



Milan, October 1st 2021

Sustainability and e-Commerce.

Andrea Cocito, CEO of LESS siavs





Pollution and AGW

The problem is not **only** AGW

01

Changes in commerce

We can guide change, not avoid it

02

The Project

Take people back to the shops

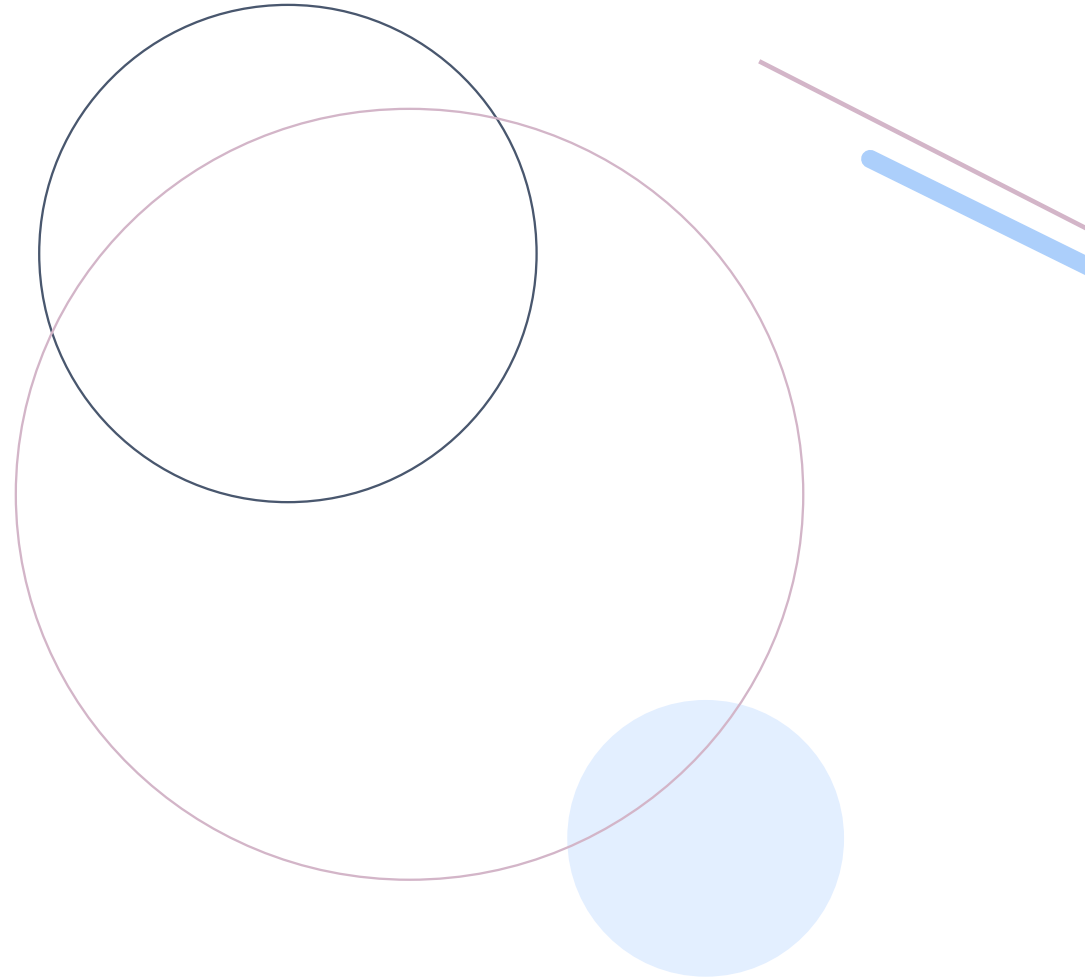
03



Who am I

In a nutshell

- Studied computer science in US and then Computer Engineering at PoliMI
- Entrepreneur in the '90s (industrial automation, engineering of water and power networks)
- Worked 15 years in oncology research
- Now “*startupper*”, executive advisor and social investor.
- Basically a computer geek with a passion for environment and technology.





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AGW is on spot

Which is correct

- The planet just can't stand more CO₂, and this is an emergency.
- Understanding the problem is the first step to solve it.
- Until we **propose** and **implement** effective solutions, repeating that we have a problem, or searching for someone to blame doesn't help much.
- Current solutions (renewable energies, electric cars, ...) in my opinion are only palliatives.
- Well, we know it: **WE HAVE TO CONSUME LESS.**





What about local pollution?

