



Policy highlights

Collaborative and Socially Responsible Last-Mile Logistics

Following the Exchange of Experience Event held in Rimini, Italy from 8 to 9 November 2023, the SPOTLOG partnership had the chance to discuss several inspiring practices that have been proposed to improve the sustainability behind the last-mile logistics. The focus was on exploring "*Approaches and solutions for a collaborative and socially responsible last-mile logistics*", involving issues related to challenges and potential solutions for urban and rural logistics, especially regarding the last-mile. Discussions revolved in what can be done at local level for real responsible last-mile logistics? Taking the advantage of different perspectives through the stakeholders and partners present in the forum, the importance of a cultural change arose with a proper education to green transformation.

Key highlights from SPOTLOG interregional policy learning exchange:

- **Collaborative Last-Mile Logistics**
To achieve sustainable last-mile delivery, a collaborative approach involving all stakeholders is essential. This requires establishing partnerships, sharing data and resources, and aligning incentives to foster a culture of cooperation.
- **Transitioning from Pilot Projects to Policy Implementation**
Successful pilot projects should not be seen as ends in themselves. To create lasting change, it is crucial to translate their lessons into comprehensive policies that address regulatory barriers, provide financial incentives, and ensure scalability. Cities must work together and coherently to foster a more rapid transition to green technologies in the private sector.



- **Incentivizing Green Transformation in Last-Mile Delivery**
A combination of regulatory measures, financial incentives, and public awareness campaigns is necessary to accelerate the adoption of green technologies and practices in last-mile delivery. This includes promoting the use of cargo bikes, electric vehicles, and other low-emission modes of transportation.
- **Addressing the Social Dimension of Last-Mile Logistics**
Sustainable last-mile logistics must prioritize fair working conditions for delivery personnel and mitigate any negative impacts on local communities. This involves ensuring adequate compensation, safe working environments, and addressing issues such as traffic congestion and noise pollution.
- **Integrating Sustainable Last-Mile Logistics into Urban Planning**
Urban planning plays a crucial role in facilitating efficient and environmentally friendly last-mile deliveries. By incorporating considerations such as delivery hubs, designated loading zones, and pedestrian-bike friendly infrastructure, cities can create a more sustainable and liveable environment.
- **Fostering Public Awareness and Education on Sustainable Last-Mile Logistics**
Raising public awareness about the benefits of sustainable last-mile delivery and the available options is essential for driving behavioural change. Gamification, Educational campaigns, targeted communication, and user-friendly platforms can help individuals and businesses make informed choices that contribute to a greener future.
- **Measuring the Impact of Sustainable Last-Mile Logistics Initiatives**
A robust evaluation framework is crucial to assess the effectiveness of last-mile logistics policies and projects. By tracking key indicators related to environmental impact, social equity, and economic efficiency, policymakers can make data-driven decisions and optimize future initiatives.