

The Grand Paris Seine Ouest

A territory served by logistics: territorial diagnosis of urban logistics

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The Internet is becoming an increasingly important part of consumer habits. Since the Covid-19 crisis, the share of internet purchases in total commerce in France has risen from 10% in 2019 to 13% in 2020. This growth has a significant effect on the urban environment. There are more and more express delivery vehicles in cities, while little logistic real estate is present. These vehicles are making large rounds from warehouses far from urban centers, which leads to many negative externalities for city dwellers. Indeed, most of these vehicles are diesel-powered, operating in cities that are not designed to accommodate such large flows of goods. We then find problems related to the optimization of flows and rolling stock, but also of urban planning unsuited to them.

This dissertation is a continuation of the workshop report produced by students at the Ecole d'Urbanisme de Paris and the Ponts et Chaussées on the Grand Paris Seine Ouest. This territorial public establishment of the Greater Paris Metropolis has very little urban logistics real estate. This lack of infrastructure worries the elected officials of the municipalities and the EPT, which is why they have engaged the territory in a reflection on urban logistics while registering it as a territory for experimentation on innovative logistics projects.

The objective of this study is to complete the results and the diagnosis drawn up by the students of the university workshop while bringing a reflection on the question of the mutualization of the goods of the express couriers. We then realized this thesis in three distinct stages:

A general diagnosis of the territory was carried out from databases and bibliography. For example, we used INSEE and APUR databases, the Sit@del2 database, to collect geographical and socio-economic data and to carry out a cartographic work. Thanks to these data, we have drawn up a general inventory of the territory which reveals three major characteristics.

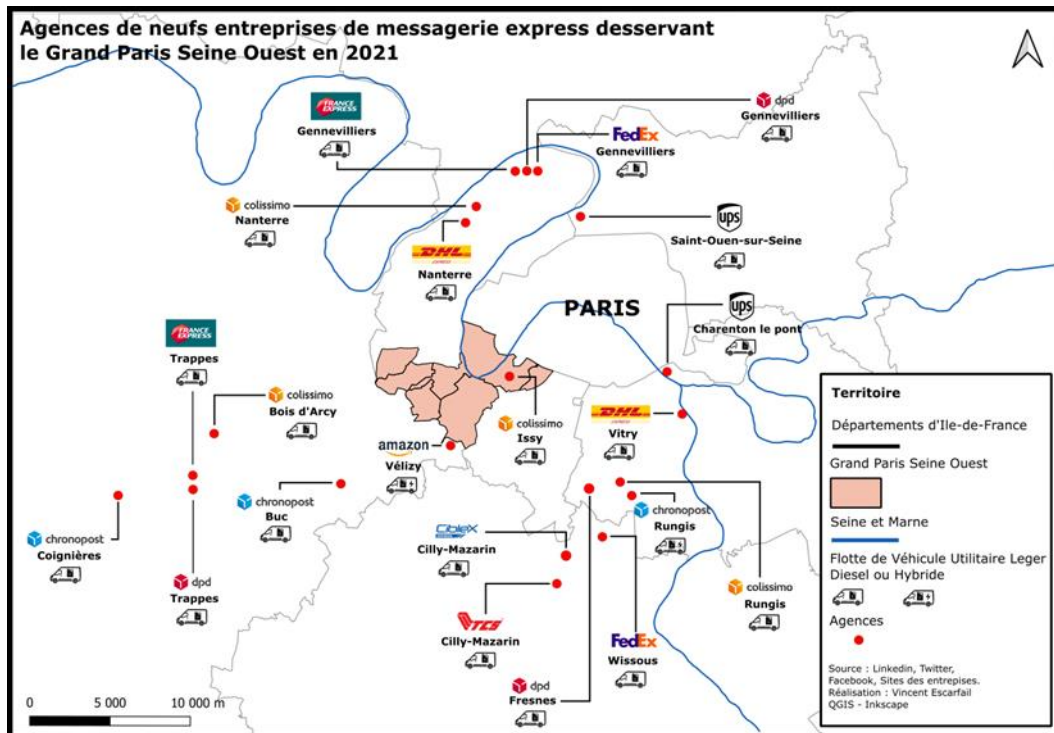
According to INSEE, the population of the GPSO is among those who buy the most products on the Internet per year, the territory has little space and land to install logistics real estate, and finally it is a two-sided territory composed of a dense, dynamic, accessible by transport and populated part, and a part dependent on the car, mainly made up of suburban residences and few jobs. A diagnosis of the territory's logistics based on the land use pattern, interviews with logistics actors and research on the service of the territory by express courier companies. This diagnosis first of all allowed us to understand that the GPSO is a territory dependent on other territories in terms of logistics. There is no logistics infrastructure in the area, except for

