



AMI FRET IDF : Grand Paris Sud

*Building trust in a
third-party
platform*



2021 Annual POLIS
Conference

LOCAL CONTEXTE : GRAND PARIS SUD

- 23 municipalities
- 18,500 companies
- At the heart of the Paris region's logistics, freight and e-commerce activity, and the crossroads of highway network
 - 490 structures
 - 13,000 employees
- 60 logistics parks



Grand Paris Sud uses Urban Radar's technological innovation to get a better sense of “lay of the land.” Urban Radar's platform will be used better **anticipate future trends and issues, and improve urban planning and the organisation of public space.**

PROJECT ECOSYSTEM



Our collaboration relies on an extensive network of public and private partners brought together by the Paris Region

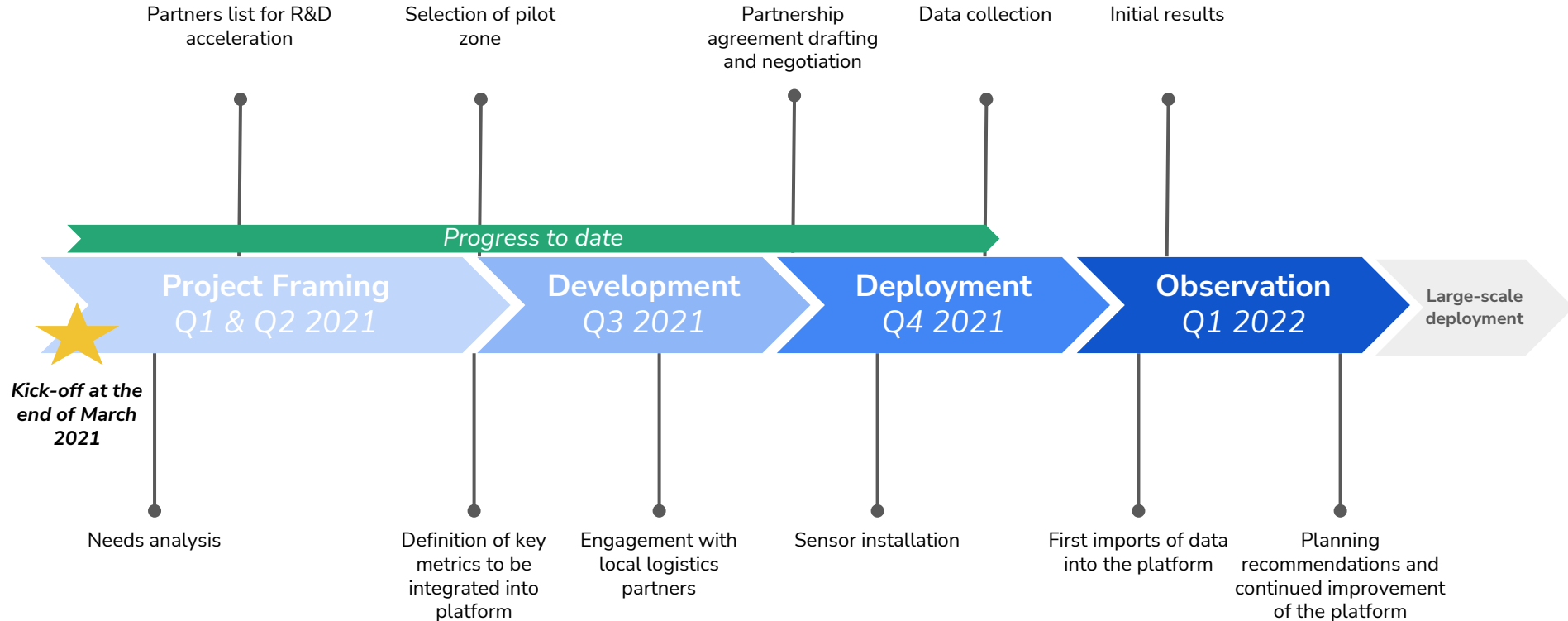
Initial Partners



Local Logistics Stakeholders

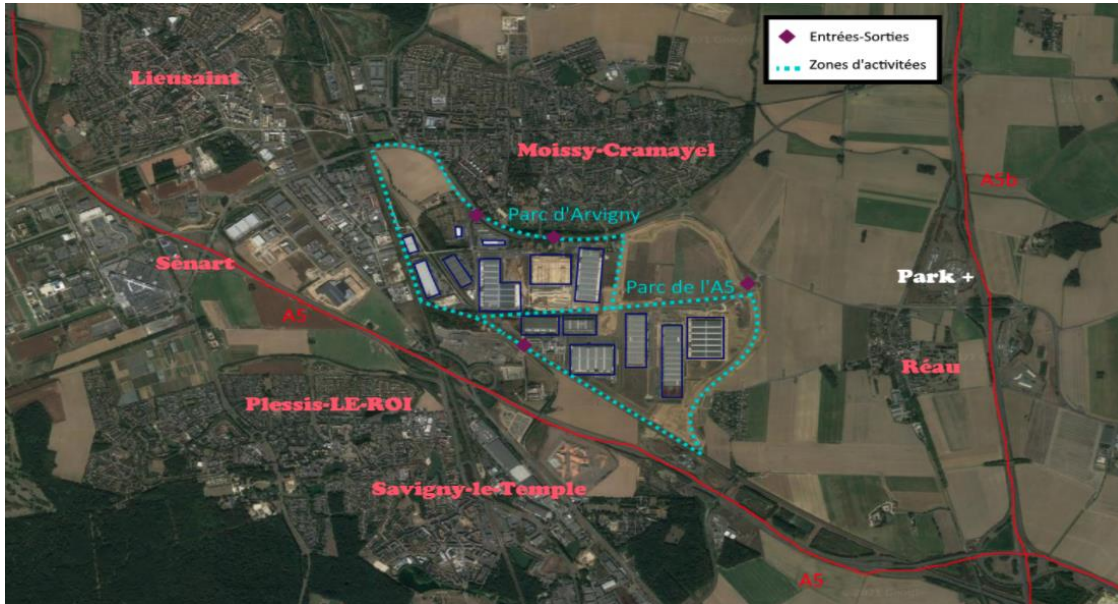
- PostUp
- CGED
- Crosslog
- GEFCO
- XPO (Action)
- Cultura
- Rhenus logistics
- Geodis
- Bergerat Monnoyeur (CAT)
- C-Logistics/C discount
- XPO/ID Logistics
- Autodistribution
- Sarenza
- UP Log Réau
- Transalliance (medialog)
- Leroy Merlin

