

Grant Agreement Number: 234200
Project Start date: 01/01/2010

Deliverable: Mid-term Conference
Project end date: 31/12/2011

POSMETRANS

POlICY measures for innovation in **TR**ANSpOrt sector with special focus on **S**mall- and **M**edium sized **E**nterprises
 - factors and recommendations for success and sustainability -

Deliverable 7.6 **Final conference** **Minutes and presentations**

Author: Samantha Michaux (SEZ), Giulia Maccario (URCC)

Due date of deliverable: 31.12.2011

Actual submission date: 21.02.2012

Revision: 3.0

Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

**Project co-funded by the European Commission
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LIST OF ATTENDEES

POSMETRANS partners	
Steinbeis-Europa-Zentrum (SEZ)	Robert Gohla, Samantha Michaux, Jens-Jochen Roth
ACCIONA	Juan Arostegui Saenz
EGE University (EGE)	Aykut Gülalanlar
Politechnika Krakowska (CUT)	Katarzyna Nosal, Dawid Gacek
Unioncamere Piemonte (URCC)	Marta Serrano, Giulia Maccario
GUESTS: Keynote speaker	
Centro Ricerche Fiat	Mr. Carloandrea Malvicino (Project Manager)
Logistic Network Baden-Württemberg, Stuttgart	Mr. Holger Bach (Director)
European Commission	Mrs. Fleur Breuillin (Project Officer)
GUESTS: Audience	
AREA Internazionale CSP	Isabella Bianco
Segesta Autolinee	Costanza Scelfo
On Bus (Transport)	Mauro Monterosso
Unioncamere Piemonte	Daniela Vismara
Unioncamere Piemonte	Marinna Mucci
Regione Piemonte	Paola Capello
Istituto Sup. Mario Boella	Michele Osella
Fondazione Politecnico di Milano	Paola Fantini
Politecnico di Torino	Luca Staricco
Area Internazionale	Ornella Elia
AVS	Niki Paleabelos
Confindustria Piemonte	Cristina Manara
Sito S.P.A.	Mimmi Girodo
Sito S.P.A.	Danilo Marigo
Data Display	Flavio Michelotto
Torino Wireless	Chiara Cavanna

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Innovation in TRANSPORT  POSMETRANS
European logistic and transport. **Efficiency & Innovation**

= 17/11/2011 : FINAL CONFERENCE POSMETRANS =

ISABELLA BIANCO	- AREA INTERNAZIONALE	- CSP	<i>Isabella Bianco</i>
AYKUT GULALANLAR	- EBILTEM		<i>Siddik</i>
PO STANZA SCELU	- SEGESTA AUTOMNEE (TRASPORTI)		<i>Costanzo Scelfo</i>
MAURO MONTEROSSO	- ON BUS (TRASPORTI)		<i>Mauro Monterosso</i>
DANIELA VISTARA	- UNIONCAMERE PIEMONTE		<i>Daniela Vistara</i>
MARIANNA MUCCI	- UNIONCAMERE PIEMONTE		<i>Marianne Mucci</i>
PAOLA CAPELLO	- REGIONE PIEMONTE		<i>Paola Capello</i>
MICHELE OSELLA	- ISTITUTO SUP. TARIO BOELLA		<i>Michele OSELLA</i>
PAOLA FANTINI	- FONDAZIONE ADUTSUNG MILANO		<i>P. Fantini</i>
LUCA STARICO	- POLITECNICO DI TORINO		<i>Luca Starico</i>
ORMELLA ELIA	- AREA INTERNAZIONALE		<i>Ornella Elia</i>
Nika	- FALCABELOS		<i>Nika</i>
	- ASSOCIATIVE (ANS)		<i>Ass. Promotive</i>
CRISTINA MANARA	- CONFINDUSTRIA PIEMONTE		<i>Cristina Manara</i>
MIMMI GIRODO	- SITOSPA		<i>Mimmi Girodo</i>
DANILO MARIGO	- SITO S.P.A.		<i>Daniilo Mariogo</i>
FLAVIO FACCHINETTO	- DATA DISPLAY S.p.A.		<i>Flavio Facchineto</i>
CHIARA CAVANNA	- TORINO WIRELESS		<i>Chiara Cavanva</i>
GIULIA MACCARIO	- UNIONCAMERE PIEMONTE		<i>Giulia Maccario</i>
MARTA SERRANO	- UNIONCAMERE PIEMONTE		<i>Marta Serrano</i>
JUAN SAENZ	- ACCIONA		<i>Juan Saenz</i>
Holger Dail	- KLOK - Logistics Competence Center		<i>Holger Dail</i>
KATARZYNA NOSAL	- CROCOVA University of Technology		<i>Katarzyna Nosal</i>
DAVID PACZEK	- CROCOVA UNIVERSITY OF TECHNOLOGY TRANSPORT CENTRE		<i>David Paczek</i>

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1. Introduction

After a two year run, the POSMETRANS project was going to end on the 31st of January 2011. To mark this occasion, POSMETRANS organised the Final Conference, which was held in Turin, Italy, on the 17th of November 2011, with the aim at bringing together all the different stakeholders who have supported the project over the 24 months for a final time, and to present the outcomes of the project as well as the lessons learnt.

2. The POSMETRANS final conference

2.1 Aims

The main objectives of the POSMETRANS final conference are identified as follow:

- ❖ Presentation of the POSMETRANS project;
- ❖ Dissemination of the project results and lessons learnt;
- ❖ Presentation of the recommendations and cases of best practices gathered the project all long;
- ❖ Discussion with experts regarding the recommendations.

2.2 Location

The location chosen was in the framework of the international conference ITN Turin - Infrastructure, Telematics & Navigation – held in Turin, Italy, which ran between the 16th and 18th of November 2011. It is an event dedicated to smart infrastructures, infomobility and navigation systems, with the main objective to establish a bridge between industry professionals, institutions and technology providers, being a meeting point for industry researches, experts and professionals. The format was a three-day event featuring informational conferences, net-working programs and highly specialized seminars.

Therefore, it was felt that the conference would have complemented the content of the POSMETRANS project and the final conference very well, as it was an international event with a big impact in the transport sector.

Furthermore, it would have provided an added value to the participants, allowing them to visit the fair which took place in parallel to the conference, and hence, not only to engage with fellow participants of

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the conference, but also potentially with attendees of the fair. Identifying the 17th of November as a date for the conference, POSMETRANS partners also chose the day during which participants would have found in the ITN agenda the most of international workshops potentially interesting for them.

2.3 Guests, keynote speakers and agenda

The final conference was primarily targeted to present the recommendations elaborated by the consortium to relevant stakeholders. In this regard, the partners invited organisations from their own countries to whom the POSMETRANS results would have been of interest and who would have added significant value to the conference. For this purpose, the SEZ developed a dissemination brochure for this event which has been attached to the invitation.

<p style="text-align: center;">The ITN Conference</p> <p>How to reach the Conference in Lingotto Fiere, Turin:</p> <p>By air Turin Caselle airport, 25 minutes by car from the exhibition centre</p> <p>By train From the main railway station, Torino Porta Nuova, take bus n° 1, 18, or 35, or by car, a ten-minute journey. From Porta Susa station, take tram n° 1, or, by car, a twenty-minute journey. From Lingotto station, take tram n° 18, or, by car, a five-minute journey.</p> <p>By car Turin is situated in a location easily reached from any European country. The motorway system links Turin to Milan, Venice, Trieste (A4), Bologna, Florence, Rome, Naples (A21+A1), and Genoa (A21+A26). The Lingotto exhibition centre can be reached from Nice and Marseilles via Savona/Ventimiglia (A6+A10), and from Grenoble and Lyon via Susa/Frejus (A32+T4). All motorways reach the Turin circular motorway. It is best to take the Corso Unità d'Italia exit and then follow the signs to "Lingotto Fiere".</p> <p>For more information, please visit the official website at: http://www.itnexpo.it/eng</p>	<p style="text-align: center;">The POSMETRANS Consortium</p> <p>Germany  Robert Gohla, gohla@steinbeis-europa.de</p> <p>Spain  Juan Saenz Arostegui, juan.saenz.arostegui@acciona.es</p> <p>Turkey  Cengiz Akdeniz, cengiz@ebiltem.ege.edu.tr</p> <p>Poland  Bogna Grochola, grochola@transfer.edu.pl</p> <p>Italy  Marta Serrano, m.serrano@pie.camcom.it</p>	<p style="text-align: center;"> POSMETRANS is co-financed by the European Commission under the 7th Framework Programme</p> <p style="text-align: center;">POSMETRANS European logistic and transport. Efficiency & Innovation.</p> <p style="text-align: center;">Policy measures for innovation in TRANSPORT sector with special focus on Small- and Medium sized Enterprises</p> <p style="text-align: center;">Final Conference on November, 17th, 2011 at the ITN - Infrastructure, Telematics & Navigation in Turin (Italy)</p> <p style="text-align: center;"> November 16 - 18, 2011 LINGOTTO FIERE - Turin infrastructure telematics & navigation</p>
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The POSMETRANS Project	The ITN Conference	The POSMETRANS final conference Agenda
<p>POSMETRANS is a Coordination and Support Action funded by the European Commission within the scope of the Seventh Framework Programme (FP7). It aims at promoting sustainable surface transport by providing policy support for innovative technologies and processes in transport.</p>	<p>Once again, Turin will be the show place of the 3rd edition of the international conference Infrastructure, Telematics & Navigation (ITN), which will take place from 16th until 18th of November 2011.</p>	<p>14:00 Welcome <i>Paolo Bertolino (Secretary General - Unioncamere Piemonte)</i></p>
<p>On the basis of an international network consisting of six partners from five different countries, POSMETRANS will explore the efficiency of European policy measures for innovation in the transport sector with special focus on Small - and Medium sized Enterprises (SMEs).</p>	<p>Organised by GL events Italia with the endorsement of the Piedmont Region, the partnership of the Turin Chamber of Commerce and the scientific support of Torino Wireless, the ITN Conference is the first event dedicated to smart infrastructures, Infomobility and navigation systems. The main objective of the conference is to establish a bridge between industry professionals, institutions and technology providers and be a meeting point for industry researchers, experts and professionals.</p>	<p>14:15 Presentation of the European Commission viewpoint related to innovative and sustainable transport solutions <i>Fleur Breuillin (Project Officer - European Commission - Directorate General for Mobility & Transport - DG Move)</i></p>
<p>POSMETRANS concentrates on innovative processes in two main areas: Public transport and freight & logistics. In each of these areas, the project partners study the impact of innovation on vehicles and infrastructures for roads, railways and water transport, respectively. Innovation in the field of "greening" technologies, new materials, Information and Communication Technologies (ICT), as well as safety and security are specifically addressed. The co-modal transport chain is also emphasized.</p>	<p>Parallel to different informational conferences, workshops, highly specialised seminars and a rich exhibiting area, a networking programme based on a brokerage event will be organised by the Turin Chamber of Commerce within the sphere of the Enterprise Europe Network (EEN) with the aim to enhance meetings between enterprises, universities, research centres from all over Europe who are engaged in the development of new solutions and ICT services for the transportation sector in general. This brokerage event gives the opportunity to the participants to exchange technologies and find new partners for their innovative projects. (Online registration at: www.b2match.com/itn2011)</p>	<p>14:45 Presentation of POSMETRANS project and its objectives <i>Marta Serrano (Unioncamere Piemonte)</i></p>
<p>POSMETRANS is pursuing two goals:</p>	<p>The focus will be mainly on the following areas of interests:</p>	<p>15:00 Keynote 1: Role of innovations for the transport & logistic sector <i>Carloandrea Malvicino (CRF/FIAT Research Centre)</i></p>
<ul style="list-style-type: none"> • Providing a frame for the impact assessment and evaluation of EU measures aiming at innovation; • Elaborating recommendations for future policy measures in order to accelerate the market take-up of innovative technologies and processes in surface transport. 	<ul style="list-style-type: none"> • AVL / AVM / Fleet Management • Emergency and Safety • Galileo and GNSS • GIS & Mapping • Green Mobility • Indoor Positioning & Asset Tracking • Innovators Forum • On-board Telematics and Car Sensors • Personal Navigation Devices • Smart infrastructures • Smart ticketing and parking • Web 2.0 & Geo contents 	<p>15:20 Keynote 2: Role of networks to stimulate innovation <i>Holger Bach (Director of Logistic Network Baden-Württemberg, Stuttgart)</i></p>
<p>For more Information, please visit the project website at: www.posmetrans.eu</p>		<p>15:40 Keynote 3: Role of policies to support innovation - The view of industry <i>Mario Dragoni (H2NITIDOR srl)</i></p>
		<p>16:00 Coffee break</p>
		<p>16:15 Presentation of POSMETRANS survey and recommendations <i>Jens-Jochen Roth (Director of Steinbeis Innovation Centre for Logistic and Sustainability, Sinsheim)</i></p>
		<p>16:30 Discussion with experts (plenary session) and questions of the audience</p>
		<p>17:30 Summary</p>
		<p>18:00 End of the conference</p>
		<p>Moderation: Robert Gohla (Steinbeis-Europa-Zentrum)</p>

As far as the agenda of the conference is concerned, the first part of the programme was focused on a presentation of the European Commission view point to innovative and sustainable transport solutions, provided by POSMETRANS Project Officer, Fleur Breuillin; then, a general overview of POSMETRANS project followed, explaining its structure and objectives, in order to give the framework for the whole session of work.

