Transition through Dialog: a Stakeholder Based Decision Process for Cities

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Summary of yesterday
Tamansourt and Tamesna
Actors involved

- Cities
- Region
- National level
- Farmers
- Residents
- Building sector
- ....
Multi Actor Multi Criteria Analysis MAMCA

Source: Macharlis, 2004
Step 6: Multi – actor view
Step 6: City of Antwerp
Sustainable city logistics

Logistics is a condition for economic activity, but it also causes nuisance.

- Rush and land use in town
- Insecurity in traffic, or external security (hazardous substances)
- Congestion
- Emissions, bad smell, noise for residents
Actors involved

- Shipper
- Receiver
- LSP
- Authorities
- Citizens
Why it fails (1)

The list is long:
Leiden
Malaga
Nuremberg
Utrecht

Consolidation Centre

JIT milkround

Site 1
Site 2
Site 3
Site 4

Direct deliveries
Why it fails (2)
Markets

Public space

Receiver / Shipper
- Facilities
- Products

Transport market

Traffic market
- Land
- Infrastructure
- Authorities / Citizen
- Vehicles
- Goods
- Logistics service provider
Objectives

Receiver / Shipper
- Facilities
- Products

Public space
- Attractive urban environment (R)
- Security (R)
- Green concerns

Transport market
- Successful pick-ups (S)
- High level deliveries (R)
- High level service (S)
- Low transportation cost

Traffic market
- Business opportunities
- High level service

Land
- Infrastructure

Authorities / Citizen
- Acceptance (A)
- Business climate (A)
- Low cost measures (A)
- Enforcement (A)
- Quality of life

Vehicles
- Goods

Logistics service provider
- Employee satisfaction
- Green concerns

Network optimization (A)
- Urban accessibility (C)
- Road safety (C)
The image is a diagram that outlines a strategic planning framework for improving public space and transport market effectiveness. Here's a detailed breakdown:

1. **Existing Situation**
   - **KPI (Key Performance Indicator)**: This serves as a critical measurement tool for evaluating performance across different dimensions.
   - **SCBA (Specific Client Business Analysis)**
   - **MAMCA (Market Analysis and Market Creation Analysis)**
   - **BM (Business Model)**

2. **Possible Alternatives**
   - **Stakeholder Support**: This involves aligning the interests of various stakeholders.

3. **Business Case?**
   - **NPV > 0**: Indicates a positive net present value, suggesting a financially viable project.

**External Factors**
- **Public Space**
- **Transport Market**
- **Traffic Market**
- **Authorities / Citizen**
- **Logistics Service Provider**
- **IRES, Marokko**

The diagram highlights various strategic points, such as:
- **Attractive urban environment**
- **Security**
- **Green concerns**
- **Network optimization**
- **Road safety**
- **Employee satisfaction**
- **Employee Green concerns**

Different nodes in the diagram are connected with arrows indicating the flow of information or action points between stakeholders and market segments.
MAMCA (Macharis, 2004)
Applications MAMCA

- Intermodal terminal location decision problem
  - (Macharis, 2000)
- Waste transport alternatives in the Brussels region
  - (Macharis & Boel, 2004)
- Location choices of a new high speed train terminal
  - (Macharis, & Dooms, 2004)
- DHL’s hub strategy at Brussels airport
  - (Dooms & Macharis, 2005)
- The evaluation of different night distribution scenarios
  - (WCTR 2010)
- Flanders in Action Process: logistics and mobility
  - (Macharis, De Witte & Turcksin, Journal of Transport Policy, 2010)
- Spatial Data Infrastructure scenario’s
  - (Geudens, Januarius, Macharis, 2010)
- Environmental vehicles (Lebeau et al., 2010)
- Biofuels (Turcksin et al., 2010)
- Mega projects (Macharis and Nijkamp, 2012)
Conclusions

• Dialog is necessary
• MAMCA enables this in a structured way
Thank you for your attention!

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