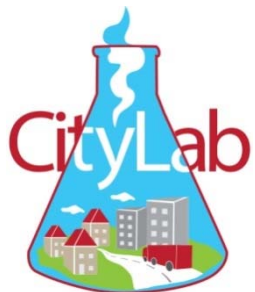




Rome living lab





Citylab partners



Research



City



ROMA CAPITALE

Industry

Posteitaliane

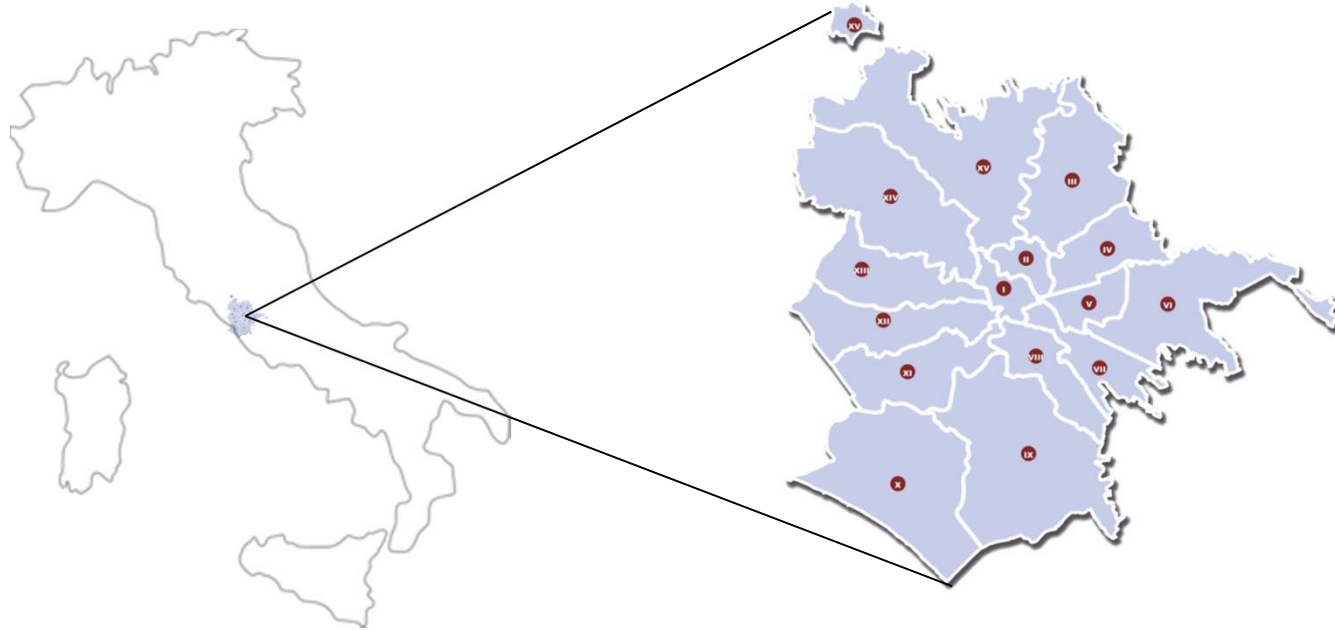




Geographical characteristics



Residents ~ 2.900.000



Daily Trips ~ 5.500.000 / Goods delivery ~ 160.000