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In addition to these, the core part of the agenda was focused on three keynote speeches, one for each of the main topics of the project: on these purpose, the consortium identified three experts, who have been invited as speakers, as they could provide, through their expertise related to the topics involved, a significant added value to the conference and to the discussion.

The first one was **Mr. Carloandrea Malvicino**, a project manager from **CRF/FIAT Research Centre**, speaking about the **role of innovations for the transport & logistic sector**. Such a chose perfectly fitted with the topic of keynote one, as FIAT Research Centre is an important stakeholder on this purpose, being a recognized Italian research centre, with long expertise in the research activity related to the automotive and transport sector.

The CRF was founded in 1978 as a reference centre for innovation, research and development of the Fiat Group.

Today, it is an internationally recognized centre of excellence, whose mission is to foster innovation for the strategic development of the business of Fiat Group. As a consequence, it also pursues the aim to facilitate the technology transfer of results of the research activity to the industrial production.

Its main areas of expertise are power train technologies, the vehicle and its systems, ecological and safe mobility, telematics, new materials and related technologies, mechatronics and optics and energy.

Mr. Carloandrea Malvicino, the person in charge of the presentation, is the **Project Manager for Fuel Economy & Vehicle Systems Efficiency**.

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The second keynote speaker was **Mr. Holger Bach, Director of the Logistic Network Baden-Württemberg, Stuttgart (LogBW)**.

The objective of the Logistic-Network of Baden-Württemberg is to boost the competitiveness of the region by improving and accelerating the fulfilling of its innovation potential and creating new synergies and to safeguard jobs. Furthermore, the Logistic-Network plays a decisive role in sensitizing the public about the intention of the logistic area. The logistic branch counts 18.000 companies in Baden-Württemberg and ranks 3rd in Germany after the fields of automotive construction and mechanical engineering.

On behalf of the “Wirtschaftsförderung der Region Stuttgart“(WRS) which is promoting the economic development of the region of Stuttgart, **Holger Bach** is responsible for the areas of logistics, traffic detection systems and mobility. In addition to this, Mr. Bach is the managing director of the “Kooperationszentrum Logistik e.V.“ in Kornwestheim (KLOK), and became the managing director of the new Logistic Network Baden-Württemberg (LogBW) last year.

In consideration of his significant experience and of his previous contribution to the POSMETRANS project as one of the participants to the expert panels, he was invited again to present his point of view concerning the **role of networks in stimulating innovation**.

The third keynote speaker was **Mr. Mario Dragoni, project manager from the SME H2NITIDOR srl**. He was invited for speaking about the **role of policies in supporting innovation**: POSMETRANS partners thought that it should have offered a significant added value to the content of the conference on this regard, by providing the point of view of an enterprise on this purpose. But unfortunately, cause of bad weather, he couldn't attend the conference, as his flight has been cancelled.

Finally, the last session was dedicated to the **presentation of POSMETRANS survey and recommendation**, with the prevision of a plenary session for the discussion with experts and questions from the audience, too.

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3. Summary of presentations

3.1 The POSMETRANS project

First of all, Marta Serrano (URCC) introduced the POSMETRANS project to the audience, starting from its main objectives:

- Providing a frame for the impact assessment and evaluation of EU measures aiming at innovation in the transport sector.
- Drawing recommendations for policy measures in order to accelerate the market take-up of innovative technologies and processes.

She highlighted that the project has been focused in particular on Small and Medium sized Enterprises (SMEs), and then briefly described the consortium and the project structure and work methodology.

Then, the presentation stressed the expected impact of the project: Marta Serrano (URCC) clarified how it is planned to increase the efficiency of innovation policy measures, linking logistics and transport policy questions in an overview and identifying obstacles to the development of the transport and logistic sector and propose solutions. She also pointed out the attention also to the fact that the project is going to produce guidelines for a harmonized training

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of the employees of the transport sector to secure quality standards, and for a clever collaboration between different actors and increase the efficiency of existing synergies (*networking issues*).

As a last point of her presentation, she provided a general overview of the contribution of the experts to the project, and of the main remarks and conclusions from the two years-work.

For example, some recommendations were related to the opportunity to extend a similar survey to other specific sectors, such as the aeronautics. Furthermore, the need to better disseminate information on funding opportunities among SMEs has been stressed, in addition to the frequent requirement for make regulations easier, and to further promote collaboration between SMEs and large companies.

Finally, Marta Serrano (URCC) reported a last interesting suggestion provided by the experts, connected with the opportunity to develop a market analysis about risk measurements in the transport sector.

Then, she left the word to the other speakers, as all these point would have been deeply taken into consideration in the following sessions.

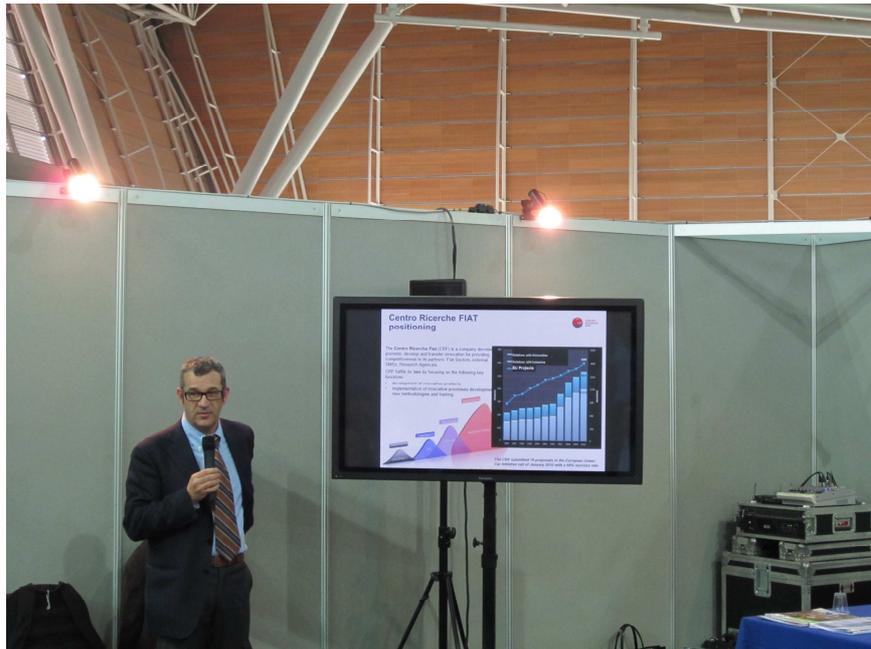
3.2 The viewpoint of the European Commission

One of the targeted groups of stakeholders to whom the recommendations elaborated during the project are interesting is the European Commission. Therefore, the partners decided to invite the project officer, Mrs. Fleur Breuillin from DG Move, to present the viewpoint of the EC concerning the transport and logistics sector in Europe and talk about the different funding opportunities of the EC to support new projects in the sector.

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3.3 The role of innovations for the transport & logistic sector



The Centro Ricerche Fiat (CRF) is a company devoted to promote, develop and transfer innovation for providing competitiveness to its partners: Fiat Sectors, external SMEs, Research Agencies. CRF fulfils its task by focusing on the following key functions:

- development of innovative products
- implementation of innovative processes development of new methodologies and training

Talking about the role of innovations for the transport & logistic sector, the speaker developed the argument under a perspective linked to his particular experience and field of expertise. So, as **Fuel Economy & Vehicle Systems Efficiency Program Manager**, he started his presentation from the requirement to set emission performance standards for new passenger cars as part of the Community's integrated approach to **reduce CO2 emissions from light-duty vehicles (Regulation (EC) No 443/2009)**.

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Indeed, this is one of the main directions in which the research and innovation in the transport sector is going to dedicate the most efforts during next years.

On this purpose, the speaker invited the audience to considerate this objective under a short, medium and long term approach.

Under a short term approach, we should reduce the energy needed by the vehicle during operation and increase the efficiency of the internal combustion engine.

On the other hand, under a medium term approach, we shall adapt the engine to fuels with fossil carbon content, while in the long term the aim shall be to shift to new power trains fed by new energy vectors that enable the use of non fossil energy sources.

As a second step, he proceeded then by the identification of sustainable mobility as the core question of his speech, strictly linked to reduction CO₂ emissions. Such a big topic and research field can be analysed dealing with different aspects.

First of all, it is worth to consider how to include **Electro mobility** in the future mobility scenarios. Mr. Malvicino drew the attention on how electrification of both the mobility and transport system can be one possible answer to the challenges of future traffic. Consequently, new concepts and new technologies need to be developed to **realize efficient electric vehicles** suited for both individual and public mobility and for goods distribution in urban areas.

Anyway, electromobility can be the long term solution of road transportation, and **it requires all stakeholders to work together** for a structural and standardized solution: OEMs, infrastructure, equipment and energy providers, public authorities must cooperate for this objective.

A second important point to think about is the **battery issue**, as electric energy storage in batteries drawbacks presents **several critical aspects** to take into consideration:

- limited ranges due to poor specific energy (around 100-150 km).
- high costs (more than 200 €/kWh at Battery Systemlevel)
- long recharging times (hours for complete charge 0-100%)
- Considerable CO₂ emission in battery production & recycling

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Moreover, Mr. Malvicino focused on the role of infrastructures: he highlighted that, until now, the vehicle has evolved almost independently from the infrastructure context, stressing that henceforth this approach could be no longer sustainable.

In fact, infrastructure should contribute to an integrated development of road transport, as it was for railways network, with the additional tough requirement of not impairing the invaluable freedom of individual mobility.

As a **conclusion**, Mr. Malvicino stated that, considering the future scenario asking for a dramatic reduction of CO2 emissions due to road transportation, an **effective system approach** is required where:

- the infrastructures should compensate the battery lack of energy density (e.g. charge while driving)
- the information technologies enable new mobility concepts (e.g. vehicle sharing)
- the policy incentives the vehicle renewal to speed up the introduction of greener technologies

That is to say an **Integrated Approach** according to which **all stakeholders contribute to determine the best solutions** for our mobility problems with optimal technologies.

Finally, Mr. Malvicino finished his speech saying that CRF is involved in about 600 innovation projects since 10 years, which are mostly co-financed by the European Commission within the scope of different Framework Programmes.

A participant asked him hereupon if CRF only participates in innovation projects within the framework of European Funding Programmes, or if the company does finance by itself innovation projects. Mr. Malvicino answered that CRF mostly carries out European funded projects and only few self-financed projects.

The audience had any further questions concerning this presentation, so we continued with the next presentation of Mr. Holger Bach (Logistic Network Baden-Württemberg, Germany).

3.4 The role of networks in developing innovations

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For this topic, the partners invited the Director of the Logistic Network Baden-Württemberg, Mr Holger Bach, to present his viewpoint about **the role of networks in developing innovations.**

On this purpose, Mr. Bach talked about the **metanetwork Open ENLoCC** - European Network of Logistics Competence Centres – which is an open network of regional logistics competence centres in the field of logistics, run by public authorities or similar bodies.

He started his presentation by explaining the basic idea of Regional Competence Centres, as well organised regional networks integrating all regional possible companies, universities, research facilities working in the same field of technology.

