

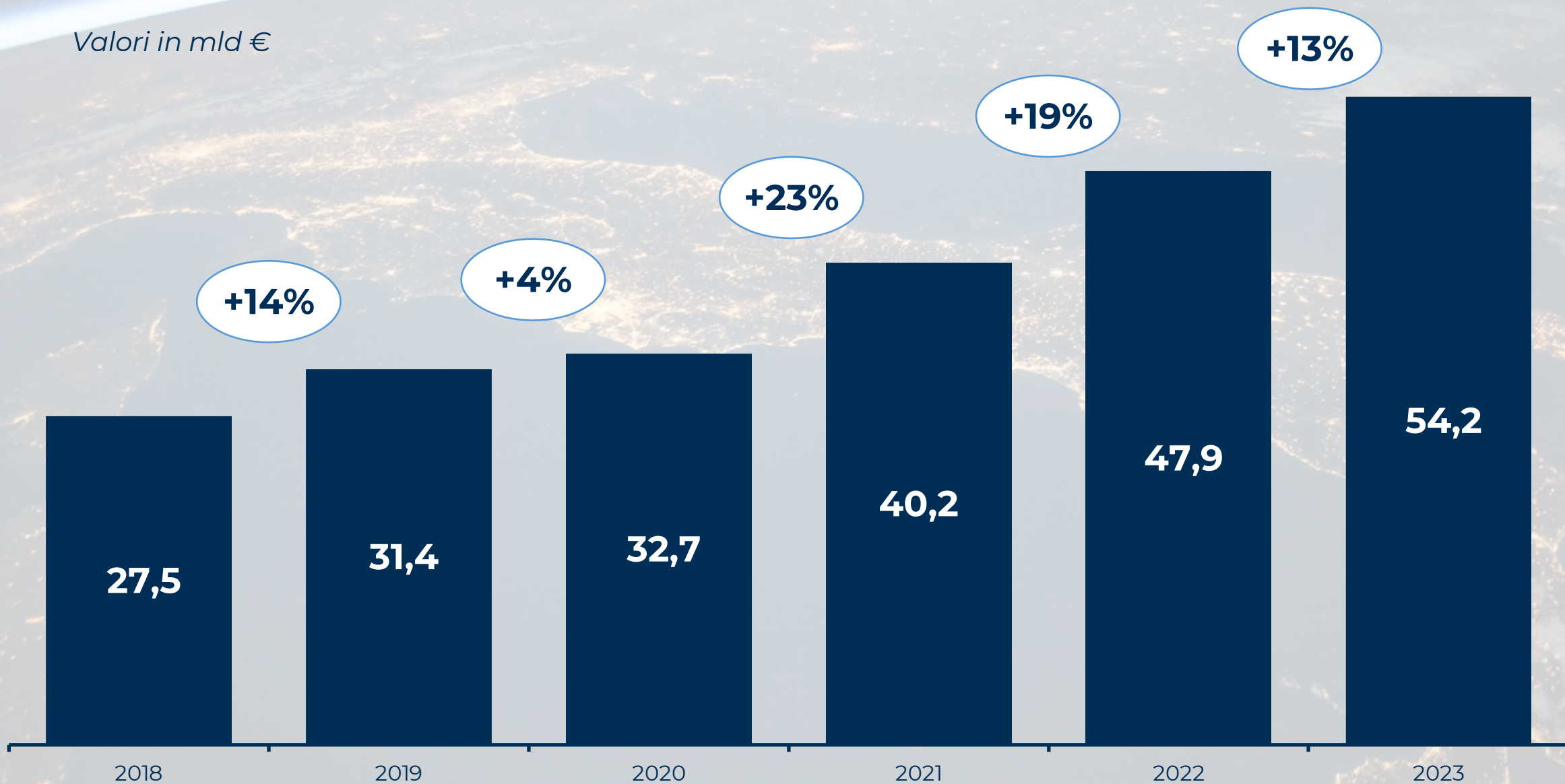
LOGISTICA, E-COMMERCE B2C E SOSTENIBILITA' SFIDE E OPPORTUNITA'

Arianna Seghezzi

A satellite view of Europe at night, showing the continent illuminated by city lights. The lights are concentrated in major urban centers and along coastlines, creating a glowing pattern against the dark landmass. The surrounding oceans are dark, and the curvature of the Earth is visible at the top of the frame.