Every year PM10 pollution alone kills 906 persons only in the city of Milano (data from ISPRA and OMS aggregated by Nomisma).

Isn't this also an issue?



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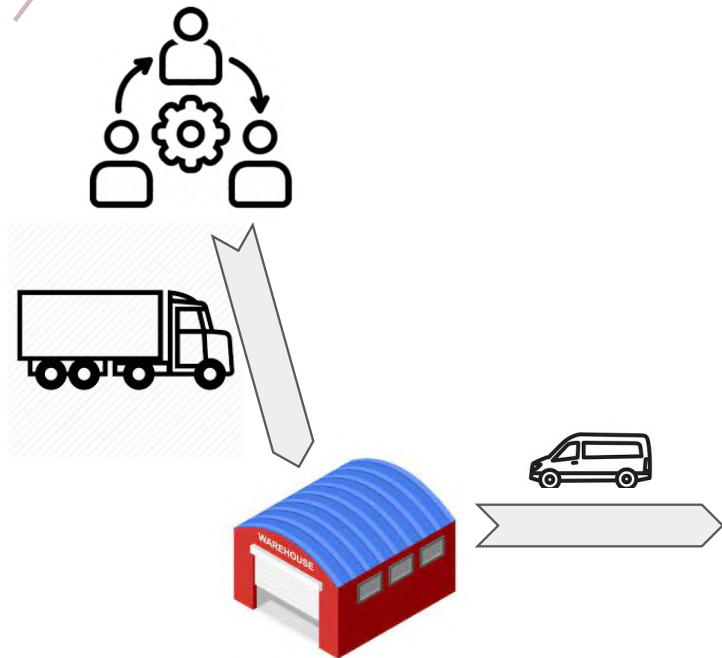
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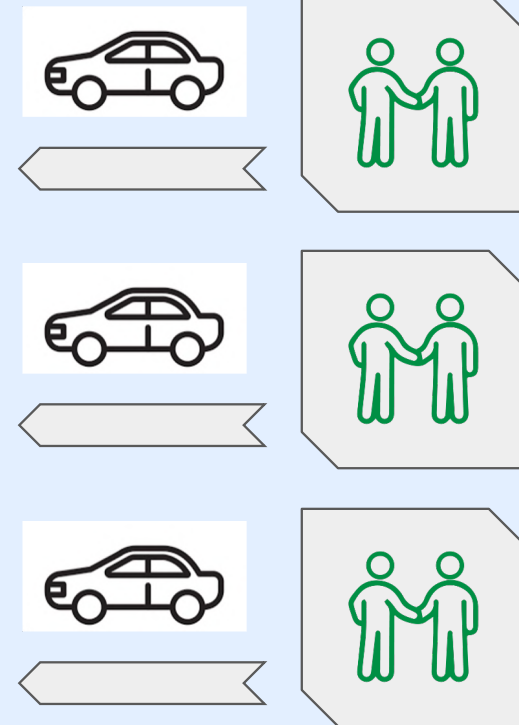
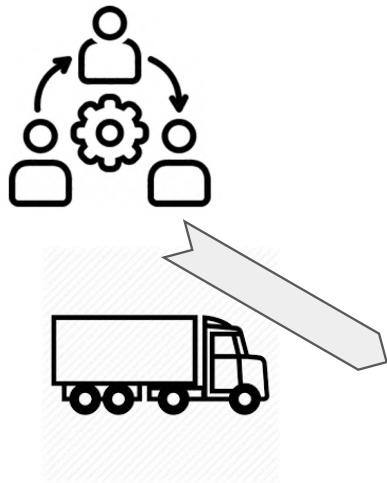
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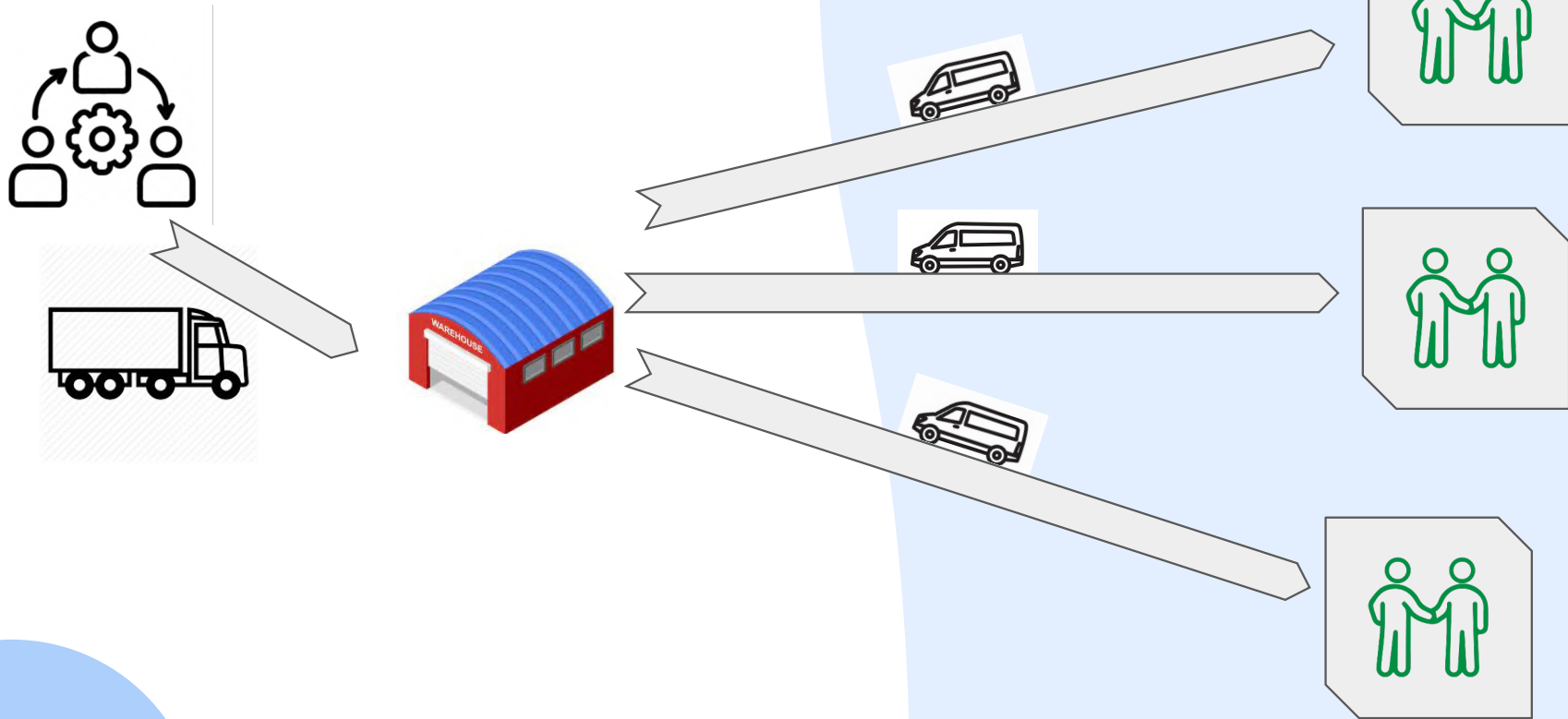
When I was a child... we had shops