Mr. Bach presented the main objective of the network, that is to say the international exchange of experience and knowledge between its participants and the promotion of a higher level of cooperation with European institutions. The members of Open ENLoCC work together on common projects with the aim to develop the regional economy by solving infrastructural, organisational and technological problems of logistics and transport. The dissemination of the results of the network activities and the best practices take place on a wide scale, involving all the key bodies at EU level.

Mr. Bach explained to the audience that Open ENLoCC is the best example of a **bottom-up strategy of funding.**

In fact, the LoCC Approach matches a “government” & top-down approach with “governance” & bottom-up one, and stimulates a change of perspective, oriented at understanding operators’ needs on the demand and the supply sides of transports and logistics to set up policies.

Such an approach, fosters a strategic planning of the regional transport and logistics systems by **networking and coordinating all the involved bodies within each system** (and among systems) and **in particular public authorities and private companies and operators.**

To conclude, the speaker enhanced the fact that **networks should work more closely and they should apply more actively for European Public Funding** in order to motivate SMEs and other significant stakeholders in the sector to get involved in R&D Innovation projects.

POSMETRANS partners commented such a consideration highlighting that it fitted with the project survey and conclusions. In fact, talking about network, it emerged as a remarkable need

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to **foster transnational relationships between networks at the same level**, offering complementary skills, or aiming at similar research interests.

Moreover, talking about research projects, the content of the presentation provided a confirmation to a core point of POSMETRANS remarks, that is to say that **networks are suggested to concentrate their efforts in playing their role of intermediaries**, in order to get as much synergy as possible between all the actors involved in each R&D project.

As a last point, Mr Bach make the audience aware of the fact that ENLoCC has been created and financed through the Programme INTERREG IIIc and is now self-supporting through membership fees and activities. A comment on this regard was aimed at giving evidence to the **need for a rationalisation of investments**, through as much attention as possible to the **sustainability of the networks to be funded**.

Following this observation, Mr Bach stressed the need to enhance long term sustainability for projects, through an essential integration of public and provate funds. On this regard, he provided an example of cooperation between private and public stakeholders. He presented the project **CODE24** ([http:// http://www.code-24.eu/](http://www.code-24.eu/)) which intends the interconnection of economic development, spatial, transport and ecological planning along the trans-European railway axis (TEN-T) no. 24 from Rotterdam to Genoa, the so-called **Corridor 24**. The overall objective of this project is to accelerate and jointly develop the transport capacity of the entire corridor by ensuring optimal economic benefits and spatial integration while reducing negative impacts on the environment at local and regional level.

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3.5 The role of policies in supporting innovations – the view of the industry

Like mentioned already, the third keynote speaker could not attend the conference cause of bad weather. His flight has been cancelled. Therefore, his presentation was skipped and the consortium kept going with presenting the recommendations elaborated at the end of the project.

4. Recommendations

Jens-Jochen Roth (SEZ) presented the recommendations elaborated by the partners.

Firstly, the speaker introduced the audience to the **basis for the elaboration of recommendations**: overall 48 interviews have been conducted (21 companies, 13 institutes, 6 networks and 8 organisations). Regarding the companies interviewed, most of them were SMEs. The results of the survey were presented to experts in panel meetings considering the main questions mentioned before. In close collaboration with these persons the findings of the analysis and the survey have been discussed and the results of both are the basis for recommendations

Grant Agreement Number: 234200
Project Start date: 01/01/2010

Deliverable: Mid-term Conference
Project end date: 31/12/2011

from the experts. Another goal of the panel meetings was the identification of “best practices” in relation of different policy measures.

Then, Jens-Jochen Roth (SEZ) provided a **general overview of the recommendation** prepared by the consortium, explaining that they have been structured in the following way:

- regarding the whole transport sector
- focused on public transport
- focused on freight and logistics
- focused on vehicle technologies
- focused on infrastructure technologies
- focused on SMEs

Talking about the **whole transport sector**, evidence has been given to the need to consider an easier access to funding programmes and lower bureaucracy, and to the importance to a major dissemination of the results from R&D projects, in order to promote innovation and motivate new stakeholders to build new cooperation, while, at the same time, a more active participation of networks in the decisional process regarding Law and Regulation, guidelines and funding programs has been stressed.

The speaker stated that RTD institutes as well as networks are important players for spreading innovation into the market. In many cases networks have a very profound influence on the stimulation of the innovation process, but the success also depends on the actors inside relevant network. To accelerate the progress and innovation in SMEs, RTD institutes and networks are essential, mostly because both groups have good contacts to and Information on different funding programmes on EU level and are able to involve SMEs.

Furthermore, Jens-Jochen Roth expressed the conclusion that for the future networks should rather be installed from a real existing need: on this purpose, supportive activities such as awareness activities, info days, brokerage events need to be organized to increase efficiency in stakeholder’s collaboration.

As far as recommendations **focused on SMEs** are concerned, the presentation made the audience aware that on the one hand the results of the project give a good overview over the whole

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Project end date: 31/12/2011

transport sector and provided an insight into the problems SMEs have with policy measures, e.g. law and regulation, guidelines. On the other hand the participation of SMEs regarding EU funding programmes seems to be a problem, too. A lot of the SMEs which supported the project activities were afraid on the high level requested regarding the application in EU funding programmes. As a consequence of this SMEs do not participate in such projects because of a lack of qualified personnel, to high bureaucratic burden, financial barriers and so on.

Therefore, the speaker underlined as a core conclusion the fact that SMEs are better to be involved in small projects rather than larger scale ones, due to their short-term thinking and they are nearer to their specificities, and to their traditional way of thinking, which are mainly dealing with operational issues. Thus, EU funding should be more targeted at SMEs: for example they could be more oriented at practical aspects.

On the other hand, an increase of technology and know-how transfer from research institutes would be highly beneficial for SMEs: on this purpose, networks and public bodies have to support SMEs to enhance their limited skills on open innovation and international collaboration capability in order to increase SMEs participation.

A **final discussion** followed where the keynote speakers and the project officer made some comments which have been taken into account for the redaction of the handbook (cf. D6.3).

In fact, the final aim of the project is the provision of a final handbook with several recommendations concerning policy strategies focused on the whole transport sector as well as on public and freight and logistics separately.

During this final session, also recommendations on vehicle and infrastructure technologies have been discussed.

POSMETRANS partners explained that overall the identified recommendations are expected to be the basis for future policy measures in order to accelerate the market take-up of innovative technologies and processes in surface transport related to SMEs.

5. Conclusion

All in all, the POSMETRANS final conference was a success with stakeholders having had a final chance to meet within the scope of the project, reinforcing contacts already as well as pursuing new opportunities.

The feedback on the project was very positive with stakeholders appreciating the opportunities created by the POSMETRANS project, allowing them to engage in new activities and collaborations.

This final gathering was very useful for the elaboration of the final handbook as it allowed the partners to adapt their work to the needs of the stakeholders involved in the sector of transport and logistics.

Disclaimer

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Appendix



POSME*TRANS

European logistic and transport. **Efficiency & Innovation.**

A European Support Action

Torino, 17 November

ITN 2011



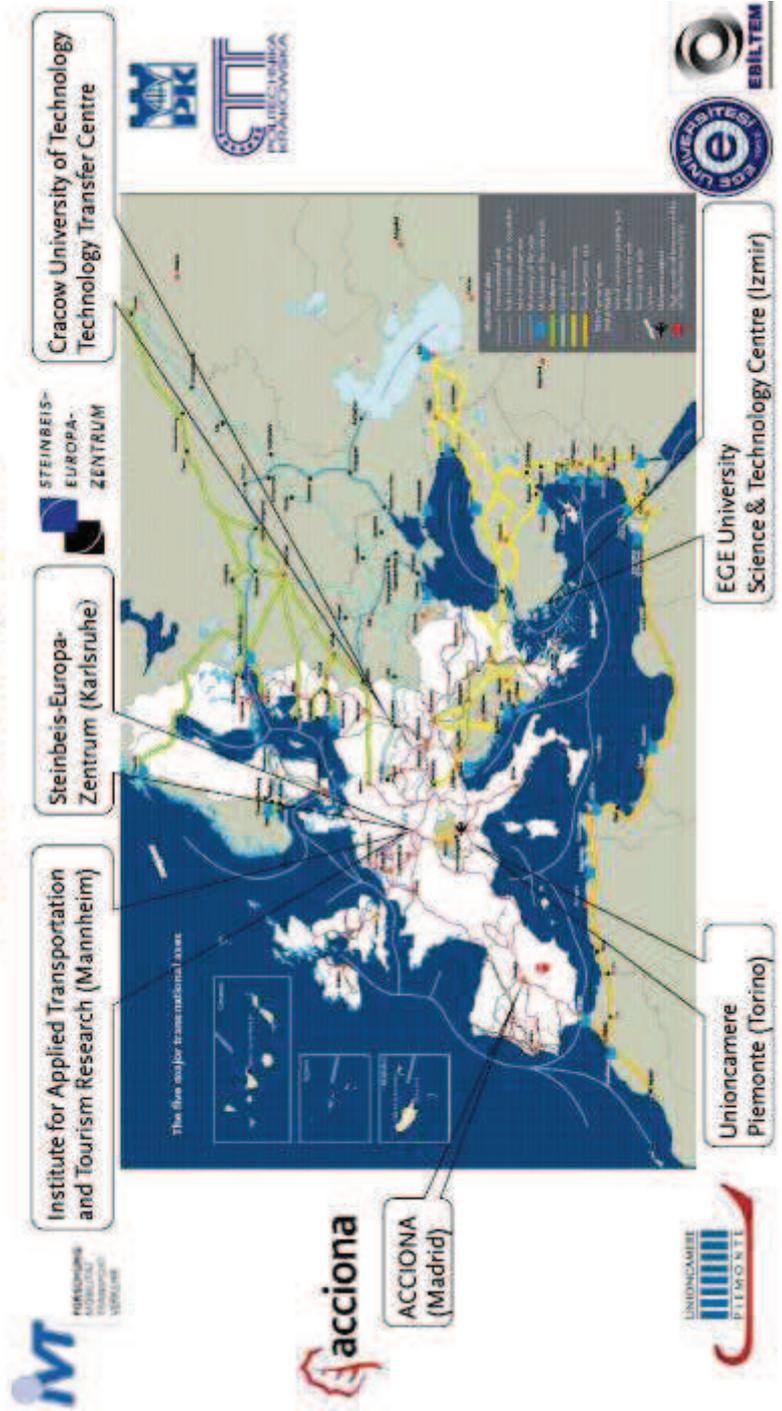


POSMETRANS – Objectives

- POSMETRANS is a Coordination and Support Action funded by the EC within the framework of the FP7
- POSMETRANS is pursuing two core goals:
 - Providing a frame for the impact assessment and evaluation of EU measures aiming at innovation in the transport sector.
 - Drawing recommendations for policy measures in order to accelerate the market take-up of innovative technologies and processes.
- Focus on Small and Medium sized Enterprises (SMEs)



POSMETRANS partners



ACCIONA (Madrid)



Unioncamere Piemonte (Torino)

Institute for Applied Transportation and Tourism Research (Mannheim)

Steinbeis-Europa-Zentrum (Karlsruhe)