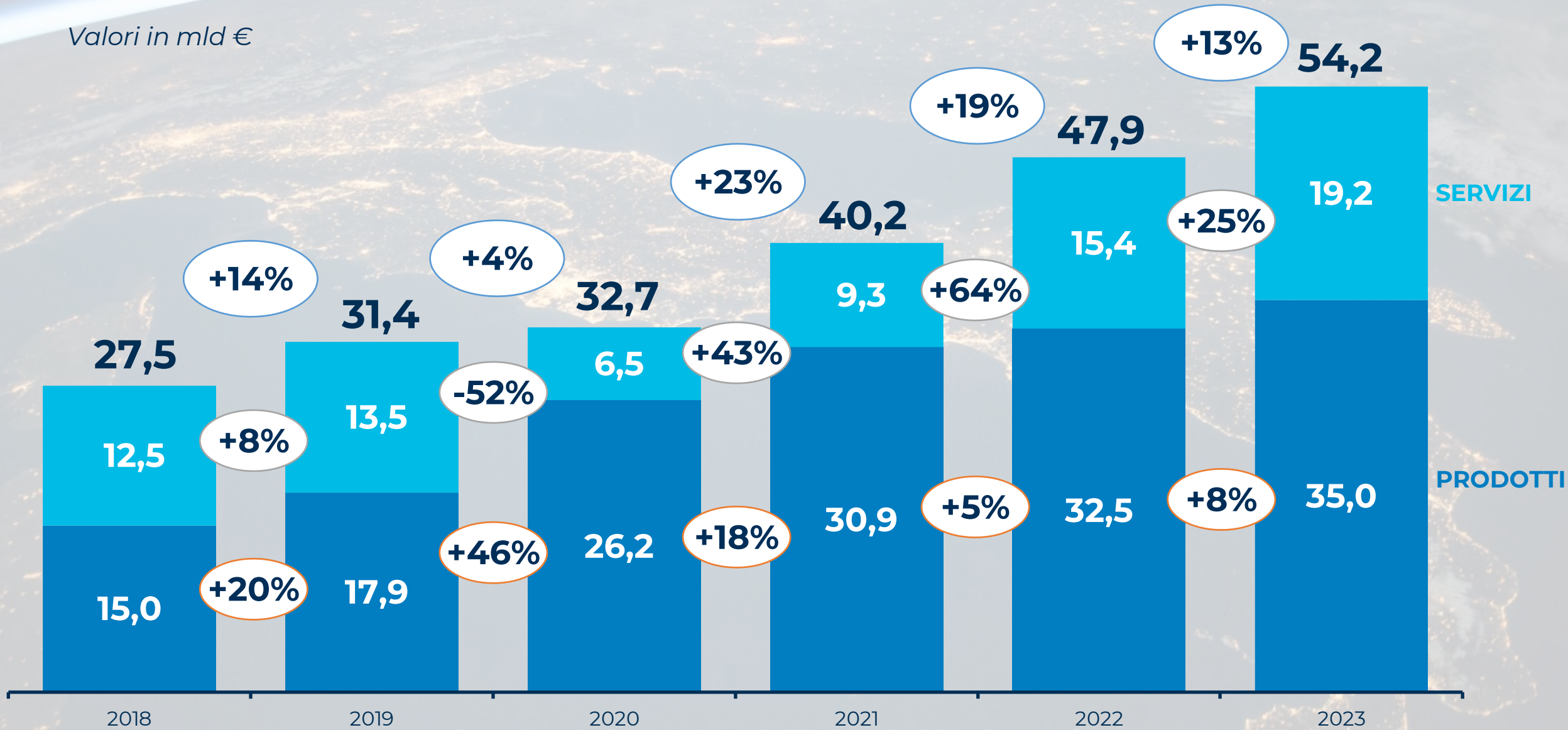
**Come sta evolvendo
l'eCommerce B2C in Italia?**

Valori in mld €



Fonte: Osservatorio eCommerce B2c

Valori in mld €



Fonte: Osservatorio eCommerce B2c




POLITECNICO
MILANO 1863

B2c logistics center

E le spedizioni?

FRAGILE
HANDLE WITH CARE





604 milioni
di spedizioni e-commerce B2C in
Italia nel 2023

186 milioni
di spedizioni e-commerce B2C
in Italia nel primo trimestre 2024

Quanto è importante la logistica nell'eCommerce?



A person is sitting at a desk, using a silver laptop. Their right hand is holding a white credit card. The background is blurred, showing another person working at a computer. The text "E' estremamente complessa..." is overlaid in the center of the image.

E' estremamente complessa...



**Uno (o pochi) pezzi
Consegnati a casa
In tempi rapidi**



A person is sitting at a desk, using a silver laptop. Their right hand is holding a white credit card, and their left hand is on the keyboard. The person is wearing a light-colored shirt and a thin gold chain bracelet on their right wrist. The background is blurred, showing another person in a white shirt. The text is overlaid on the image in a bold, black font.

