and analysis of the area of intervention have been carried out in the first design phase with the aim of identifying and understanding the habits of users potentially interested in the purchase drop-off service. These activities led to the definition and highlighting of the characteristics of the LTZ/Centre area of the Municipality of Vicenza in terms of peculiarities, needs and behavior of the users who habitually attend it (mainly for work) and to the conclusion of the first part of the preliminary analysis.

Therefore, it was possible to customize the service offered, as well as the modus operandi to be followed. The Hub for the redelivery of goods purchased within the ZTL/Centre was also identified in the ex-ticket office booth of the Park&Ride most used by FUA users to reach the city center. In parallel, a selection of commercial activities, in line with the service requirements (selling those goods compatible with the innovative delivery), has been identified. Those that agreed, advertised the trial of the service, free of charge for the specific testing period, informing customers of the opportunity offered, pack and mark properly the items purchased and deliver

them to the company in charge of the collection and return.

The Pilot Action communication campaign was carried out throughout the month prior to the implementation on media, social media, newspapers and local TV with the active support of all 8 FUA Municipalities that actively participated in all project activities.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

ITH32 - Vicenza

Investment costs (EUR), if applicable

No infrastructure costs for this activity

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The Pilot Activity allowed to develop the idea and define the details of the proposed service, that would be offered using the electric Vehicle of the logistic operator “VeLoce”, the only operator allowed to operate within Vicenza Limited Traffic Zone, thus contributing to optimize the usage of this electric fleet. The main objectives of the service is the reduction of the use of private vehicles in daily journeys to approach the city LTZ, the increase in the use of public transport, the improvement of air quality in urban environment and by offering a value-added service improve the attractiveness of shopping in the LTZ.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

The Study carried out as part of SOLEZ Pilot Action resulted in a detailed description of “A new goods delivery service for Vicenza”. The real-life test was useful to verify interest from resellers and customers, and to fine-tune some practical elements of the service. Based on this experience, Vicenza municipality with the in-house company appointed to implement the last mile delivery service with e-vehicles in Vicenza LTZ (VeLoce), the Association of retailers and AIM Mobilità (management of city parking system) has recently signed a Memorandum of Understanding to carry on the experience done with SOLEZ Pilot Action experimentation and will implement the innovative B2C service on a regular basis during the weekends organizing the collection hub for packets in a more popular parking place used by the majority of the people coming to the Vicenza hinterland to visit the city center.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

The experimentation of this business to consumer delivery services is unique at national level. The service must satisfy the real needs of the territory and need to be calibrated on the type of urban area served. Operational and management simplicity, an adequate technological support, the cooperation and

endorsement of the trade associations are the essential key factors for its success as well as a good and wide communication campaign.

The real-life experimentation implemented has been also crucial in highlighting strength and weakness of the innovative services proposed. Through surveys and direct experiences of the retailers that participated in the experimentation, has often emerged that the right choice of the parking assigned as collection and delivery point is relevant for the service success and sustainability. The real-life experiment has demonstrated that people might be ready to have their shopping delivered to the nearest and most popular systematize parking space close to the LTZ. The option of using the P&R + the public transport is not yet shared by the most, who still find it difficult to change the well-established habit of approaching the center as much as possible by car and walk for the remaining part.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

The considered Pilot Action and related service has been designed taking into consideration (and trying to strengthen) existing regulations for accessing Vicenza ZTL for goods delivery, according to which, VeLoce is the only logistic operator authorized to enter ZTL area with motorized vehicles.

In addition, the proposed service was meant to have positive environmental impacts, contributing to a large use of P+R parking for people coming to Vicenza city center for shopping.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

The value-added service toolbox is described in deliverables designated as: DT 2.2.1 - DT 2.2.2. and DT2.2.3. The Pilot Action customization, report and evaluation are respectively described in the deliverables designated as DT3.2.1, D.T.3.2.2, DT.3.2.7 and DT3.4.2. All deliverables are available on <https://www.interreg-central.eu/SOLEZ.html> in the Publication Section

Fig. 1- Poster that advertised the pilot action real life experimentation in Vicenza's FUA



LA SPESA CHE NON PESA
Goditi lo shopping in centro senza l'ingombro dei pacchi e contribuisci a migliorare l'ambiente

COS'È?
È un servizio di consegna acquisti pensato per chi fa shopping in centro storico e parcheggia l'auto a Park Stadio.

COME FUNZIONA?
Arrivi comodamente in centro col bus navetta e fai i tuoi acquisti nei negozi che aderiscono all'iniziativa. Fino alle 17, VeLoce - il servizio di distribuzione merci nel centro storico con mezzi elettrici - li recupera e te li recapita direttamente al parcheggio dove potrai ritirarli dalle 18 alle 20.

QUANDO È ATTIVO IL SERVIZIO?
Nel mese di gennaio 2019: Sabato 19, Domenica 20, Martedì 22, Giovedì 24, Sabato 26, Domenica 27.

È GRATUITO !!!
I costi per la sperimentazione sono finanziati dal progetto Europeo SOLEZ.

**La sostenibile leggerezza dello shopping.
Nel cuore di Vicenza.**

QUALI NEGOZI ADERISCONO ALLA SPERIMENTAZIONE?

1 - Kasanova +	5 - Bambù by Il Pagliaio
2 - Outlet del Kasalingo	6 - Tigotà Palladio
3 - Benetton	7 - Tigotà Castello
4 - Fap	

Informa il negoziante che vuoi usufruire del servizio e riceverai tutte le informazioni