



'Tackling the urban logistics challenge'
Realtime monitoring pilot for logistics parking

Sami Sahala, 23.3.2021

THE REALITY

"City not really able to support us"

"Main form of communication with city are the parking tickets"

THE SOLUTIONS(?)

REGULATE, RESTRICT

- Parking, LEZs

DO-IT-YOURSELF

- e.g. Consolidation Centres

ENABLE

- Land use, infrastructure, economically viable framework
- **DATA ?**

CITY + DATA + LOGISTICS = ?



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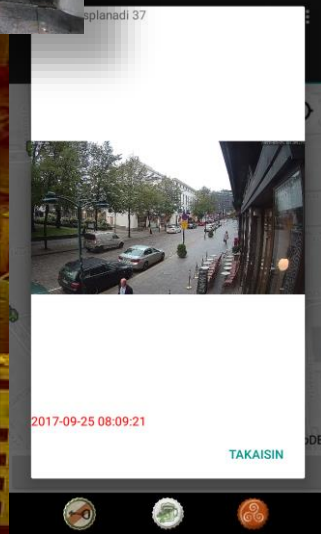
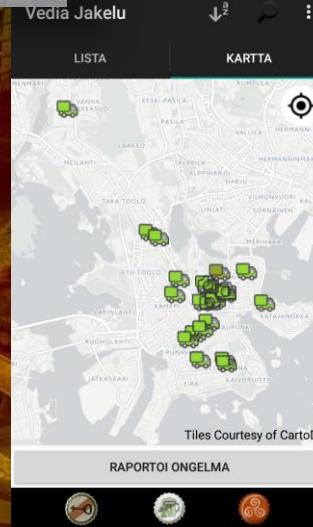
CITY + DATA + LOGISTICS = ?

- Cities do share all kinds of data already – *isn't that enough ??*
- Cities often lack any deeper logistics expertise – *just hire consults*
- Logistics often finds the data they'd most need inaccurate or missing
- Up to 30-40% of delays in delivery process due to finding and accessing locations (parking, delivery door etc)
- *NOTE: ABOVE PURELY FROM JUDGING HELSINKI'S STATUS – I'M CONFIDENT YOUR CITY IS MUCH MORE ADVANCED*

CITY + DATA + LOGISTICS = ?

SO WHAT CAN CITIES DO ?

- Enhance the space
 - e.g. provide more dedicated parking space
- Enhance the data
 - More accurate static data, more up-to-date "realtime" data
- Think outside the box
 - Cooperate with 3rd parties, crowdsource



WHAT'S CURRENT ?

IDEA: COLLECT ALL THE SILENT INFORMATION REGARDING DELIVERY LOGISTICS & SHARE IT OPENLY

- Drivers, transport companies, delivery customers and e.g. real estate owners and caretakers have loads of extra additional information on precise locations of doors related to address, access, etc.
 - This information is shared only as word of mouth
 - This info is not an asset to anyone, not a factor on competitiveness. By sharing openly all parties would benefit
-
- Recently started new pilot in Helsinki, PoC tools & concept already tested
 - Target result: Enhanced deliveries, less unnecessary hassle and congestion, better service level
 - Very positive feedback, looking to expand beyond initial idea
 - Further ideas & interested parties welcome!

What's next ?





What can cities' digital twins provide for logistics ?
Or vice versa logistics for digital twins ?

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Kiitos, Thank you !

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