E' estremamente complessa...
... e ha un impatto fondamentale



EFFICIENZA

Sostenibilità economica
del business



LOGISTICA



EFFICACIA

- Servizio
- Prezzo
- User experience
- Gamma



SOSTENIBILITA'

Elemento sempre più
importante



EFFICIENZA

Sostenibilità economica
del business



LOGISTICA



EFFICACIA

- Servizio
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SOSTENIBILITA'

Nuovo fattore
competitivo





EFFICIENZA

Sostenibilità economica
del business



LOGISTICA



EFFICACIA

- Servizio
- Prezzo
- User experience
- Gamma



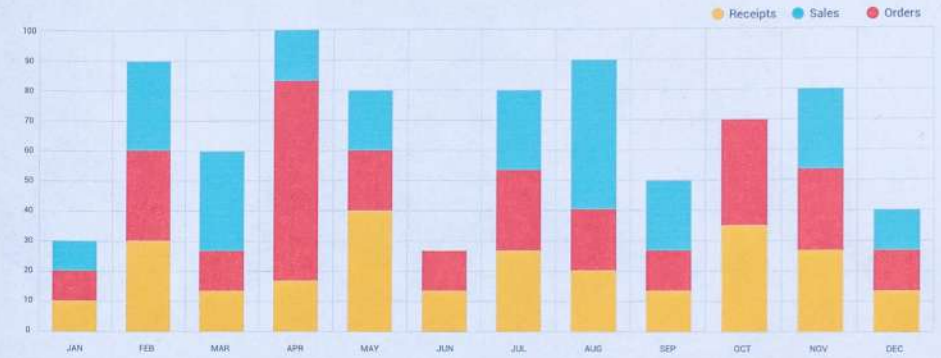
SOSTENIBILITA'

Nuovo fattore
competitivo

Quali sono i principali trend?

Quali i loro impatti?

Our company



Business items





Quali sono i principali trend nella preparazione degli ordini (picking)?

A white robotic arm is positioned in the center of a warehouse aisle, reaching towards a stack of cardboard boxes on the left. The arm is white with orange accents on the gripper and joints. The background shows tall metal shelving units filled with boxes, creating a perspective of a long aisle. A yellow line is painted on the floor. The word "AUTOMAZIONE" is overlaid in the center in a bold, black, sans-serif font.