STEINBEIS-EUROPA-ZENTRUM

Cracow University of Technology Technology Transfer Centre

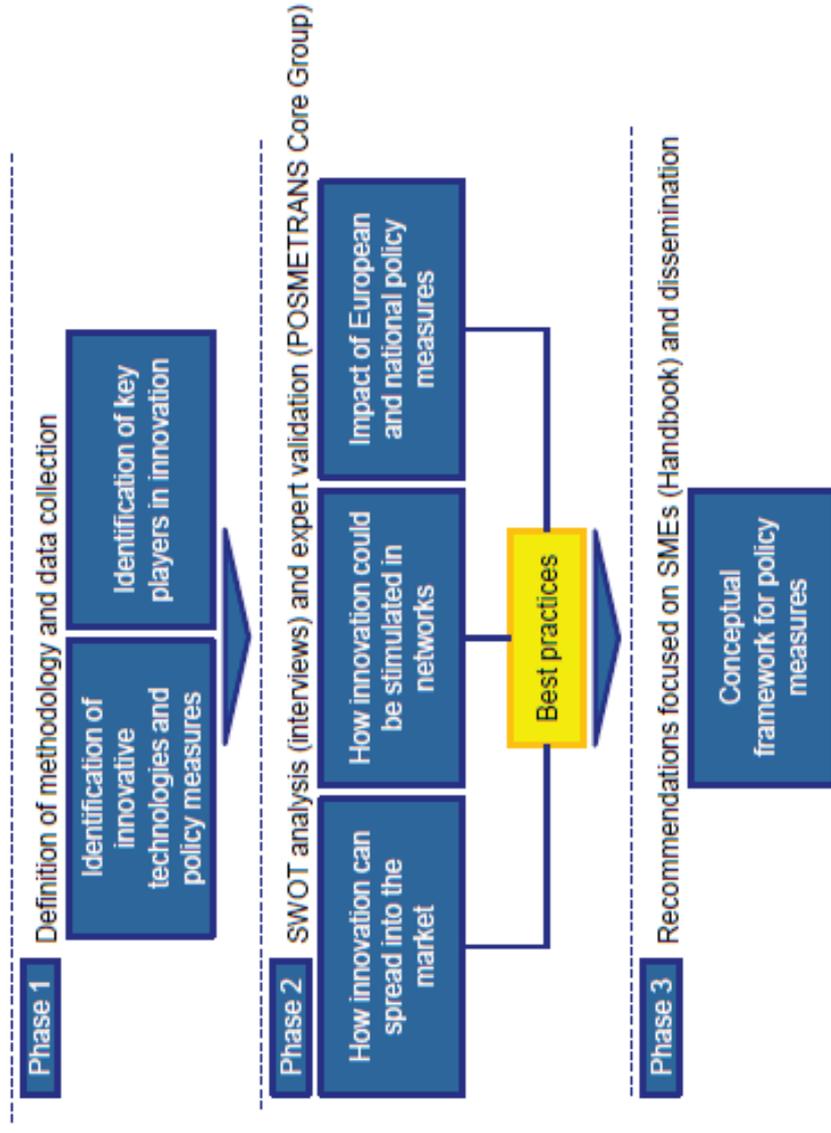


EGE University Science & Technology Centre (Izmir)





Project structure





Focus on innovative technologies





POSMETRANS key players

- Identification of stakeholders from :
 - SME and large companies
 - Research Institutes (Public and Private)
 - Networks (European, national and regional level)
 - Public Bodies (e.g. as investors) and other policy maker (e.g. ministries)
- **Elaboration of a competence matrix and dedicated questionnaires**

The questionnaires were spread among the key players identified in countries where partners are located: Germany, Spain, Italy, Poland and Turkey and some other ones like Belgium and France. 40 answers were received, 21 from companies, 13 from R&D institutes, 6 from networks and 8 from public bodies.
- **Contacting (Visit / telephone interviews)**
- **Nomination of an expert panel**





Remarks and conclusions

- Sources of innovation most used by companies are to visit trade fairs and conferences and network membership.
- Networks draw the real industrial scenario towards public authorities and policy makers (needs, concerns, strengths...)
- Services most requested: funding opportunities and new contacts
- But the threaten:
 - SMEs see networks only as a means to get funds
 - introduction of technologies into the market is not easy in any field
 - rates concerning adoption of innovation: 50% average
 - significant waste of resources
 - it is very difficult to measure the effectiveness of networks on such a subject





Remarks and conclusions

- A consolidate innovation strategy linked to the organization culture is a key factor to get success in innovation in the transport sector.
- Need of public bodies for dissemination of information concerning innovation in the transport sector through trade fairs, writing articles for networks and improving cooperation with universities.
- Training of personnel is a common practice in most of the companies.





Remarks and conclusions

- **Factors motivating innovation:** how stakeholders face innovation and which type of innovation strategy is adopted. The reduction of public funds affects directly to the capacity of R&D institutes.
 - **Networks:** customers' demand, creation of new jobs and improvement of companies' competitiveness.
 - **Public bodies:** improvement of industry competitiveness and ensurance of environmental sustainability of transport chains and mobility.
- **Innovation barriers:**
 - **financial barriers and complex bureaucracy**
 - **the cost for replacing equipment by R&D institutes to face new projects is too high. They cannot assume investments without access to public funds.**
 - **the lack of qualified personnel focused on R&D management**
 - **long-term of the return investment on R&D by companies.**





The view of experts

- Good analysis but few samples to be able to measure the innovation potential in the concerned sector
- Difficulties by SMEs to invest in innovation because of the risks they shall assume in case the new technology is not implemented or not successful.
- Recommendations:
 - A similar survey and analysis would be useful in the specific field of aeronautics.
 - Information on funding opportunities shall be better disseminated for SMEs to invest more in innovation.
 - Requirements and regulations shall be made easier
 - promote collaboration between SMEs and large companies
- Suggestion: development of a market analysis about risk measurement in the transport sector.



POSMETRANS impact

The project has given contribution to:

- Increase the efficiency of innovation policy measures
- Link logistic and transport policy questions in an overview
- Identify obstacles to the development of the transport and logistic sector and propose solutions
- Produce guidelines for a harmonized training of the employees of the transport sector to secure quality standards
- Show ways for a clever collaboration between actors of different carriers and increase the efficiency of existing handling junctions



Innovation in TRANSPORT



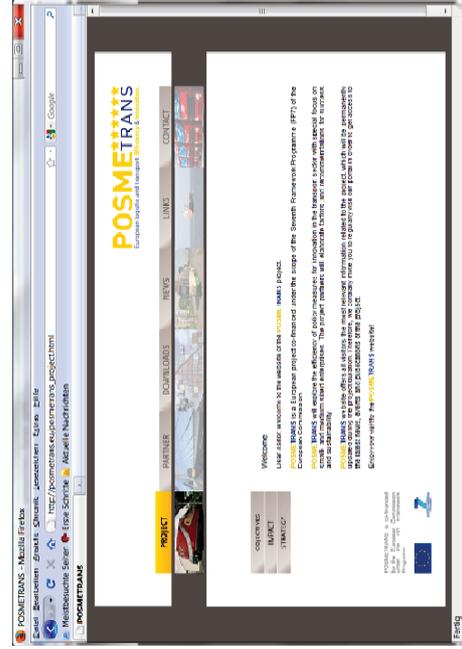
POSMETRANS
European Logistics with Transport Enterprise & Innovation



[Thank you for your attention !](#)

More information:  

www.posmetrans.eu





**CENTRO
RICERCHE
FIAT**



Role of innovations for the transport & logistic sector

Carloandrea MALVICINO: Project Manager

FIAT
SOCIETÀ PER AZIONI

Turin, 17th of November, 2011

POSME★★★★★**TRANS**
European logistic and transport *Efficiency & Innovation*

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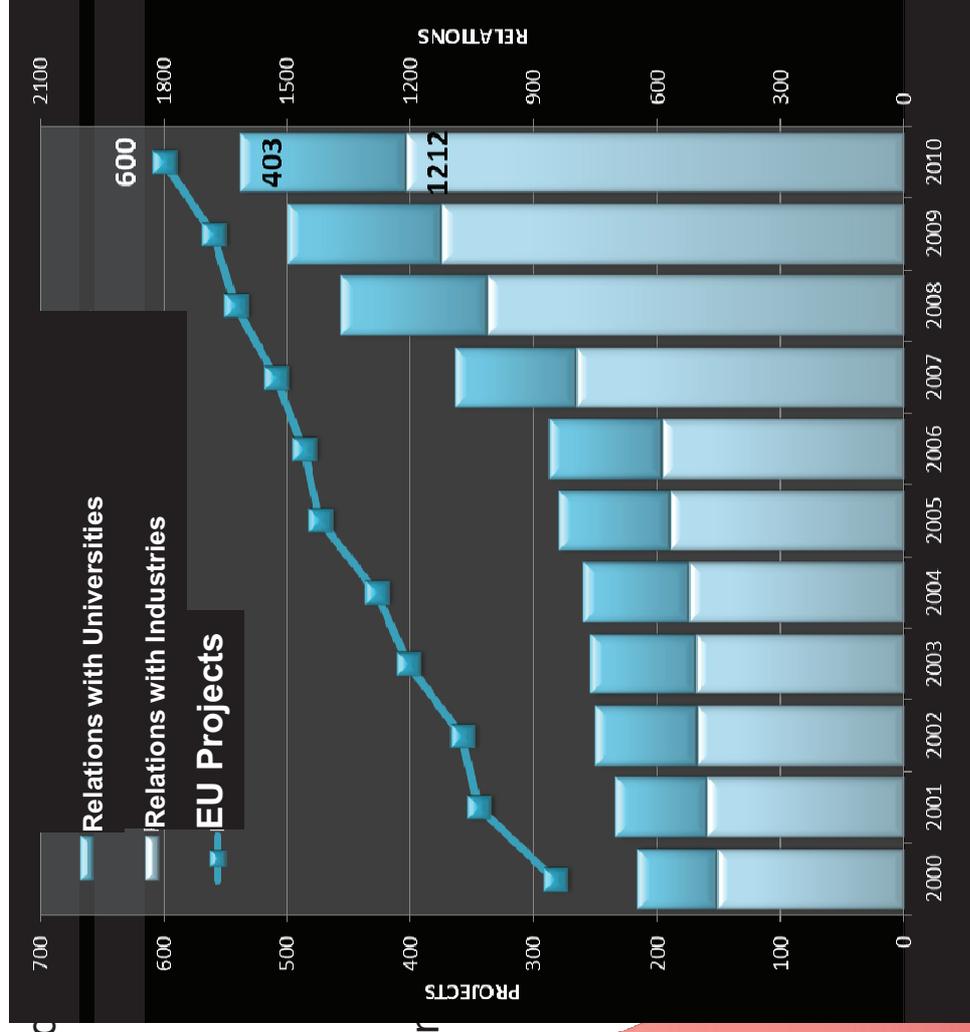
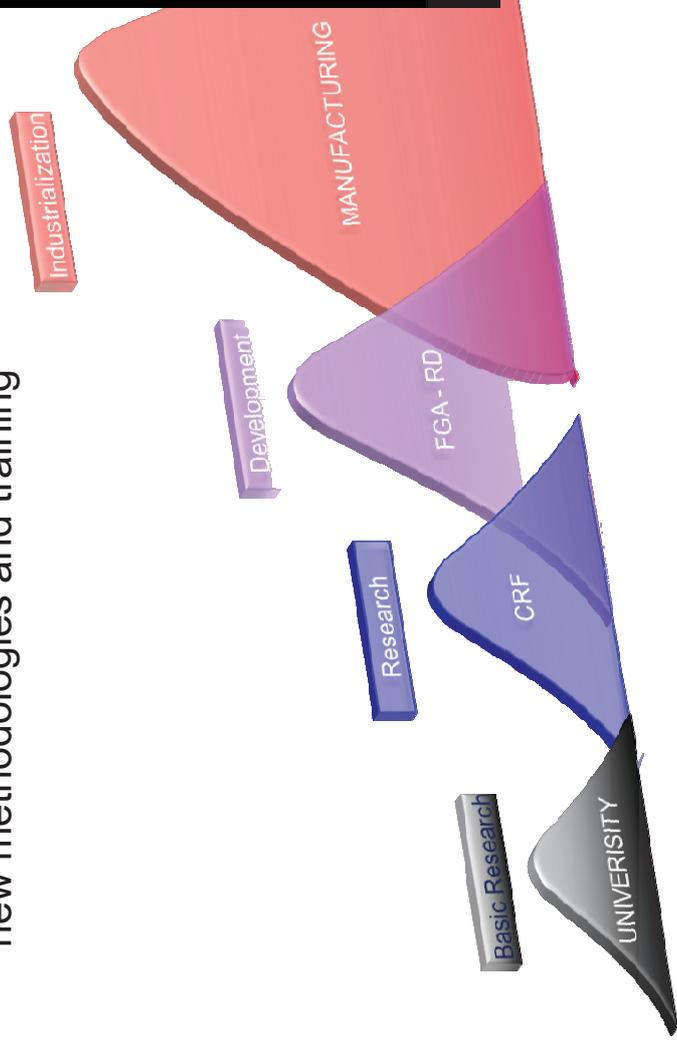
Centro Ricerche FIAT positioning



The **Centro Ricerche Fiat (CRF)** is a company devoted to promote, develop and transfer innovation for providing competitiveness to its partners: Fiat Sectors, external SMEs, Research Agencies.