PROJECT TIMELINE



PILOT ZONE AND LOCAL COMPANIES

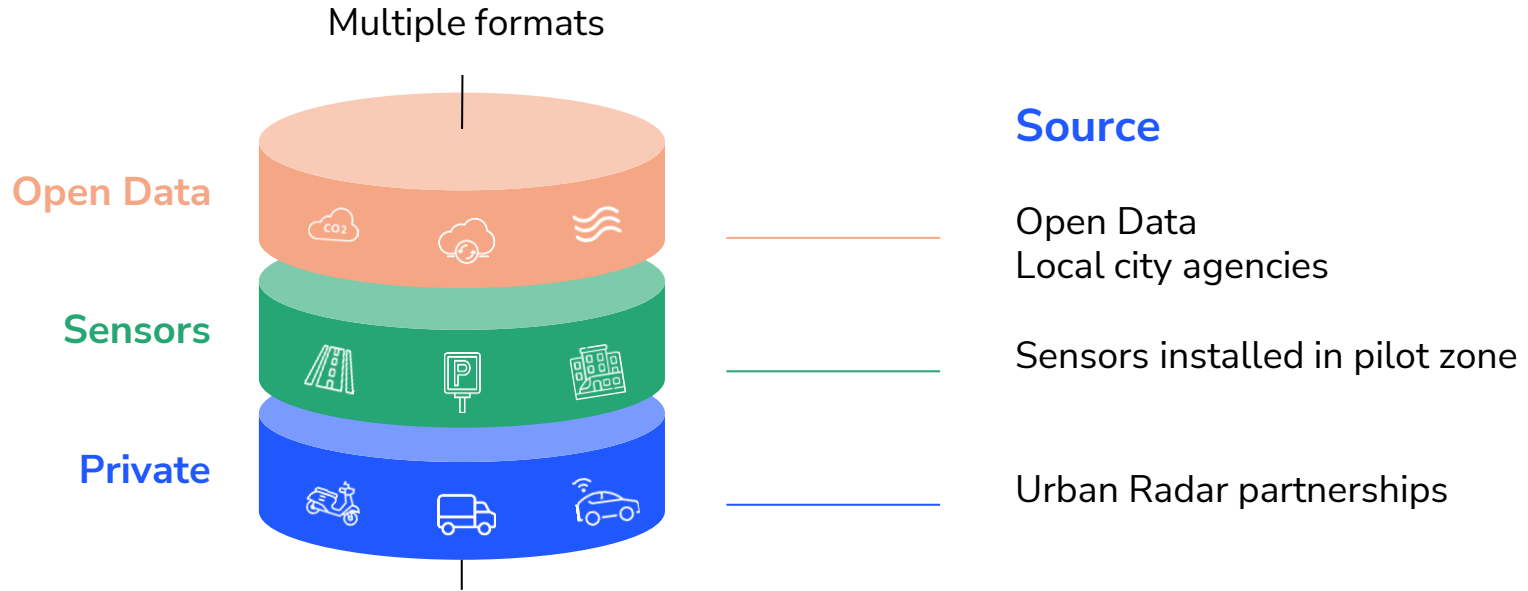
The A5 and Arvigny logistics parks form the project's pilot zone.



Local companies :

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MULTI-LAYERED DATA APPROACH



Our three-layer approach to data sourcing allows for contribution to the larger *Smart City* initiative of the Paris Region, and serve as a trusted third party to local stakeholders.

LESSONS LEARNT

Project management

- **Determining municipalities' specific needs is essential** ; experimental nature of the project must also be taken into account
- **Short-term project with long-term goals** : complex project that demands ample time devoted to stakeholder management

Stakeholder management

- **Approval process for potential project partners needed** : increases reliability of partners, allowing for seamless project management
 - List of providers / contractors approved at the regional level could help speed up process
- Important to emphasize common project goals between public and private stakeholders
 - Potential need to discuss ways to incentivize participation

Confidence building

- Trusted third-party brings additional companies into public sector projects
- **Standard collaboration agreement builds trust between stakeholders and helps define project scope and goals**

POTENTIAL METRICS

Objectives	Indicators
Logistics park - activity	<ul style="list-style-type: none">•Number of entries / exits from logistics park categorized by :<ul style="list-style-type: none">• Type of vehicle• Time of day• Day of the week• Week• Month•“Hours of operation” (e.g., first vehicle to leave, last vehicle to enter)
Logistics park - utilization	<ul style="list-style-type: none">•Vehicle turnover rate (%)•Park usage rate (number of vehicles in park / maximum capacity x number of parking bays)•Usage rate categorized by type of vehicle•Ratio of vehicles : car to truck•Ratio véhicule (ex : VUL / PL)
Traffic	<ul style="list-style-type: none">•Points of congestion
Air quality	<ul style="list-style-type: none">•Air quality index and its progression by day of the week, week and month•Air pollutants and their progression by day of the week, week and month

NEXT STEPS

- Finalize best practices for creating trust in a third-party platform
- Capture initial data flows from sensors
- Continue engaging with local logistics stakeholders
- Prepare for large scale deployment
- Engage with other projects of the Paris Region initiative to :
 - Standardize local regulations
 - Align on data format
 - Share best practice
 - Identify logistics stakeholders interested in participating, with data relevant to freight transport / supply chain



Grand Paris Sud
Seine - Essonne - Sénart



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ROUND TABLE DISCUSSION

- Have you seen any similar approach
- Which other indicator and analytics for municipalities, regions and logistics companies
 - Indicator
 - Purpose
 - Data source
- Which benefits to scale at regional or national level