In the '90s... large scale distribution.



Nowadays... e-Commerce





We have a problem here!

- “Growing demand for e-commerce delivery will result in 36% more delivery vehicles in inner cities by 2030” (WEF, 2020).
- In 2010 small commercial vehicles were already responsible for 23% to 24% of PM10 and PM2,5 emissions in large cities (ISPRA).
- As of 2020 about half of the small commercial vehicles circulating in Italy are pre-Euro4 (UNRAE 2020 reporting at Italian Senate).

WE HAVE TO REDUCE THE NUMBER OF VANS DELIVERING E-COM PARCELS



Do we have solutions? Yes, many.

- WEF's studies propose 24 lines of action.
- We are working on many of them (e-bikes, microhubs, microdelivery, coopetition).
- Our first project is a new paradigm of PUDO (Pick Up Drop Off points)

FIGURE 7:
Overview of 24 prioritized last-mile interventions





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Disintermediated PUDO – User to Shop agreements

Traditional PUDO are physical pick-up and drop-off points that are accessible by Consumers through intermediation of CEP, E-Commerce Retailers or Commercial PUDO service companies.

LESS provides a **free mobile application platform** allowing direct and disintermediated contact between the user's demand for service and the available local businesses.

The **LESS app manages the service flow** that is advantageous for the user and the local shops, fostering hyperlocal demand-offer matching.

The **user can use the service for the shops custom defined conditions**; the **shops will be able to sell and promote their products / services**, completely eliminating the PUDO costs to provide the service and increase their earnings.

