



Pilot Factsheet – Cesena

Pilot action overview

Freight transport and logistics play a central role in supporting the Cesena's commercial and industrial activities, especially in the historic centre and industrial areas. However, this comes with challenges, particularly regarding the negative impacts and externalities in urban environments. Urban freight logistics in Cesena faces congestion issues, and the absence of a clear regulatory framework hinders the development of sustainable logistics solutions.

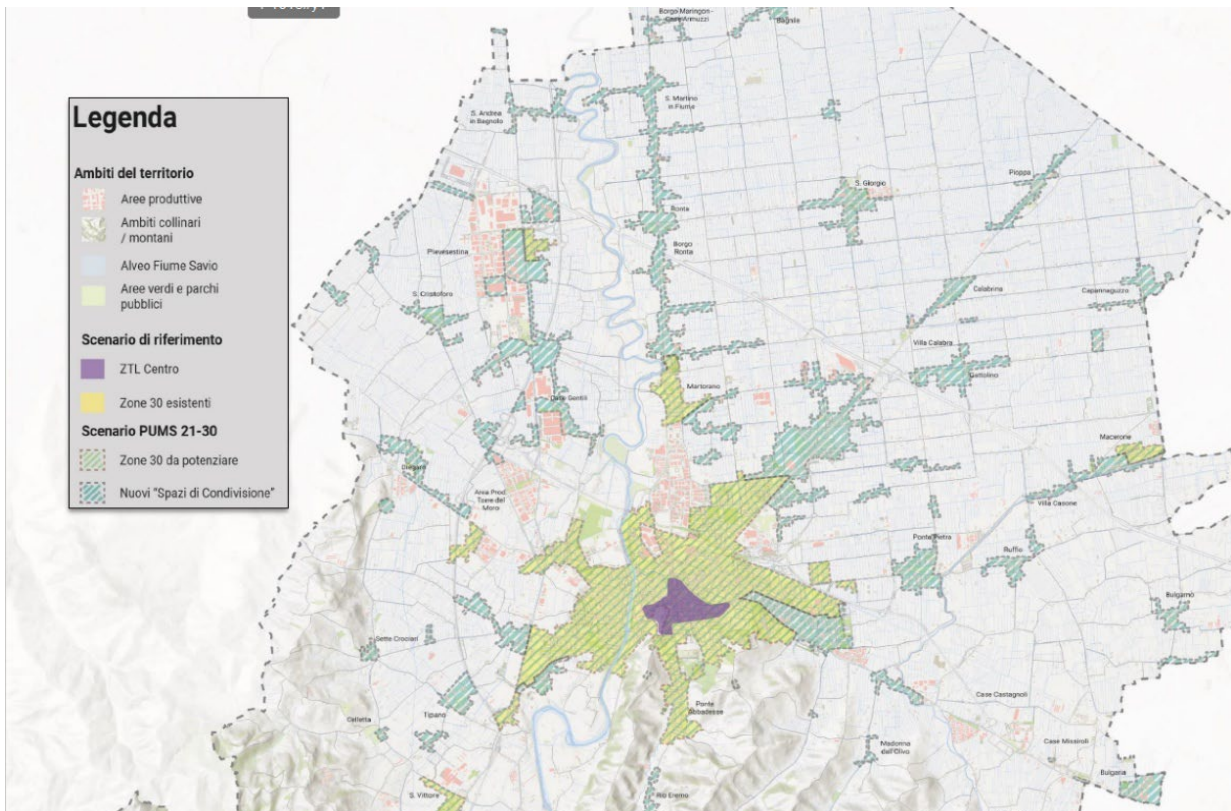


Figure 1 Overview of Current Traffic Limited Zones and 30 and shared zones included in the SUMP

To address these challenges, Cesena has adopted a Sustainable Urban Mobility Plan (SUMP), which includes urban logistics strategies to be further developed through a Sustainable Urban Logistics Plan (SULP). The goal is to balance the high demand for freight services with the need

to progressively reduce CO2 emissions and other negative externalities. This is particularly crucial in high-density residential and commercial areas, where space limitations exacerbate the difficulties in freight operations. The SULP aims to integrate freight transport within a broader system, aligning it with other mobility modes and community needs to create solutions that maximize the overall benefits for the city.

Within the scope of the pilot action, Cesena will design and develop a digital tool comprising a database and dashboard capable of:

- Monitoring and visualizing freight traffic data within the Municipality of Cesena;
- Calculating context indicators related to freight transport in the Municipality of Cesena;
- Defining and testing future scenarios (actions and/or policies related to freight transport) and comparing them with recalculated context indicators.

With this tool, Cesena will be able to assess the application of one of the actions foreseen in the SUMP for the short term: an integrated measure combining (i) a UVAR scheme for Zero Emissions Logistics in the Limited Traffic Zone, (ii) consolidation centres/hubs/micro-hubs for logistics operations, and (iii) an alternative fleet (small EVs and cargo bikes) for last-mile delivery.

In this context, the simulations conducted using the digital tool will provide valuable input for the location of the CCU/micro-hub, which will be discussed with stakeholders of the forum on urban logistics, to develop the feasibility project outlined in the agreement with Stakeholders associations.

