

Urban Logistics

Logistics in Urban Transformation

Summary of presentation

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The rapid development of urban space is one of the biggest challenges of the twenty-first century. Over the last century, urbanized areas have gained importance in the world and began to develop intensively. Over two-thirds of the European population lives in urban areas. The administrative boundaries of cities are less and less reflective of physical, social, economic or environmental divisions in development. This process also verifies the existing strategies and methods of city management. Transformation management is becoming a challenge for cities and rural areas.

The speed of many global processes which are taking place in cities (remote services and work vs. the traditional delivery model, small, innovative companies vs. monofunctional industry, development of the idea of sustainable transport vs. its traditional model) will gradually change the way they operate and perceive their role by residents. Similarly, the demographic, social, economic and spatial processes which are taking place in cities will exert more and more influence on key sectors of the economy, including the logistics sector. Conscious city users have clearly defined needs.

The changing contemporary society means an increase of expectations regarding the quality of life, public space, attractive forms of living, recreation and leisure, as well as food quality. The importance of locality will grow, and interest in importing this what people will be able to produce locally will decrease. Ecological trends present in the debate on urban development indicate - along with the ambitious goals of sustainable cities of the future - the need to strengthen the relationship between cities and their rural areas. Cities will learn to use their resources, food, energy, communication, smart networks, etc.

More than countries, cities will act as the main driving force of economic, social and technological transformation. More and more users and rapid technological progress are driving innovation, productivity and social and economic development. Technology makes cities develop as smart, but technology also costs the environment and consume energy. Therefore, it is becoming more and more urgent to seek solutions that integrate economic, social, spatial, technological and environmental dimensions in urban development.

The management of this process will require knowledge in various fields, improvement of innovative skills and the ability to build international partnerships, solving increasingly complex problems. Knowing technologies, but also understanding the need for their good use for social inclusion, care for the environment and space.

Collegium da Vinci, RDH Urban, Breda University of Applied Sciences, are partners of a pilot, English-first degree engineering course Urban Management in Poznan. The course has been created for the generation, whose development and professional career will be implemented in the era of economy 4.0 and related technologies that will fundamentally affect the change of professions, organization and functioning of cities, industry, companies, etc. The studies are a response to the growing needs for the development of sustainable cities and European metropolises, regions and rural areas. The direction promotes innovative methods of learning, it focuses on practice, teamwork and communication in English.