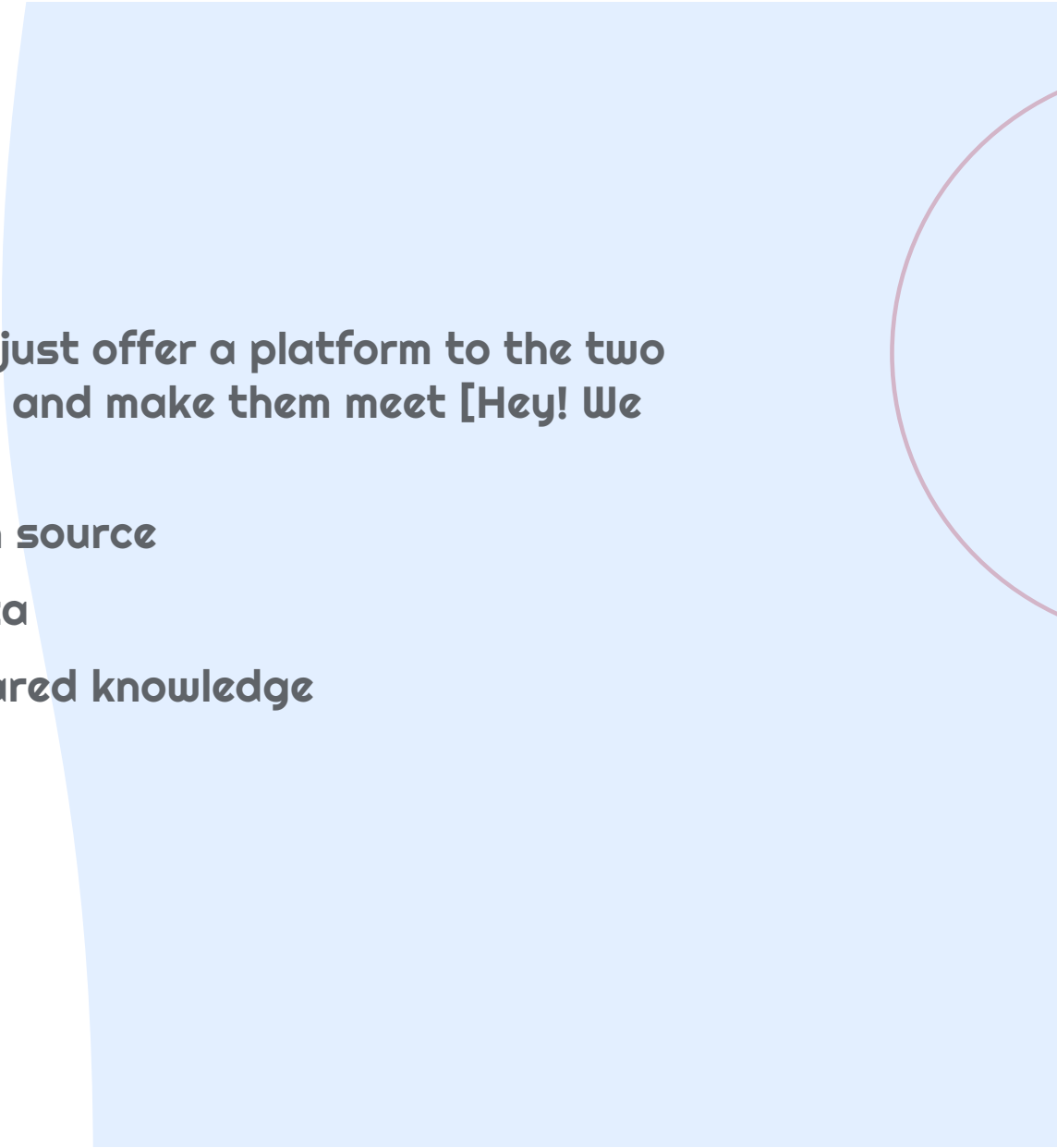
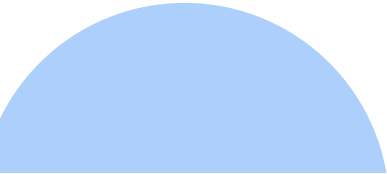
The user just **receive new addresses to ship their parcel to**, without the limits imposed by E-Commerce platforms and CEP players.

LESS' PUDO network allows people to choose for the delivery, the app allows the use of LESS' PUDO service, the social involvement raises awareness of a completely green delivery system with no additional cost, the reduction in carbon footprint is monitorable and verifiable through objective and public data.