Action Plan – timeline

Pilot Action	2025											
	J	F	M	A	M	J	J	A	S	O	N	D
1. Data acquisition	█	█	█									
2. Tool development (first and second version)	█	█	█	█	█	█	█	█	█	█	█	
3. Presentation of the tool for future integration into the local SULP												█

Activity 1 - Data acquisition

This activity is focused on the collection of diverse set of data that will enable the development of a tool useful to support measures to be included in the SULP. The initial focus is on compiling a quantitative minimum set of data, which serves as the baseline for subsequent analyses. This data is gathered from multiple sources, including LTZ (Low Traffic Zone) cameras, FCD (Floating Car Data) analysis, shapefiles and databases detailing local activities, and other publicly available open-source data. This data collection has been completed in March 2025. However, in addition to this, additional qualitative information will be available from a survey, carried out by the Municipality and supported by the main stakeholders' associations providing insights on specific economic activities.

Activity 2 - Tool development (first and second version)

This activity has been divided into two sub-activities and related milestones:

- Activity 2.1: this sub-activity includes the identification of the main requirements and use cases, development of the system architecture and integration of the baseline data; these steps led to the development of a tool which is already able to provide valuable mobility insight including daily travel patterns per vehicle category, hourly profiles, Origins and destinations map. This sub-activity has been successfully completed in March 2025

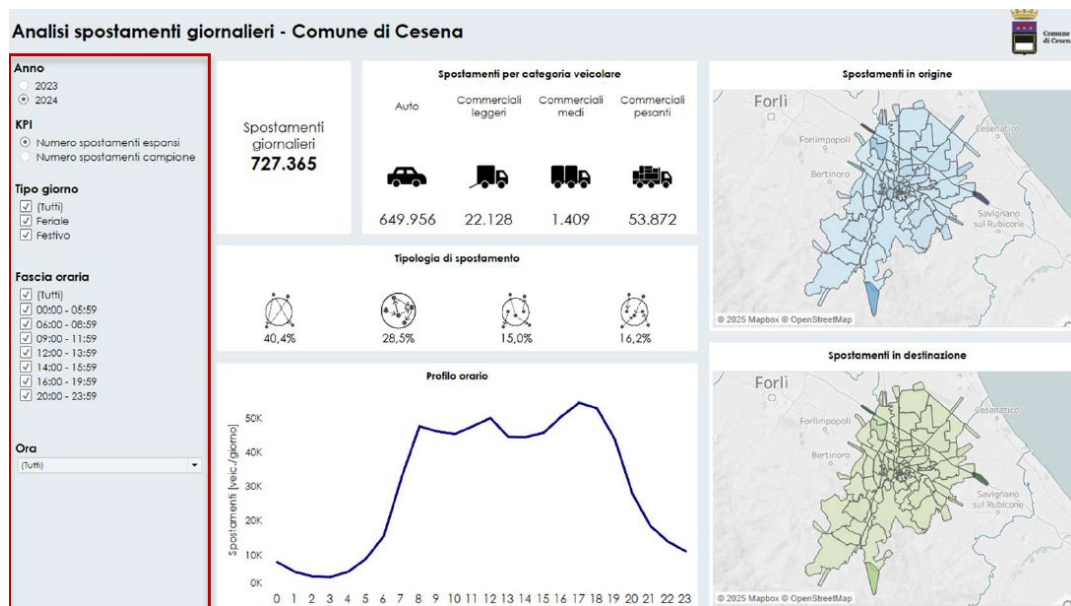


Figure 2 Example of analysis currently available in the tool

- Activity 2.2: this sub-activity includes the development of the scenarios to be simulated with the tool, according to Cesena's urban logistics objectives and the available data. This activity will be completed by November 2025 and the resulting tool will support the Municipality in the co-design of measures to be included in the SULP

Activity 3 - Presentation of the tool for future integration into the local SULP

This activity involves presenting the tool to key Urban Logistics stakeholders within the Cesena ecosystem. It will also include refinement efforts to ensure the delivery of an effective decision-making tool that facilitates the co-design of measures to be integrated into the Sustainable Urban Logistics Plan. The completion of this activity is anticipated by January 2026.

Stakeholders involved

Organization	Description	Role
City of Cesena, Emilia-Romagna Region and other relevant public authorities	Local and regional public authorities	Co-financing and supporting stakeholder engagement. Promote sustainable urban logistics and last-mile deliveries to improve urban environment
Associations	Includes local Chamber of Commerce, associations of Logistics Service providers.	Associations are fundamental to engage with operators and economic activities and gather information and proposals for the Sulp
Citizens	Inhabitants represent the generators of B2C demand	Improved quality of urban space while keep on ensuring fair level of accessibility to delivery services
Local economic activities	Economic activities of any size with active local unit located in the municipality, distinguished by NACE code	Maintaining and improving the vitality of the economic activities, by providing high quality of the urban environment while ensuring effective and efficient supply of warehouses and retail stores
LSPs	Logistics Service Providers (LSP) are companies that manage and optimize the transportation, storage, and distribution of goods	LSPs can help reduce environmental impact, improve delivery efficiency, and support the implementation of zero-emission zones and other sustainable initiatives
Research and consultancy	Includes internal and external public and private enterprises with technical expertise to lead co-design of measures and development of the Sulp	Developing the IT tool and develop the Sustainable Urban Logistics Plan