

Demand and spatial effects of B2c e-commerce: from the consumer profile to a sustainable home delivery

This seminar is originated by the doctoral research of Stefano Saloriani that focuses on B2C e-commerce. It aims to propose a **more efficient, less expensive, and greener home-delivery**, which might be put forward by public policies able to support new solutions.

The **keynote speech** by professor Riccardo Mangiaracina will describe how it is crucial to **know the changing context of e-commerce**, especially in this specific period characterized by the presence of Covid-19.

Afterward, a presentation about the e-commerce customers' characteristics and their location before the explosion of covid-19 will show **intermediate results of the doctoral thesis**. Chiara Siragusa will conclude the first part of the seminar by presenting some hints about the **environmental sustainability of B2C e-commerce**. The speech is based on the results of her doctoral thesis.

The round table will discuss the preliminary finding of the thesis and will analyze some **best practices and strategies** able to reduce the negative externalities caused by e-commerce growth. Moreover, the work that the start-up blink is carrying out in **urban logistics and the innovations in the pick-up points** sector will be presented.

This round table will show the University of Antwerp's work with the R!Sult project as a best practice in urban policies. The project's goal was to work out and validate a **versatile logistic concept of ideal city deliveries**. Urb&Com will focus on the links between **traditional shops and e-commerce** as well as the policy that Lombardy Region is studying **(re)organize the logistic sector**.

15th of February
9 30 - 11 30

In memory of
prof. Corinna Morandi

Online seminar
by Stefano Saloriani
MS Teams at
<https://bit.ly/3tr0lt1>

9 30 Introduction

Ilaria Mariotti, Politecnico di Milano, (DAStU)

9 40 Keynote speech

The e-commerce market: evolution in the last decade and the covid-19 situation

Riccardo Mangiaracina, Politecnico di Milano, (DIG)

10 00 Presentation

Is a sustainable home delivery achievable? A possible answer
profiling the consumer demand

Stefano Saloriani, Politecnico di Milano, (DAStU)

10 20 Presentation

Assessing the environmental impact of B2C e-commerce

Chiara Siragusa, Politecnico di Milano, (DIG)

10 40 Round Table

Aanan Sutaria | University of Antwerp

Giulio Cantoro and Jacopo Berlusconi | CEO and co-founders at Blink

Joris Beckers and Ivan Cardenas | University of Antwerp

Giorgio Limonta and Mario Paris | Politecnico di Milano, Urb&Com

