



ADVANCED LOGISTICS  
PLATFORM WITH  
ROAD PRICING AND  
ACCESS CRITERIA TO  
IMPROVE URBAN  
ENVIRONMENT AND  
MOBILITY OF GOODS



With the contribution of the  
LIFE financial instrument  
of the European Commission

## LIFE ASPIRE Project – Workshop #3 ZADAR MUNICIPALITY and ASPIRE Consortium

### WEBINAR

**4<sup>th</sup> March 2021 | 10:00-13:00**

### **LIFE ASPIRE rewarding system: incentivising sustainable urban logistics in times of Covid-19**

#### **Outline**

The LIFE ASPIRE Consortium organises the annual Project Workshop #3, held jointly with Beneficiary Zadar Municipality as a webinar event, focused on Freight Distribution in Small/mid-sized Historic Towns and related Covid-19 impacts.

The webinar will last about 3 hours. Key outcomes and approach from LIFE ASPIRE project activities will be presented, targeted to stakeholders active in the field of last mile freight distribution for small and mid-sized historic and touristic towns, which are very common in Europe and are visible 'identity markers' that shape the EU.

The webinar aims to present the urban freight delivery rewarding approaches developed and demonstrated by LIFE ASPIRE Project in Lucca and Zadar and to provide some interesting insights on how Covid-19 could change, also in the long term, the behaviours of authorities, operators and the design of urban vehicle access regulations (UVARs) and controls. The workshop will also discuss the enhanced and multisectoral role of the local authorities in small/mid-sized historic and touristic towns, including future challenges and opportunities, on mobility related issues, such as e-commerce vs. retailers delivery strategies, restricted traffic zone vs. low emission zone, sustainable logistics plan vs. urban mobility plan, new forms of working vs. inner town Ho.Re.Ca. activities, etc.

The participation to the webinar is **free of charge**. After your registration, a few days before the event, you will receive a link to join the webinar.

To register: <https://forms.gle/z8yN96yCAnVDdE758>

Other information about the webinar are available on the project website: [www.life-aspire.eu](http://www.life-aspire.eu)

## AGENDA

Overall Coordinator: ZADAR Municipality

10:00 - 10:10

### Welcome and Introduction

**Josip Milić**, Head of the department for the preparation and implementation of EU funds – Zadar Municipality

10:10 - 10:30

### LIFE ASPIRE Project

**Pamela Salvatore**, Project Coordinator - Lucca Municipality

10:30 – 10:50

### Zadar experience in LIFE ASPIRE

**Ivan Plazina**, department of EU funds - Zadar Municipality

10:50 – 11:10

### The impact of new sustainable urban logistics solutions on emissions and energy consumption in Zadar

**Zvonimir Perko**, Project Manager – Regional Energy Agency North

11:10 – 11:20 Coffee break

11:20 – 11:40

### Lucca experience in LIFE ASPIRE: sustainable actions and measures in the context of Covid-19 pandemic

**Stefan Guerra**, LUCENSE

11:40 – 12:00

### The enhanced and multisectoral role of local authorities in sustainable mobility and urban space management

**Andrea Lorenzini**, Eleonora Ercoli - Memex

12:00 – 12:15

### Q & A

Session chaired by Lucca

12:15 - 12:45

### PANEL DISCUSSION

What is the role of policy and city regulations in implementing sustainable urban freight distribution and last mile delivery in small and mid-sized historic and touristy towns.

**Hrvoje Marić**, Head of the Traffic Police Department, Zadar Municipality

**Predrag Brlek**, Head of Technical and Economic Logistics Department, University North

**Ana Pejdo**, University of Zadar

**Una Vidović**, Mobilita Evolva Ltd

**Antonio Pratelli**, Professor of Transport Systems Engineering, University of Pisa

Moderator: **Giorgio Ambrosino** – Memex

12:45 – 13:00

### Conclusion

**Giorgio Ambrosino** – Memex