AUTOMAZIONE



AA-B97 WRS3A

AA-C44 SP1

AA-A48 SP1

AA-F35

ocado

CREATED IN BRITAIN



J
12

36487

130748



Magazzino Manuale vs Magazzino Automatizzato

Magazzino che processa
≈ **12.000 ordini/giorno**
composti da
1,3 items/ordine

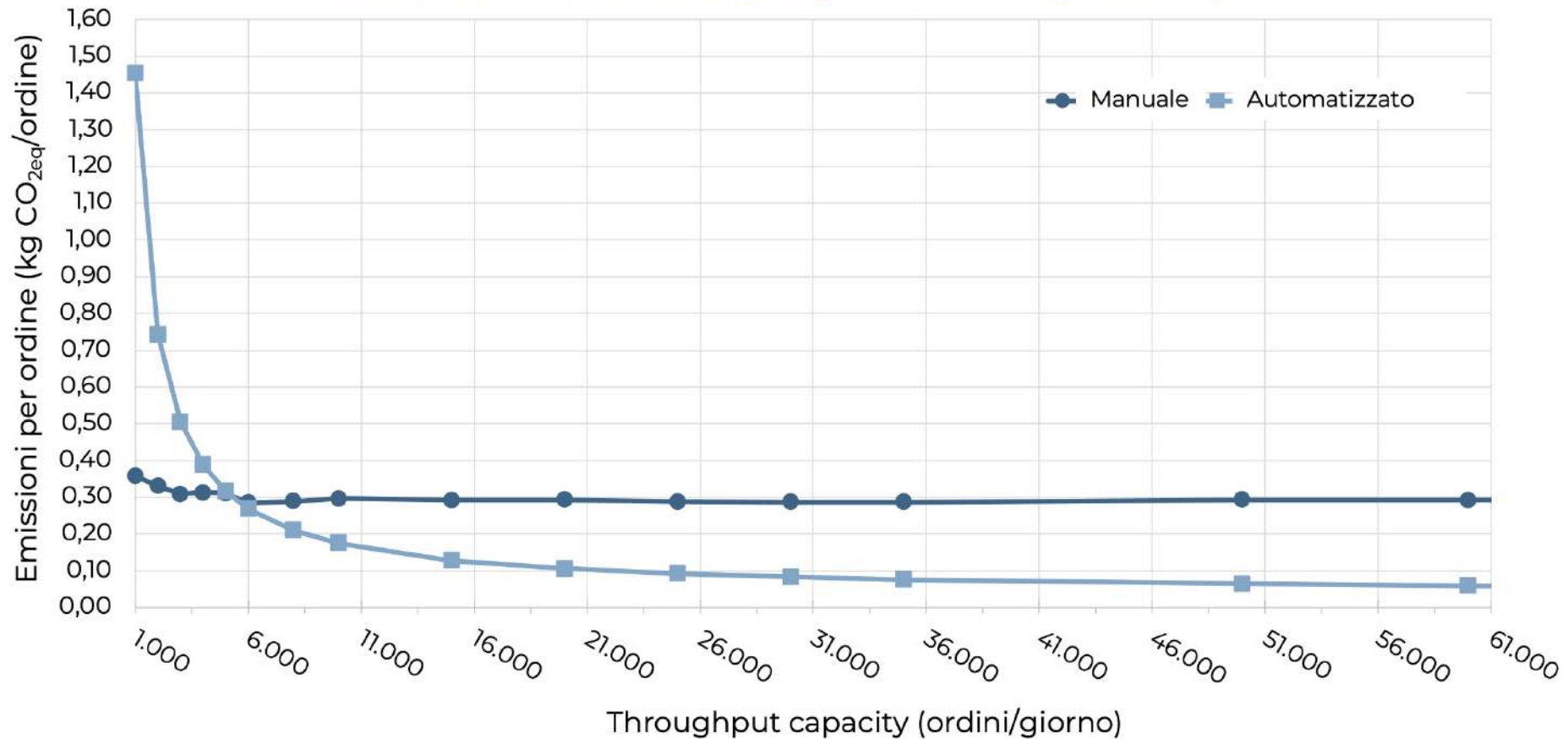
kgCO₂e / anno



Manuale ■ Automatizzato

Magazzino Manuale vs Magazzino Automatizzato

Emissioni a ordine (25 giorni di copertura)





Quali sono gli impatti dei principali trend nella consegna?

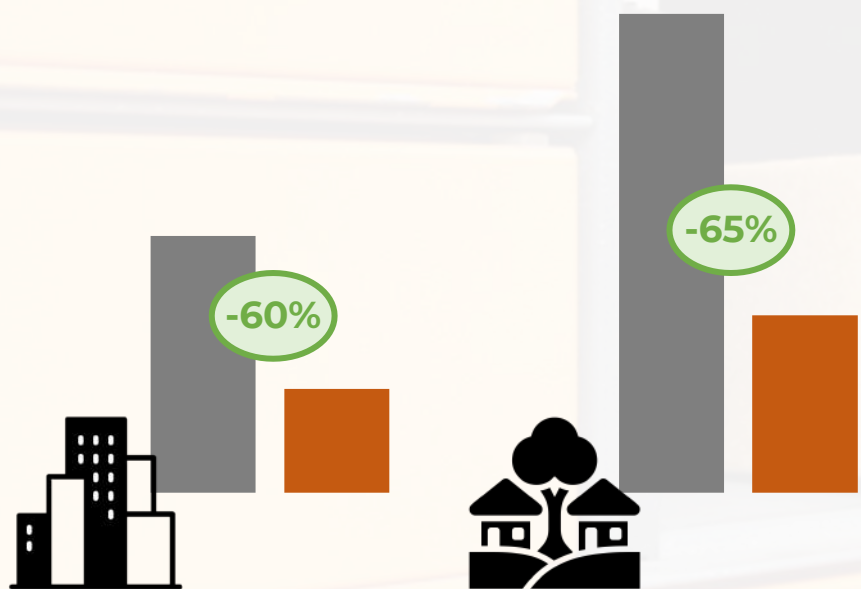
A low-angle shot looking up at a clear blue sky, framed by the dark silhouettes of tall trees. In the center, a small white drone is captured in flight, its four propellers blurred. The text 'SOLUZIONI INNOVATIVE' is superimposed in a bold, black, sans-serif font across the middle of the image.