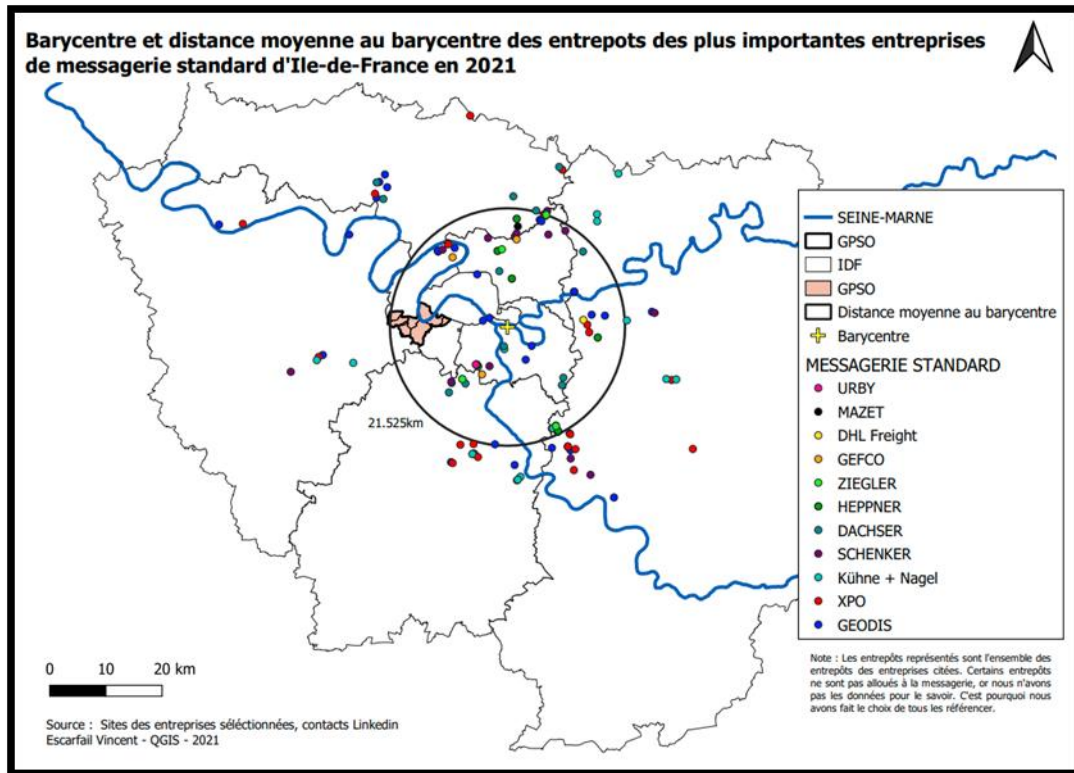
small private warehouses of less than 10,000 m². Moreover, after selecting nine express courier companies, we realized that their agencies serving the territory are far from it.

Finally, we carried out a qualitative study of more than ten interviews with public and private actors linked to the GPSO and urban logistics. Thanks to Ms. Dablanc's connections and the LinkedIn network, we were able to conduct these interviews in an efficient manner, and we were able to obtain relevant information on the functioning of urban logistics companies, as well as the opinions, wishes and capacity of elected officials to reflect on the issue of logistics.

Finally, the GPSO is a territory that invests in the search for innovations in terms of urban logistics. Public actors are in favor of improving the logistics organization of the territory, and have a certain interest in the subject. The drafting of the new PLUI, carried out jointly by the elected officials of the municipalities and the EPT, has made it possible to regularize and improve the status of certain sites that are now designated for logistics. Private companies are making efforts under the constraint of increasingly strict environmental legislation, thus improving their fleet and logistics real estate.

However, in view of the growth of e-commerce, some players consider that an even stricter approach is necessary. The pooling of goods over the last mile is still being debated today and requires the intervention of larger players. For them, it seems necessary to oblige companies to pool their goods at the entrance of municipalities or EFAs in order to regulate all logistics in the territory.





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