



# Personal service

How crowdsourcing the Physical Internet in your neighbourhood can be considered a smart mobility innovation, by **José F Papí**

Logistics require centralised planning and thinking. There is much research focusing on learning from ant colony and beehive analysis in order to create learning systems for logistics operations. But there is a limit on how much we can learn from ants and bees... Might it not be better to design systems to help people interact better and smarter? This is the philosophy behind crowd-sourced logistics.

We are witnessing how crowd-sourcing and shared-economy ideas are turbo-charged by new technologies. With the adequate solutions, such technologies can provide for a European way of bridging social capital and citizen power with the valuable aspects of free-market economics.

DynaHUBs ([www.dynahubs.com](http://www.dynahubs.com)), led by Turkish technology firm Lojika Field Labs together with organisations from the UK (S3Transportation LLP), Sweden (Sustainable Innovation), Spain (Technical University of Madrid) and The Netherlands (Moveco), is a good example of the philosophy above.

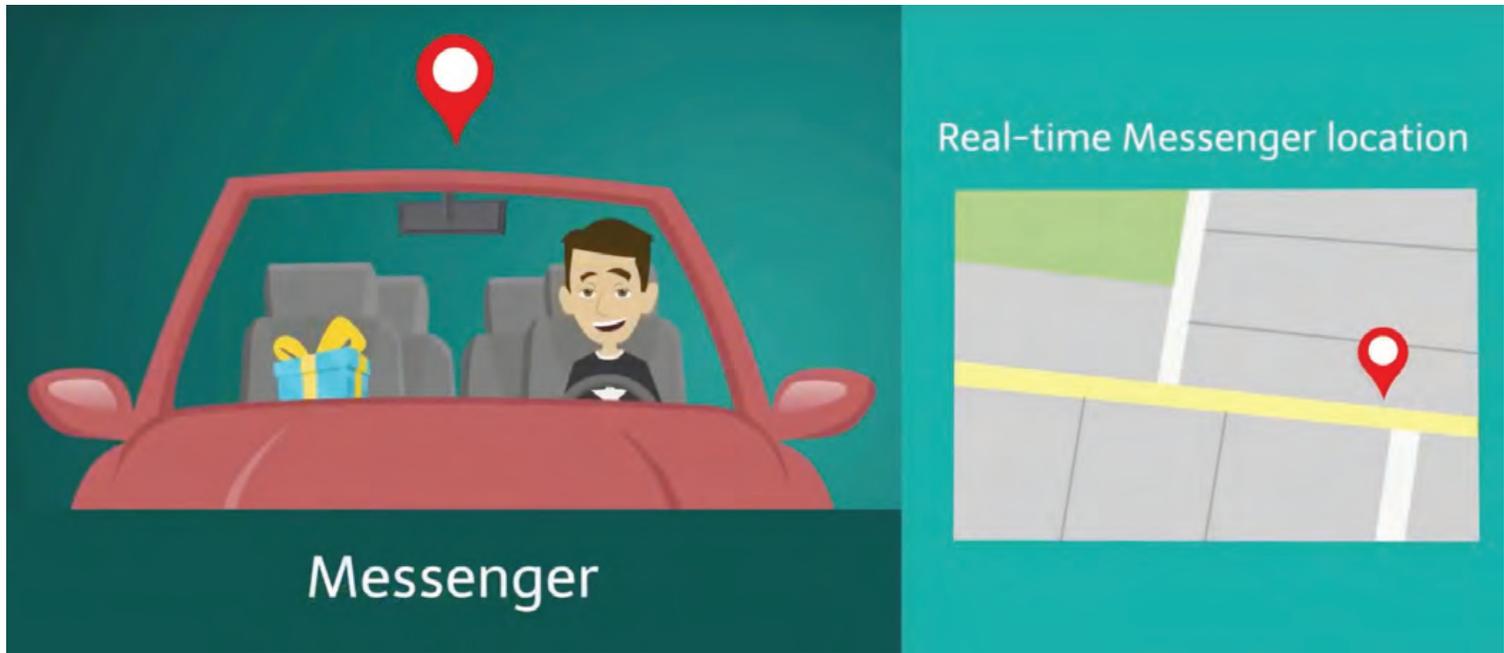
A community-driven, door-to-door package delivery application where equals are serving each other, the DynaHUBs platform has been conceived as a peer-to-peer solution working in a very similar way to carpooling. In other words, DynaHUBs is a cargo/package pooling operation.

Following a number of Field Operations Tests in Istanbul (Turkey), Brussels & Antwerp (Belgium), Stockholm

(Sweden) and Madrid (Spain), where thousand of exchanges have been completed in recent months, the platform's novel technology and business model provides a new way of connecting 'empty rides' already going to a certain destination.

By using an already existing 'idle' logistics capacity, DynaHUBS provides virtual meeting points that change dynamically according to the users' needs, traffic patterns, weather conditions, and/or extreme situations such as natural- or man-made disasters.

No wonder why the EU-supported Alliance for Logistics Innovation through Collaboration in Europe, ALICE ([www.etp-logistics.eu](http://www.etp-logistics.eu)) has recently signed a Liaison Programme with



**“Individuals delivering packages during their commuting trips? Well, who said fetching and delivering could not be fun...”**

DynaHUBs in view of the project’s contribution to research, innovation and market deployment of logistics and supply chain management innovation in Europe.

But, is there a market for this product, in Europe and beyond? The courier, express and parcel (CEP) market is one of the fastest-growing sectors in the entire EU, with an expected 40 per cent growth through 2019; it is estimated to have generated €39.8 billion in 2015 across Europe only in domestic shipments. The market is estimated to grow rapidly due to the forecasted increasing penetration of e-commerce transactions among total retail.

The emerging needs of e-commerce customers are transforming the entire logistics industry, where even the most traditional players are now providing CEP services one way or the other. In that regard, it must be noted that speed of delivery is a factor of growing impor-



◀ **The ‘not at home’ problem of the delivery sector amounts to €15bn a year with the need for repeated runs and associated costs**

tance for consumers: 44 per cent of UK e-shoppers never choose the cheapest delivery option, because speed of delivery is what matters most.

Although the market itself is quite complex, the value pool is almost completely focused on the selast-mile delivery, which is the focus of DynaHUBs: last-mile delivery accounts for 53-75 per cent of all parcel delivery costs. We could position DynaHUBs’ core market at the intersection of the last-mile delivery and B2C markets (home deliveries). B2C is the most important segment due to the ‘not at home’ problem and the need for repeated delivery runs, a segment that amounts up to roughly €15 billion per annum, growing at a 10 per cent per year.

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