CRF fulfills its task by focusing on the following key functions:

- development of innovative products
- implementation of innovative processes development new methodologies and training



The CRF submitted 19 proposals in the European Green Car Initiative call of January 2010 with a 68% success rate

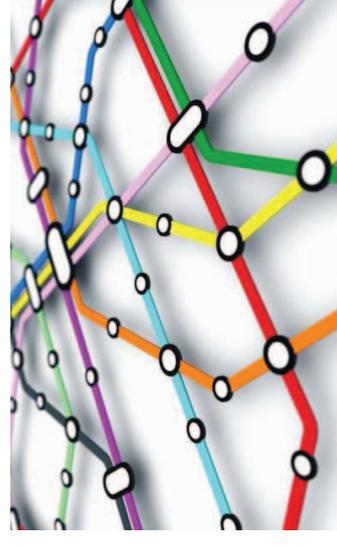


Conclusions

The future scenario asks for a dramatic reduction of CO₂ emissions due to road transportation

The most promising approach in the short medium term is *the diffusion of high efficiency downsized thermal engines together with hybrids and electrical vehicles (electrification) for both passenger and goods transportation in urban areas*

The poor battery energy density represents a real criticism



An effective system approach is required where:

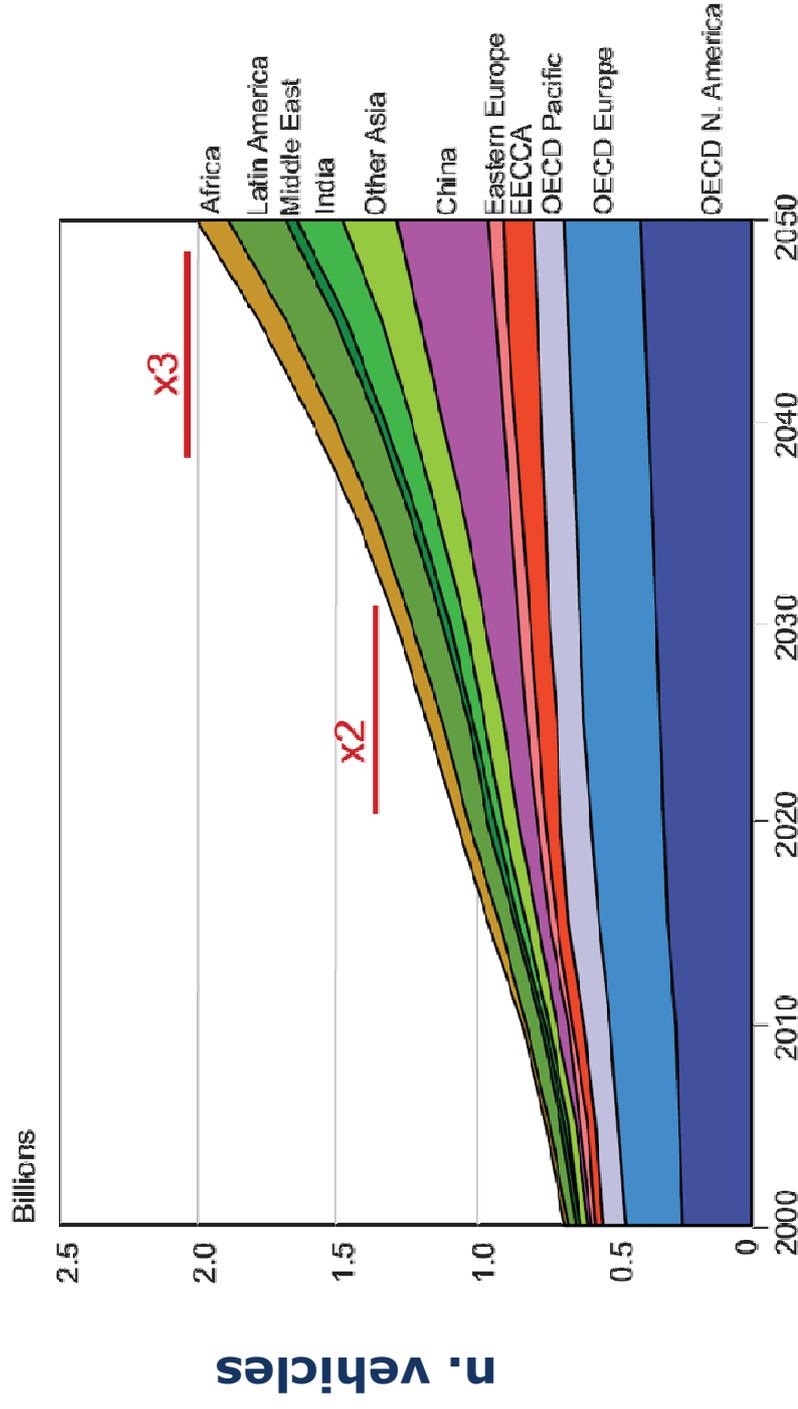
- the infrastructures should compensate the battery lack of energy density (e.g. charge while driving)
- the information technologies enable new mobility concepts (e.g. vehicle sharing)
- the policy incentivates the vehicle renewal to speed up the introduction of greener technologies

The challenge of future mobility and transport



TODAY: 820 million vehicles, 1 ton carbon eq. per vehicle per year, additional 33% CO2 is related to vehicle & fuel life-cycle

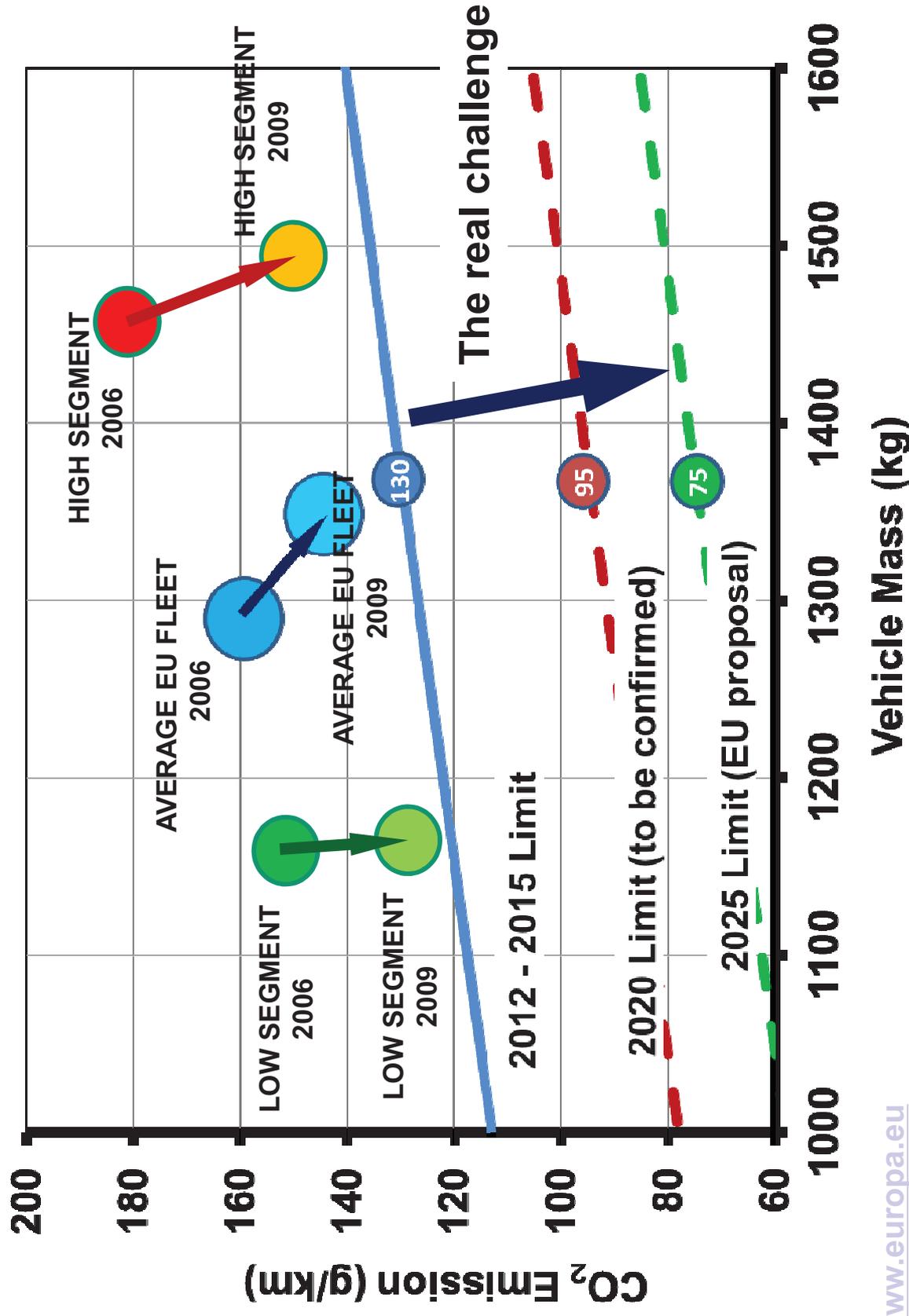
IN FUTURE:



Halving the fuel consumption of fossil fuels to compensate the increase in the number of vehicles

REGULATION (EC) No 443/2009

setting emission performance standards for new passenger cars as part of the Community's integrated approach to reduce CO₂ emissions from light-duty vehicles



4 Scenarios

planned-opolis

In a world of fossil fuels and expensive energy, the only solution is tightly planned and controlled urban transport.

Fossil fuels dominant

sprawl-ville

The city is dominated by fossil fuel-powered cars. The elite still gets around, but most urban dwellers face poor transport infrastructure.



renew-abad

The world has turned to alternative energy and high-tech, clean, well-planned transport helps everyone get around.

communi-city

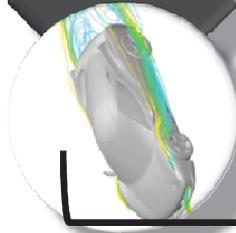
The world has turned to alternative energy, and transport is highly personalised, with a huge variety of transport modes competing for road space.

Alternative energy dominant

POSMETRANS
European logistic and transport efficiency & innovation

megacities
on the move

What shall we do?



Reduce the energy needed by the vehicle during operation

Short term

Start&Stop, S&S extended to mini-hybrid



Increase the efficiency of the internal combustion engine

Medium term

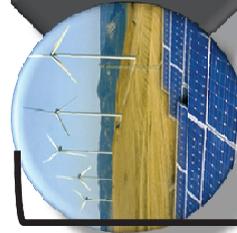
Full hybrid, full hybrid plug-in



Adapt the engine to fuels with low fossil carbon content

Long term

Full electric



Shift to new powertrains fed by new energy vectors that enable the use of non fossil energy sources

Sustainable-mobility



Freight Transport

- Biofuels
- Synthetic fuels
- Smart last mile logistic
- Electrified lanes



Public Transport

- Biofuels
- Synthetic fuels
- Charge While Driving
- Comodality
- Eco-trip & ECO-Drive



Private Transport

- Biofuels
- Synthetic fuels
- Eco-trip & ECO-Drive
- Charge While Driving
- Information exch. with smart grids



Traffic Management

- V2V communication
- Dynamic Traffic Management
- V2I & I2V Communication

Electromobility in the future mobility scenarios



An easy answer to the challenges of future traffic cannot be given.

Electrification of both the mobility and transport system is one possible answer.