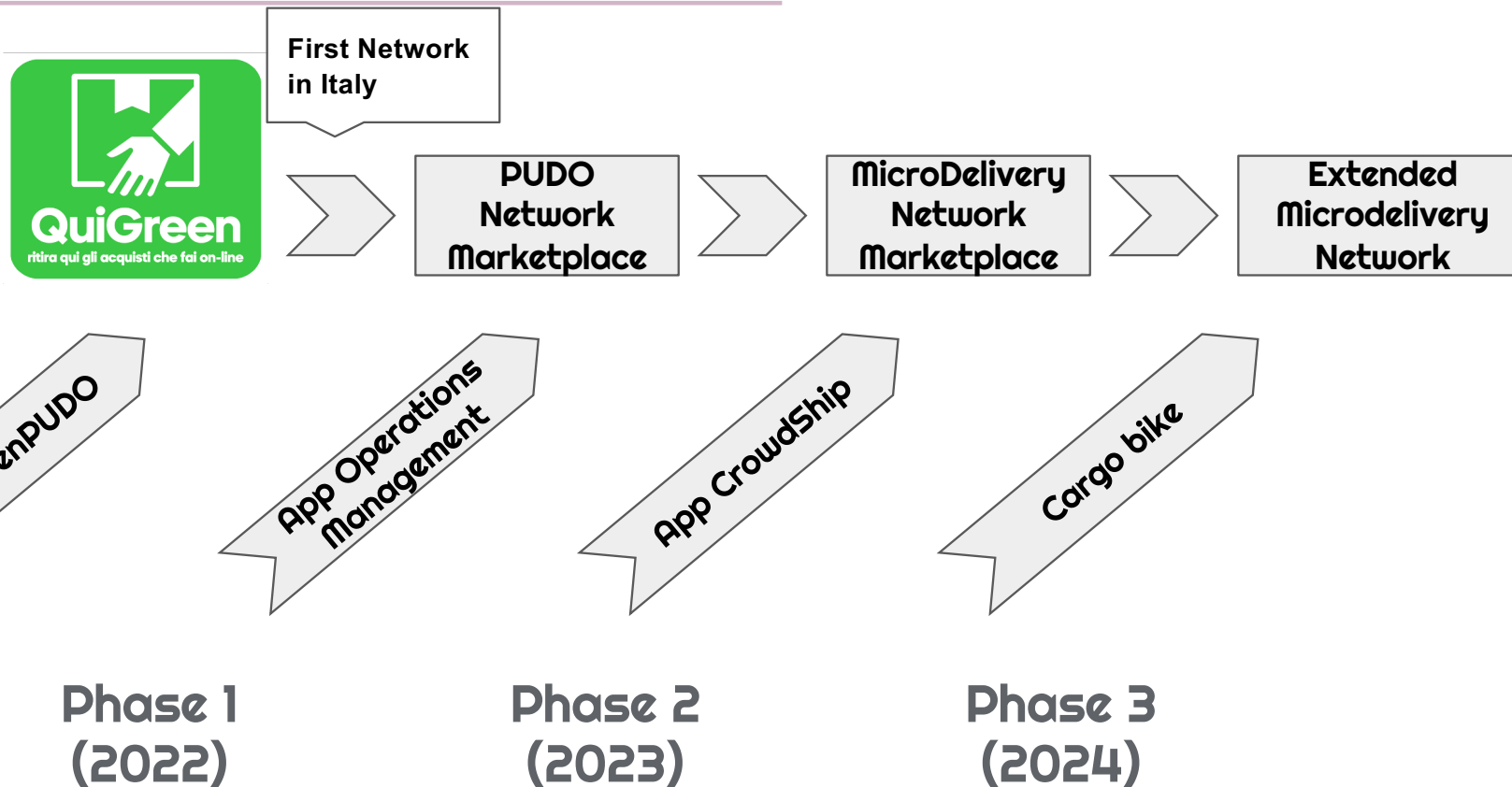





Different? In many ways

- We do not ask or give money, we just offer a platform to the two stakeholders (Shops and Clients) and make them meet [Hey! We are a non-profit after all!]
 - Our software is released as open source
 - Our data is released as open data
 - Our knowledge is released as shared knowledge
- 
- 

Development Plan



The background is a light blue gradient. It features several abstract geometric elements: a large white circle in the center, a smaller blue circle in the top right, a blue arc in the bottom left, and two parallel diagonal lines (one pink, one dark blue) in the top left.

“The man who moves a mountain begins
by carrying away small stones”

— **Anonymous**



Thanks!

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