



## Presentation of Piano Regionale delle Merci e della Logistica Intervention strategies and proposals

In the draft plan, the main intervention strategies proposed in terms of freight and logistics are concentrated in the chapter nr. 15 entitled “**Analisi territoriale, esigenze degli operatori e strumenti di intervento**”.  
The main levers to which Puglia Region could resort are essentially of two types:

- hard tools (infrastructure);
- soft tools (incentive tools).

Regarding hard tools it is claimed that the planned infrastructural interventions could be able to satisfy both the current needs of both transport and logistics operators, and the needs of the demand.

In the chapter nr. 18 “**gli obiettivi strategici del piano in ambito infrastrutturale**”, the **Strategic Guidelines** defined in Decree of the regional government nr. 1611/2017 are described in more detail, as well as the Summary of strategic objectives of Puglia Region taken from the Strategic Document of the *Integrated Logistics Area of the Apulian-Lucanian system* (called A.L.I.).

Regarding soft tools the draft plan identifies potential measures that in other situations have had beneficial results and that in the apulian regional context could be sought in the planning of future resources:

1. **tax incentives aimed to aggregation of companies and outsourcing of logistic services;**
2. **regional ferrobonus;**
3. **regional ecobonus;**
4. **cycle logistics e cargo bike;**
5. **tools in support of the free zones (called Z.E.S.)**

A brief description of these tools, as developed in the draft plan, as shown below:

### 1) TAX INCENTIVES

Regarding tax incentives, the draft plan suggests two potential types:

- **incentives aimed to integrating business realities** in order to have aggregations of companies able to compete with the large logistics multinationals. The form of the aggregation contract should be that of the network, consortium or cooperative, and eligible interventions should be those aimed at repositioning companies. The eligible expenses should be, among others, those related to: personnel, tools and equipment and specialist consultancy. The idea of using this type of intervention comes from other territorial areas in which these instruments have also been used with reference to other sectors (Veneto, Lazio, Calabria and Sicilia);
- **incentives aimed at operators to encourage the outsourcing** of logistics services by manufacturing companies, so as to create the double track of development: on the one hand cost savings for the manufacturing company and on the other the growth of the logistic company that thus would have a wider market (contribution to be established as a percentage of outsourced expenses). Some relevant examples are recorded in the United States of America and China.

### 2) REGIONAL FERROBONUS

“Ferrobonus” is an instrument set up in Italy to encourage the modal shift of freight traffic from road to rail, the ultimate objective being to reduce the environmental, health and social impact of road traffic by promoting the development of combined transport and optimising its use on the Italian territory.

Puglia Region, in the wake of the experiences of Liguria, Lombardia and Piemonte Regions, has already started a phase of confrontation with the competent ministerial structures to evaluate the possibility of "connecting" to the national scheme and being able to integrate the national contribution with the possible subsidy of own resources.



Puglia Region could thus make this structural incentive, and no longer short-term, to permanently stabilize or increase more and more relevant traffic shares on the mode of rail transport.

Keep in mind what is reported in the chapter nr. 14 “**I possibili effetti di un riequilibrio modale sul trasporto delle merci in Puglia: dalla strada al ferro**”, in which it is claimed that an incentive of € 2.50 / train \* km, which is the one provided by the national “Ferrobonus”, could be able to cover the actual costs of infrastructure and freight transport by rail for interregional freight transport.

### 3) REGIONAL ECOBONUS

The regional Ecobonus would be directed to hauliers to favor transport choices on maritime and / or railway routes, in order to transfer ever greater amounts of goods traveling on heavy vehicles from the road to the most convenient sea routes.

This contribution could be a support to encourage the forms of association between small companies with the objective of efficiently using maritime and rail alternatives.

The bonus should cover part of the higher costs to be incurred for using the alternative method.

### 4) CYCLE LOGISTICS AND CARGO BIKE

Regarding *cycle logistics* and *cargo bike*, the proposed tool is aimed to encourage the replacement of motorized vehicles with cargo bikes and to adjust the logistics to delivery of the goods with the bike mode in congested urban center.

The contribution would finance part of the purchase cost of the cycling vehicle.

### 5) TOOLS IN SUPPORT OF THE FREE ZONES (CALLED Z.E.S.)

The positive effects on territorial development that the implementation of **Free Zones (called Zone Economiche Speciali – Z.E.S.)** it may involve, need for the construction of dedicated infrastructures (already identified by the mapping contained in the Regional Plan) and the adoption of instruments incident on the general cost of transport.

It is also argued that, for the near future, in synergy with the other reference stakeholders and the competent regional structures, useful tools should be implemented to:

- reduce taxation on labor costs and company profits (tax exemption)
- reduce the burden of transport (outsourcing / aggregation of companies through incentives)
- increase the productivity of infrastructures dedicated to handling operations (deriving from the reduction of operating times and customs procedures).

Upstream of these interventions it will be essential to develop an A.I.R. (Analysis of the Impact of Regulation) for an exact quantification of the consequent effects.

Based on econometric simulations carried out by the Department of Economics and Finance of the University of Bari *Aldo Moro*, it is possible to affirm that the models currently used, referring to foreign experiences already in progress, can be extended to the reality of Puglia, given the territorial characteristics.

Keep in mind what is reported in the chapter nr. 11 “**Le strategie per l’attrazione di investimenti esteri: focus sulle ZES – Zone Economiche Speciali. Casi studio**”, paragraph 5 - “Spunti e considerazioni sulle ZES in Puglia” in which it is suggested that:

- The strategic decisions that will be taken will have to go on insisting in the sectors with the highest maritime export vocation (Means of Transport; Metals; Machines; Agro-Food);
- The **Export processing Zone** model is the one closest to that desired by the Italian Government, namely that of defining industrial areas, with the due territorial limitations imposed by the legislation, mainly intended to host companies oriented to foreign markets without considering whether these could be Italian or foreign and therefore the definition of those poles or of those industries most suited to export appears fundamental.
- Beyond the structure that we want to give to the Zone it is appropriate to define what could be the “**localization package**” that is a series of bureaucratic and financial incentives that can potentially be used to attract investors.
- A next step that the ZES can take once it is up and running is to define within it **Specialized zone** such as, for example, science / technology parks, logistics parks, airport areas and so on, which generally involve the



development of high-level businesses technology and / or research centers that can give strength and advanced services to Free Zone companies, similar of Tanger Med.

In addition to the proposals listed above and already contained in the draft plan, other possible actions to reflect on are set out below:

- Incentive / facilitation to discourage the ex-works (EXW);
- Reorganization of industrial areas;
- Work reorganization;
- Incentive aimed at hauliers to encourage them to prefer the highway traffic, as suggested by Puglia Regional Transport Plan 2015-2019.