*Consequently, new concepts and new technologies need to be developed to realize **efficient electric vehicles suited for both individual and public mobility and for goods distribution in urban areas.***

[Directorate General for internal policies policy “Challenges for a European market for electric vehicles”, 2010]



The battery issue

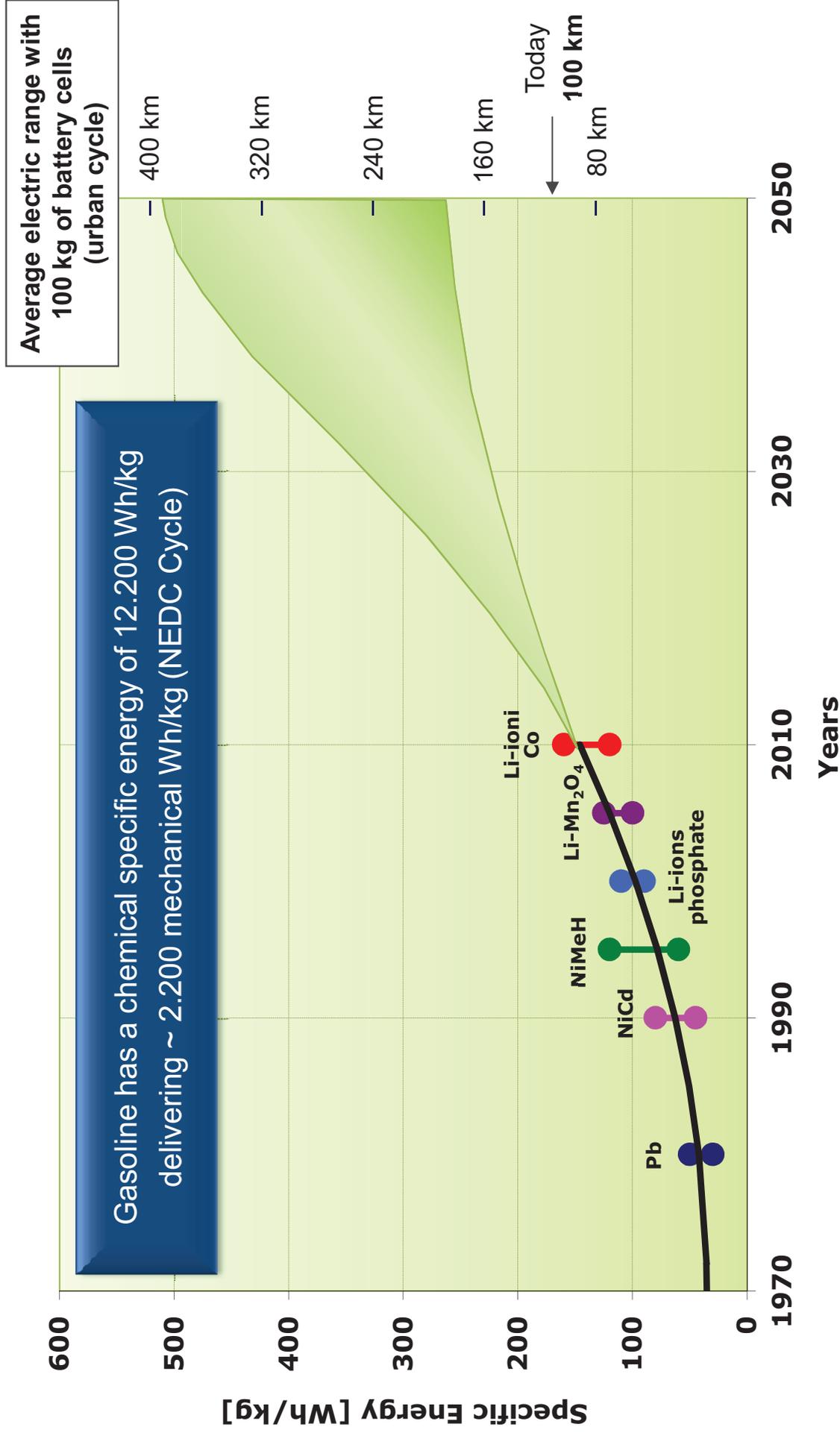


Electric energy storage in **batteries drawbacks**:

- limited ranges due to poor specific energy (around 100-150 km).
- high costs (more than 200 €/kWh at Battery System level)
- long recharging times (hours for complete charge 0-100%)
- Considerable CO2 emission in battery production & recycling

Electromobility can be the long term solution of road transportation if all stakeholders work together for a structural and standardized solution: OEMs, infrastructure, equipment and energy providers, public authorities, ...

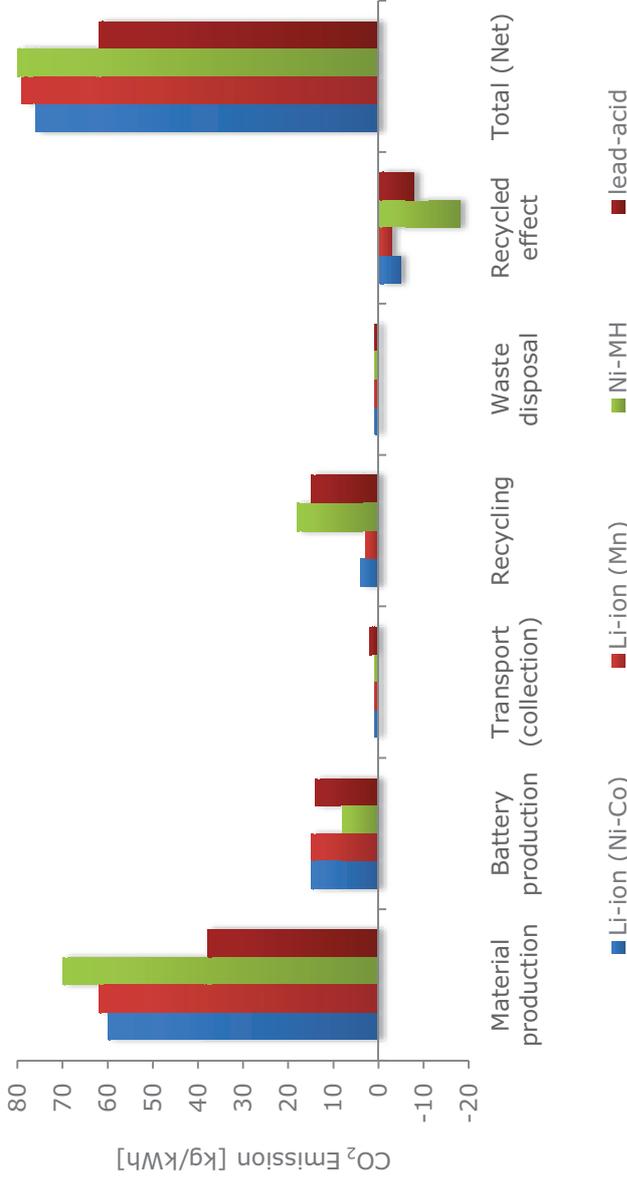
The battery issue



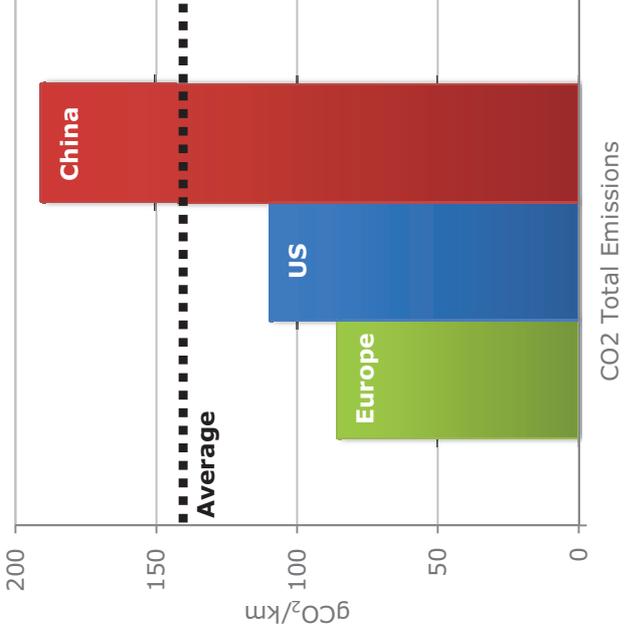
Batteries Life Cycle Emissions



CO2 Emission (EV-application type)



Electric power supply production



Battery Manufacturing

360 Mca/kWh

e.g. the manufacturing of a storage capacity of 20 kWh
(Lithium batteries) means 1.5 tons CO_{2eq} emission

The effect of the di CO₂ emissions depends on the electric energy production (ref. 140 gCO₂/km)

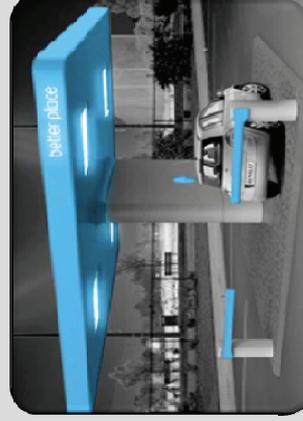
- Europe: - 54 g CO₂/km
- US: - 30 g CO₂/km
- China: + 51 g CO₂/km

Electromobility: the long term is not the batteries improvement

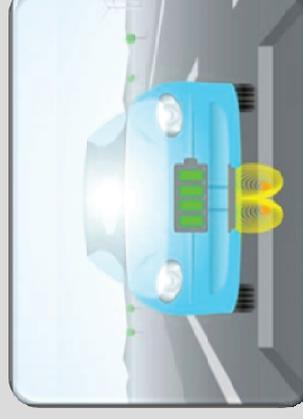
The solution to current limitations that hinder the diffusion of electric vehicles could probably not come from further technological evolution of storage systems, but from the development of appropriate charge-supply infrastructures



**Fast
charge points
(partial charge)**



**Replace
Battery Pack
(battery pack
swap-drop)**



**Power
from the lane
(charge while
driving)**



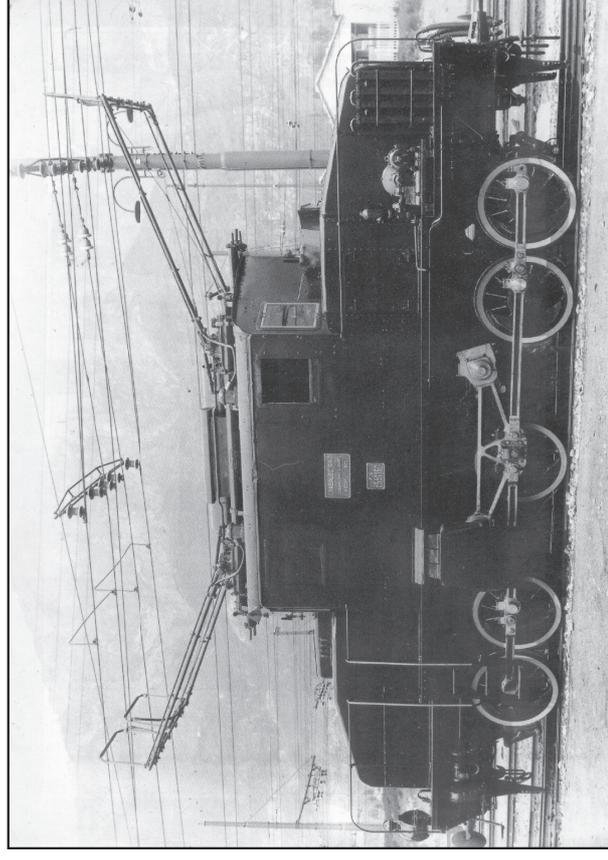
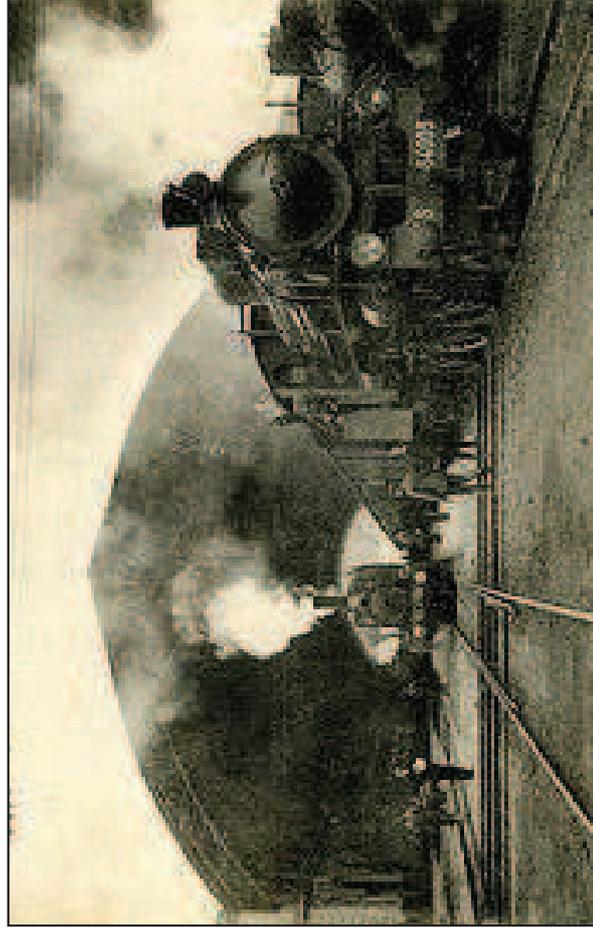
**?
(technological
breakthroughs)**