City priorities



Environment



Efficiency

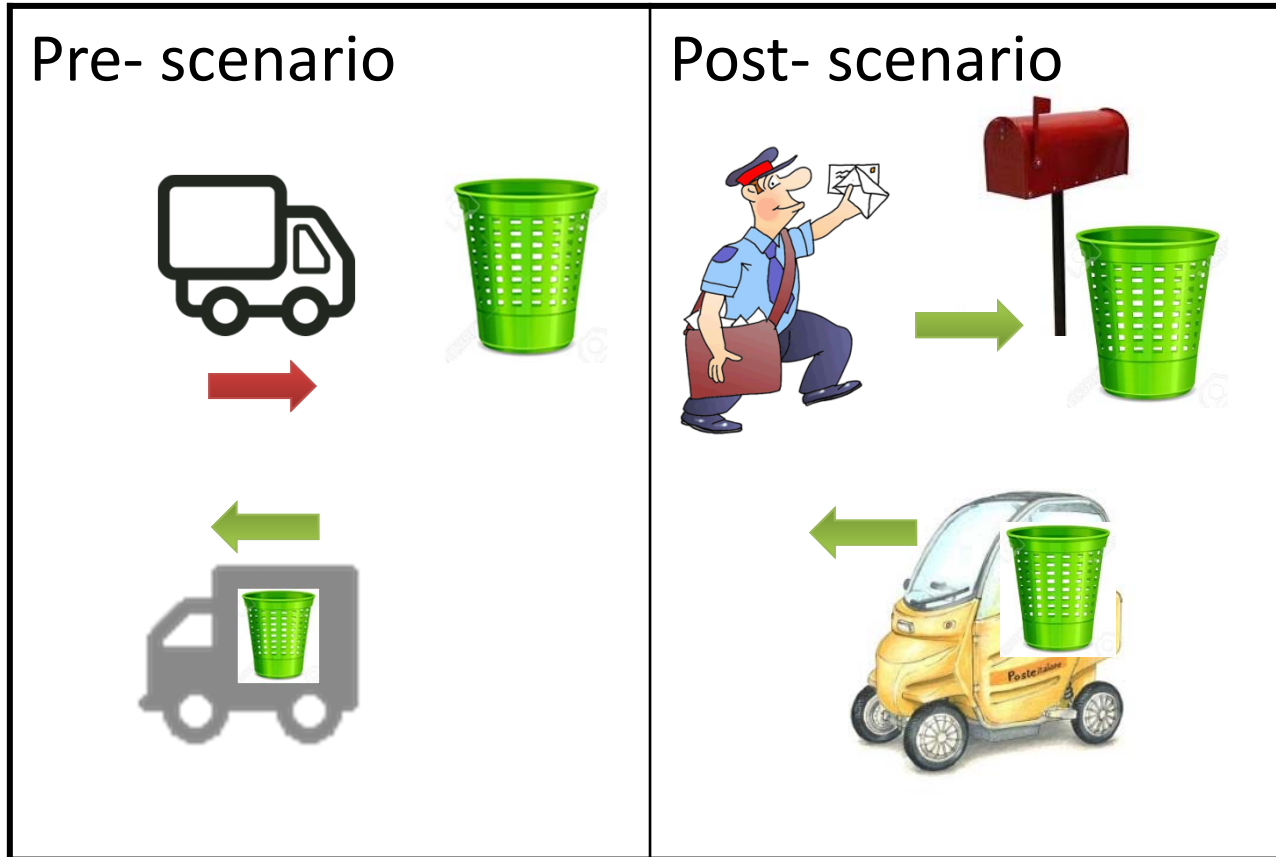


Innovation



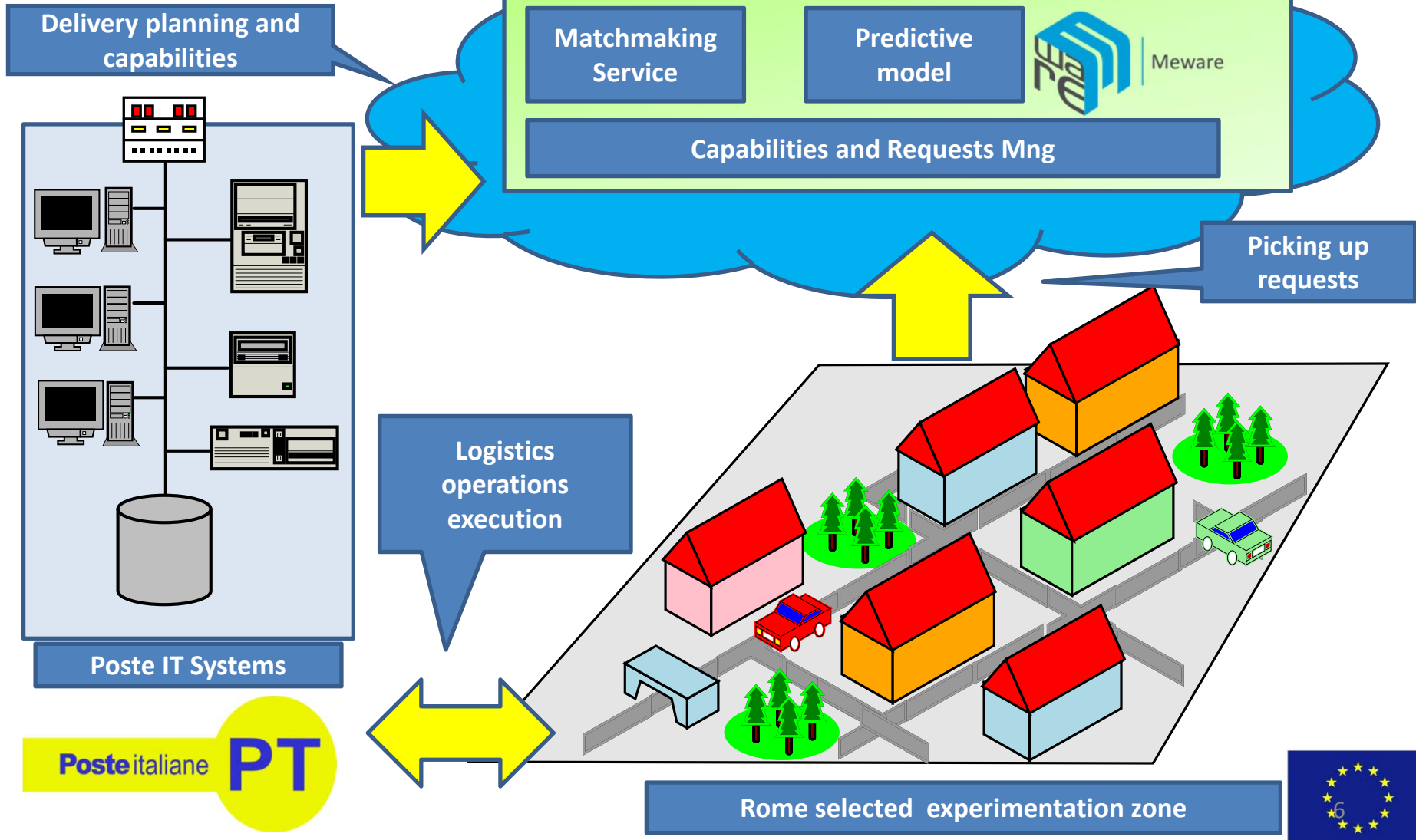


The main idea





Scheme





Possible application (1)



- *Direct-Reverse logistics for plastic caps*





Possible application (2)



- *Direct-Reverse logistics for specific citizens' services*



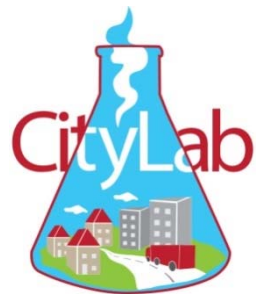


Possible application (3)



- Roma Tre University as a large attractor (e.g. direct-reverse logistics for interlibrary loan service).





Targets (1)



+ load factor





Target (2)



- total trips





Targets (1+2)