SOLUZIONI INNOVATIVE



Home Delivery vs Parcel Locker

€/ Consegna



gCO2e / Consegna

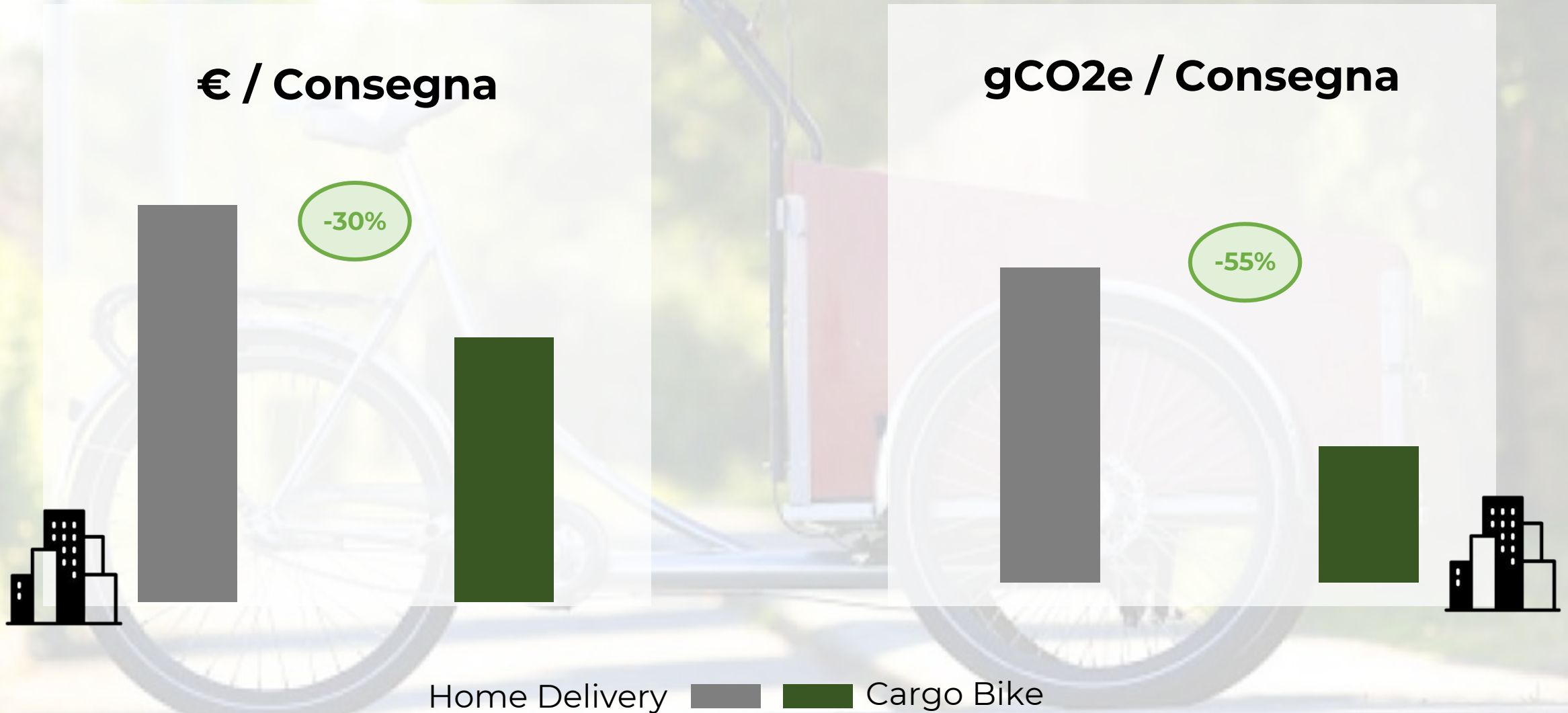


Si assumo che il cliente non devii dal suo percorso per ritirare il proprio ordine nel PL

Home Delivery  Parcel Locker 



Home Delivery vs Cargo Bike





Home Delivery vs Drone&Van



€/ Consegna

gCO2e / Consegna



Home Delivery ■ Drone&Van

Si assumo un caso specifico: «conservativo» (necessità di un operatore che segua il drone durante l'intero volo), vento debole, traffico non intenso, bassa densità di consegna

Ma non solo...

**Efficientamento
energetico delle
infrastrutture**

**Intelligenza
Artificiale**

**Tracciabilità
sostenibile**

**Packaging
innovativi**

Robotica

Blockchain



Innovazione



A detailed close-up photograph of a mechanical watch movement. The image shows several interlocking gears of different sizes and materials, including brass and steel. The gears are mounted on a metal plate with various jewels and screws. The lighting highlights the textures and metallic surfaces of the components.

Integrazione

A silhouette of a person performing a yoga pose on a mat at sunset. The person is in a deep lunge, with one leg bent and the other extended, and their arms are raised and curved over their head. The background features a sunset over the ocean with a pier and a sailboat visible in the distance.

Flessibilità

LOGISTICA, E-COMMERCE B2C E SOSTENIBILITA' SFIDE E OPPORTUNITA'

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