The role of Infrastructures

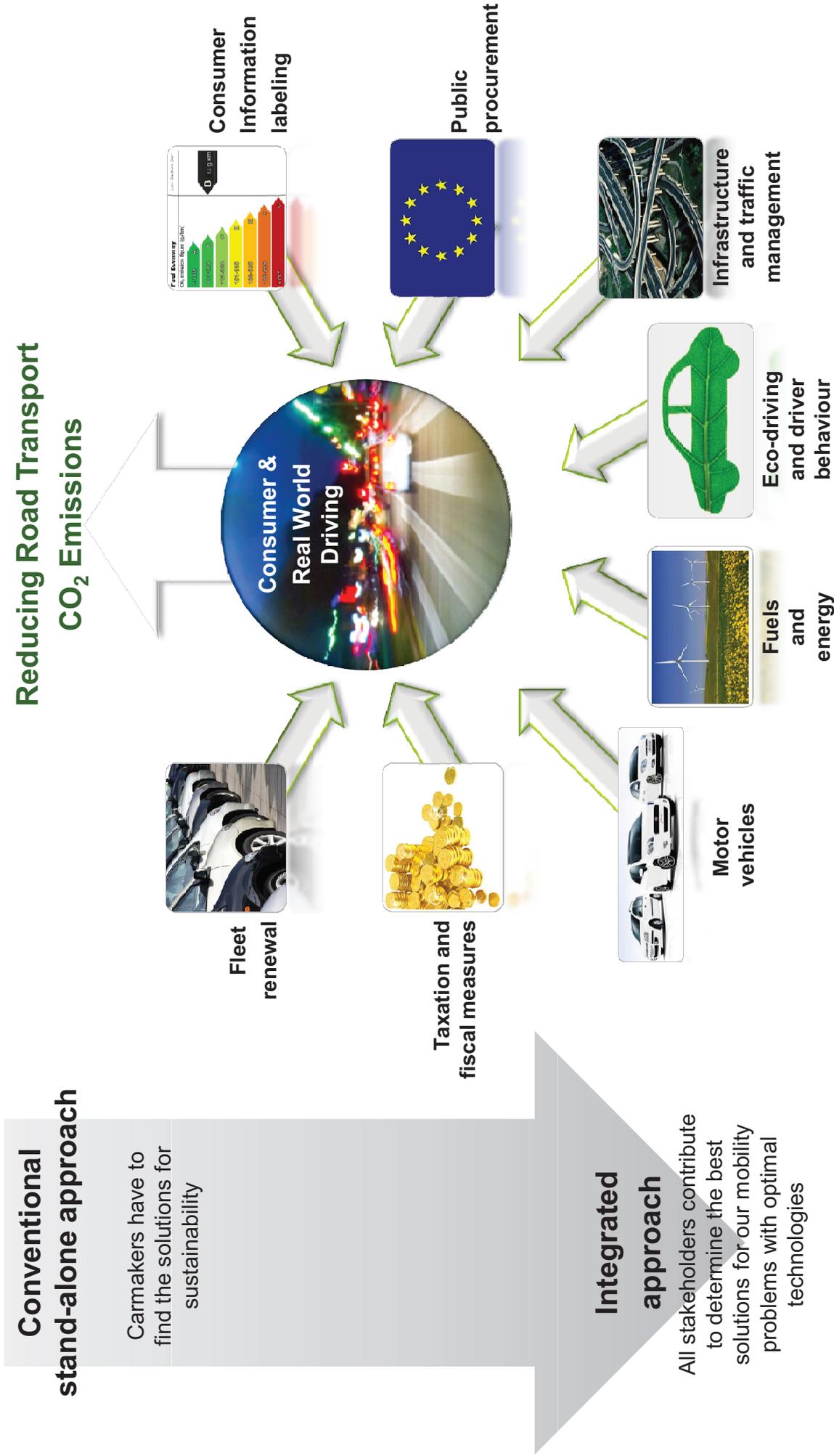


Until now, the vehicle has evolved almost independently from the infrastructure context

Henceforth this approach could be no longer sustainable: infrastructure should contribute to an integrated development of road transport, as it was for railways network, with the additional tough requirement of not impairing the invaluable freedom of individual mobility.



Integrated Approach



Conventional stand-alone approach

Carmakers have to find the solutions for sustainability

Integrated approach

All stakeholders contribute to determine the best solutions for our mobility problems with optimal technologies



Turin, 17th of November, 2011

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Conclusions

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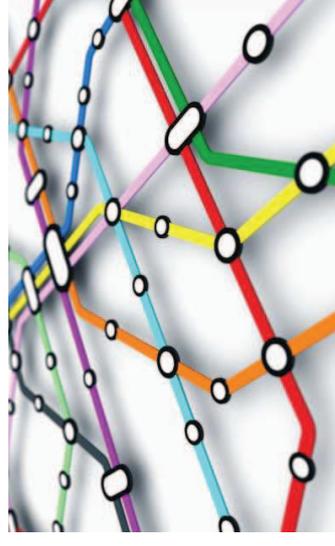
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An effective system approach is required where:

- the infrastructures should compensate the battery lack of energy density (e.g. charge while driving)
- the information technologies enable new mobility concepts (e.g. vehicle sharing)
- the policy incentivates the vehicle renewal to speed up the introduction of greener technologies





Carloandrea Malvicino

**Fuel Economy & Vehicle Systems Efficiency
Program Manager**

**Centro Ricerche Fiat S.C.p.A.
Strada Torino, 50 - 10043 Orbassano (TO), Italia
Tel +39 011 9083260 Fax +39 011 9083898**

e-mail: carloandrea.malvicino@crf.it

Role of networks to stimulate innovation in logistic sector

Competence centres as pivot points

Holger Bach

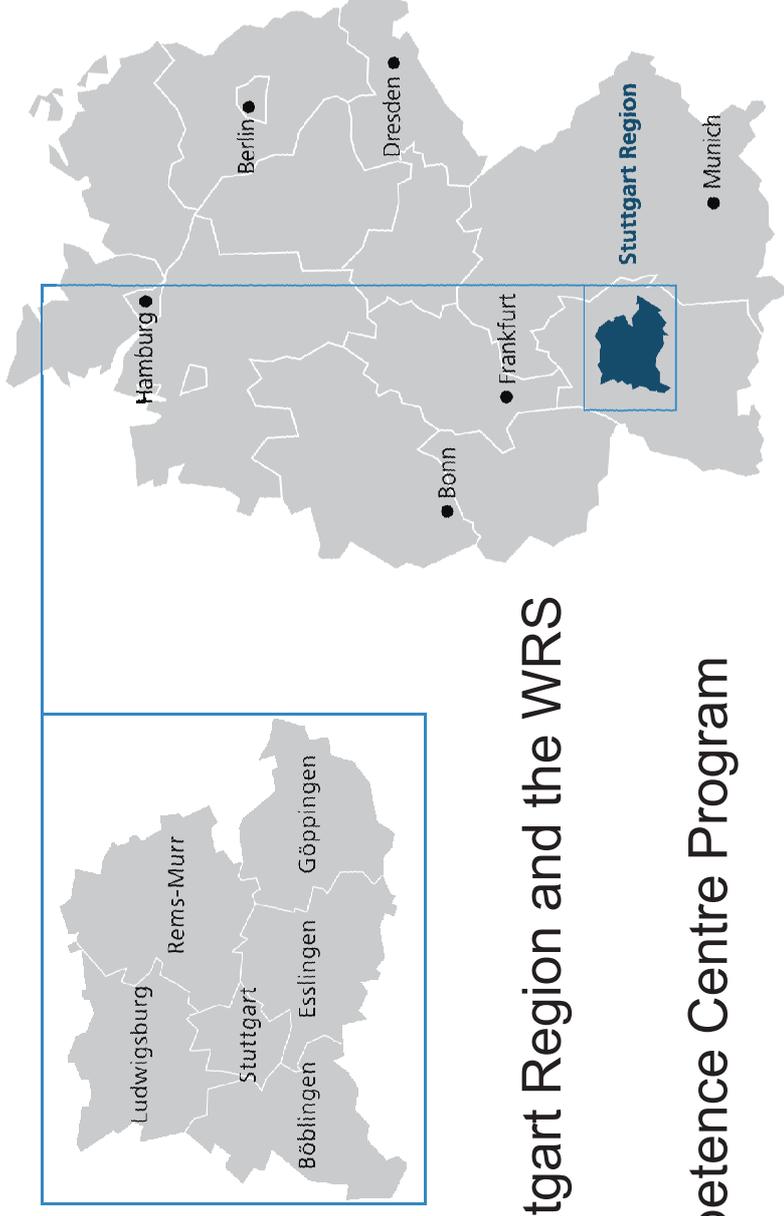
Director Automotive and Transport

Stuttgart Region Economic Development Corporation (WRS)

Managing Director KLOK Logistics Competence Center (KLOK e.V.)

Agenda

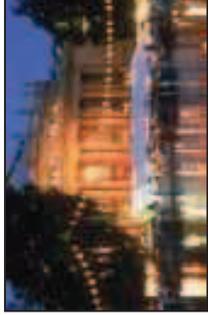
1. Introduction to the Stuttgart Region and the WRS
2. Stuttgart Region Competence Centre Program
3. Stuttgart Region Logistic Infrastructure
4. Questions/Discussion



The Region – Mixed Facts and Figures



- Population: 2.7 million from 170 countries
- Area: 3.654 km²
- Municipalities: 179
- People in employment: 1,3 million
- Members of the Regional Assembly: 93
- Hours of sunshine: 1820 per year
- Wine production per year: 42 million liters
- Spa water per day : 40 million liters
- Michelin stars: 13
- Historic palaces and castles: 68