- congestion



- emissions





Stakeholders to be involved



local authorities



citizens

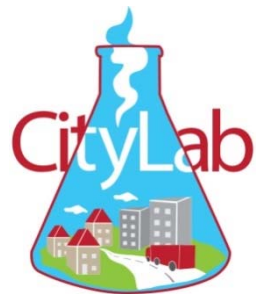


University



SME & SoHo



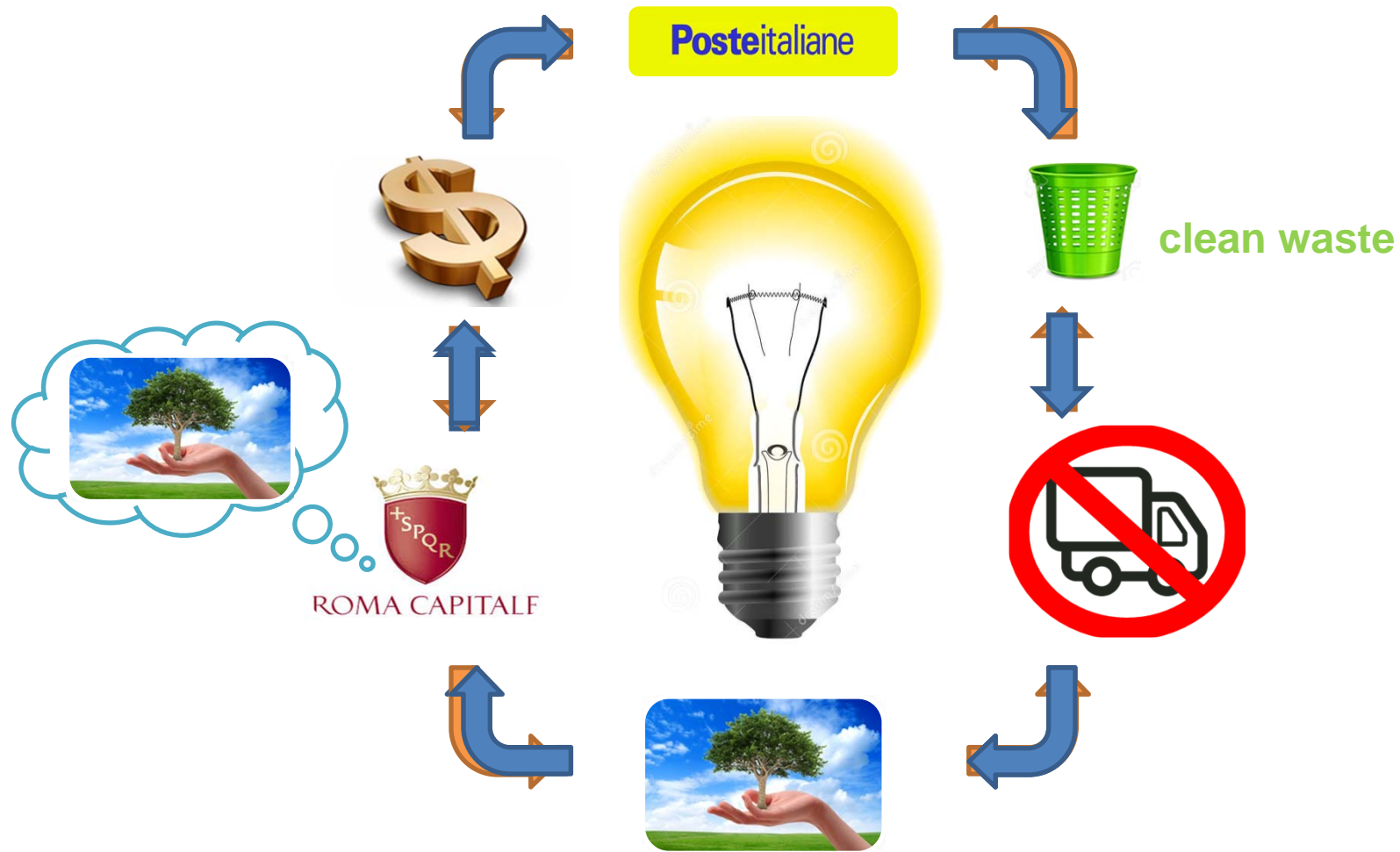


Data collection



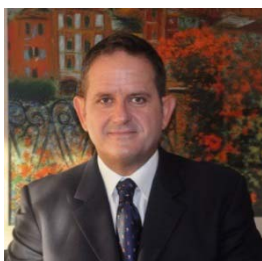


Financially sustainable business model





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