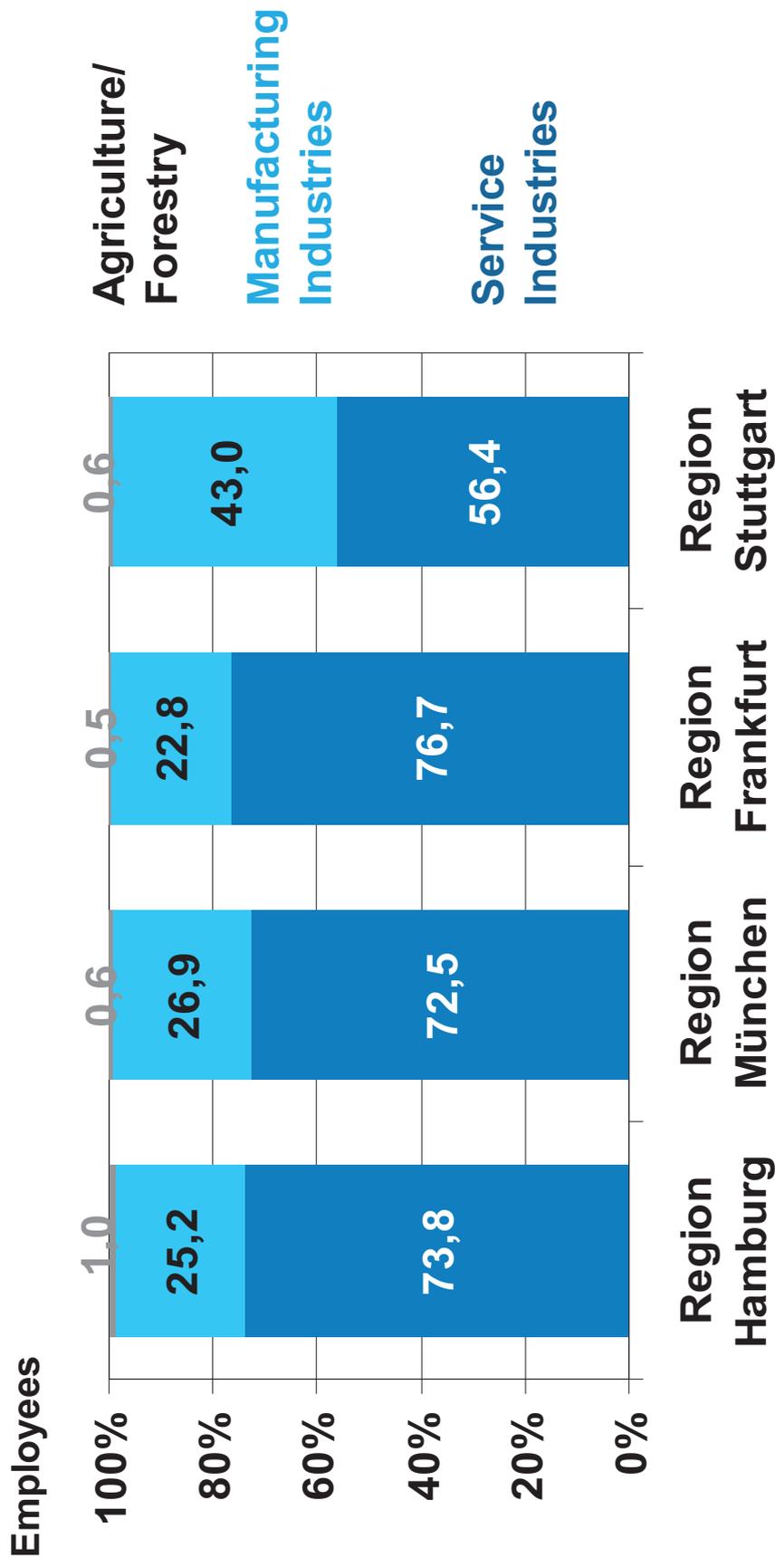


Economic data of the Stuttgart Region

- ~165.000 companies
- Gross domestic product: 93 billion Euro
- Overseas Sales (manufacturing): 48 billion Euro
- Unemployment rate: ~4,5 %
- Most important industries: Automotive, Productiontech/Mechanical Engineering, Electrical, IT, Media, Biomedicine.
- Headquarter of corporate groups such as Daimler, Porsche, Festo, Trumpf, Behr, Alcatel-SEL, Dürr, Stihl, Celesio, Schuler, Allianz Life etc.
- Extremely high research-density and -intensity
- R&D expenditure by the private sector: **~5,6 %** of the GDP!



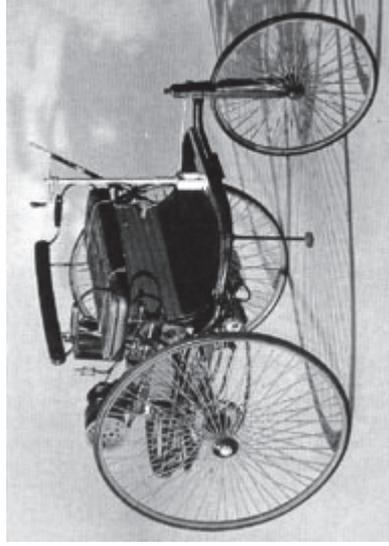
Sectors of Employment



Figures for 2004

The Automotive Region. Where it all began...

1886 and the Name of Jellineks Daughter...



Automobile OEMs in the Stuttgart Region

MAYBACH



PORSCHE



3. Innovation and Cluster Policy by the WRS

The Emergence of High-Technology Clusters in the Stuttgart Region

Future?

2009

1995

1985

1960

1930

1900

Automotive
Nanosystems
Sensors/actuators
Neuroengineering
Drug modelling
Sentient computing
Autonomous Systems
Logistics
...?

Automotive
Telecoms
Electrical
Software
Toolmaking
Automation
Simulation/VR
Med tech
Nanosystems
Nanomaterials
Tech. Textiles
Mechatronic
Aerospace
Logistics

Automotive
Telecom
Electrical
Computers
Software
Med tech
Toolmaking
Automation
Robotics
Mechatronic
Aerospace
Logistics

Automotive
Electrical
Computers
Software
Telecom
Toolmaking
Med tech
Microsystems
Radio/TV
Robotics
Aerospace

Automotive
Telecom
Electrical
Computers
Toolmaking
Med tech
Radio/TV
Print
Aerospace

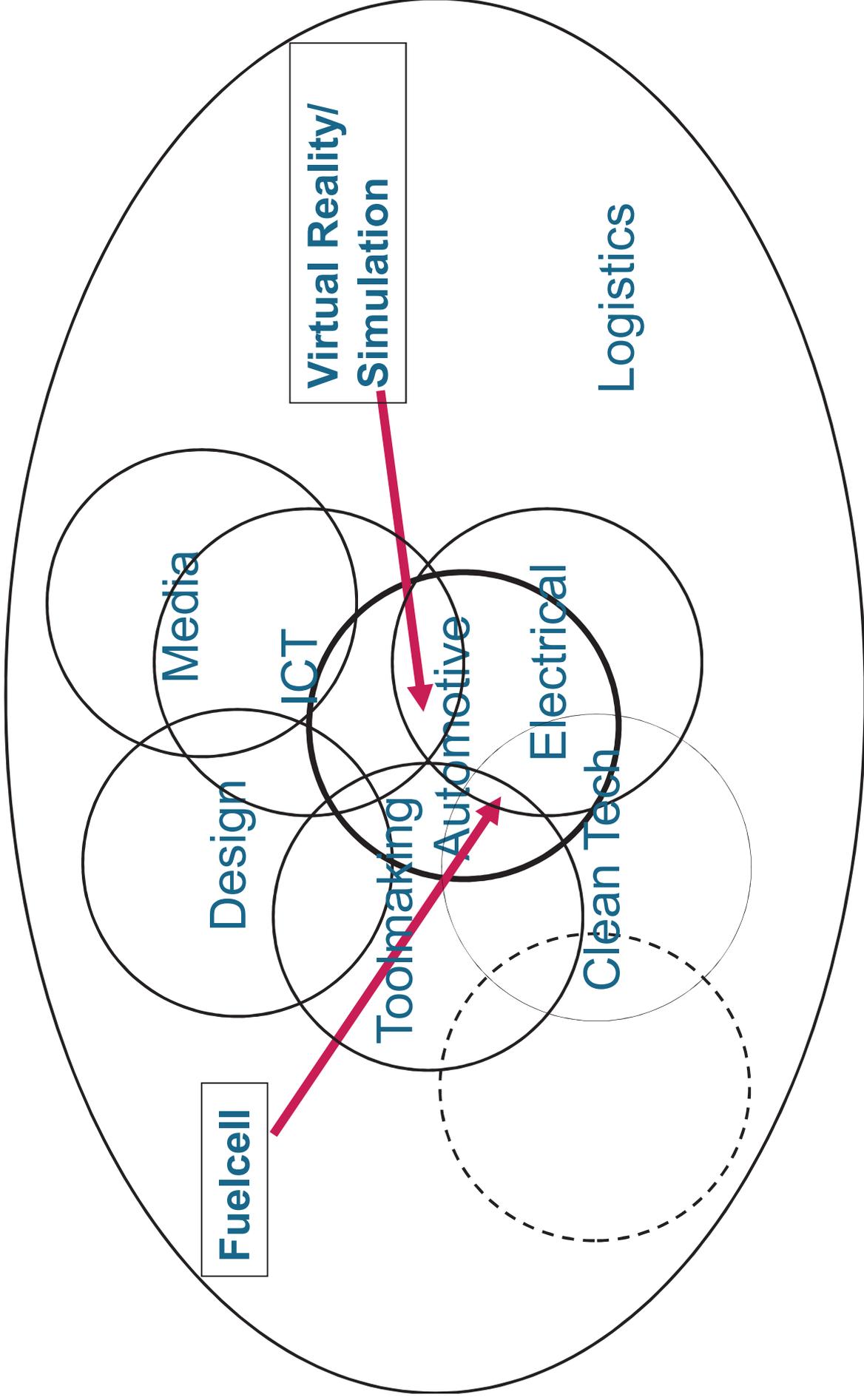
Automotive
Telecom
Electrical
Textile
Radio/TV
Print
Aero

Automotive
Toolmaking
Textile
Print



Matchstick, Portable Drilling Machine, Automobile, Spark Plug, Perlon Stockings, Office Photocopier, Lever Arch File, Refrigerator, Bra, Coffee-Machine, TV-Tower, Mainframe Computer, ABS, Airbag, ESP...

Cluster Approach and Innovation Potential





Competence Centers
Stuttgart Region

The Stuttgart Region Competence Center Program



Wirtschaftsförderung
Region Stuttgart GmbH

Basic Idea of Regional Competence Centers



Competence Centers
Stuttgart Region



- Well organised regional networks integrating all regional possible companies, universities, research facilities working in the same field of technology.
- Optimization of the use of innovative potentials of companies, universities and research facilities
- Stimulation and support of co-operations (also Private-Public)
- Initiation and support start-ups
- Platform for (large scale) projects
- Joint learning environment

Competence Centers in the Stuttgart Region



Telecommunications and Data Transmission



Packaging Technologies



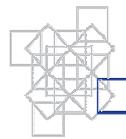
Brennstoffzellen-Allianz Baden-Württemberg Fuel Cell Technology



Virtual Dimension Center
Virtual Reality, Simulation, Collaborative Engineering



Net Application Center Stuttgart Online Services



Teleatics, Mobile Computing, Customer Care



Print, Publishing and Media



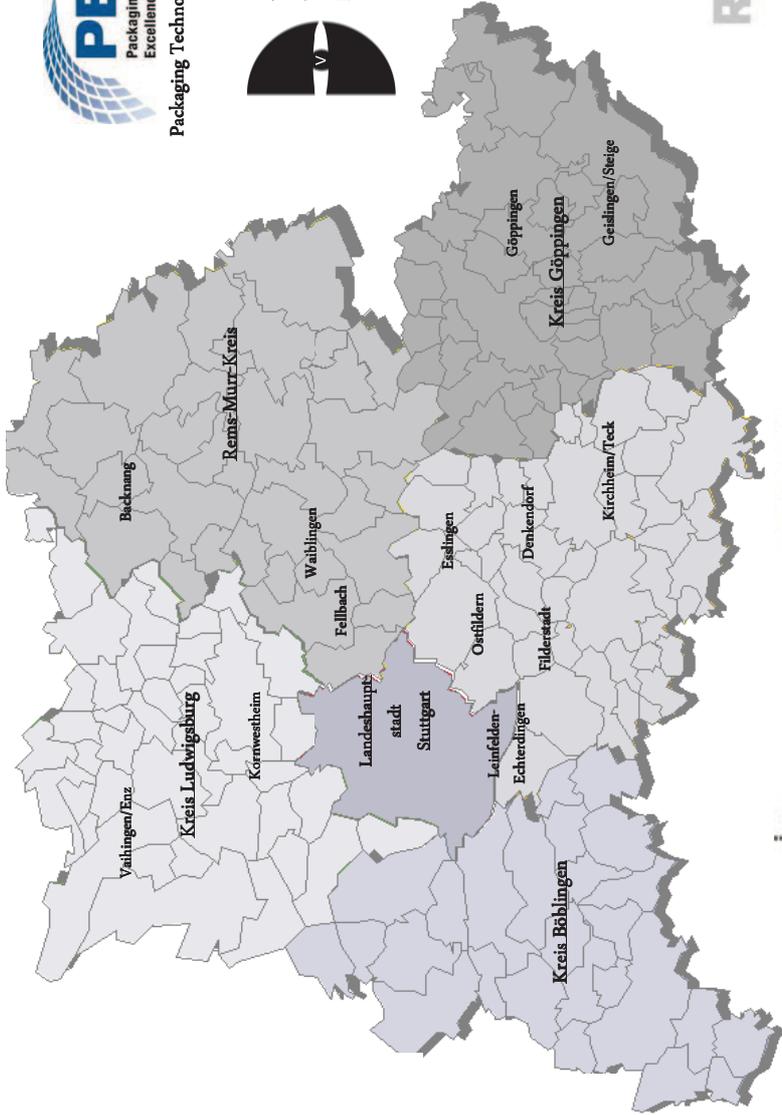
Technical Textiles



Facility Management



Kompetenznetzwerk Mechatronik



Wirtschaftsförderung Region Stuttgart GmbH

Results of the Regional Competence Center Initiative



Kompetenzzentren
Region Stuttgart

- 14 Competence Centers in different fields of technology
- Very high level of participation:
 - > 350 companies (80% SME)
 - > 60 institutes and research facilities
- Extensive private investments could be triggered with little public money
- Many co-operation and/or research projects initiated (private and public funded) (> 80)
- Significant improvements of the Private-Public-Partnership
- Improved access to national and European funding programs for the members
- Requests for additional Competence Centres (in and outside the Stuttgart Region)



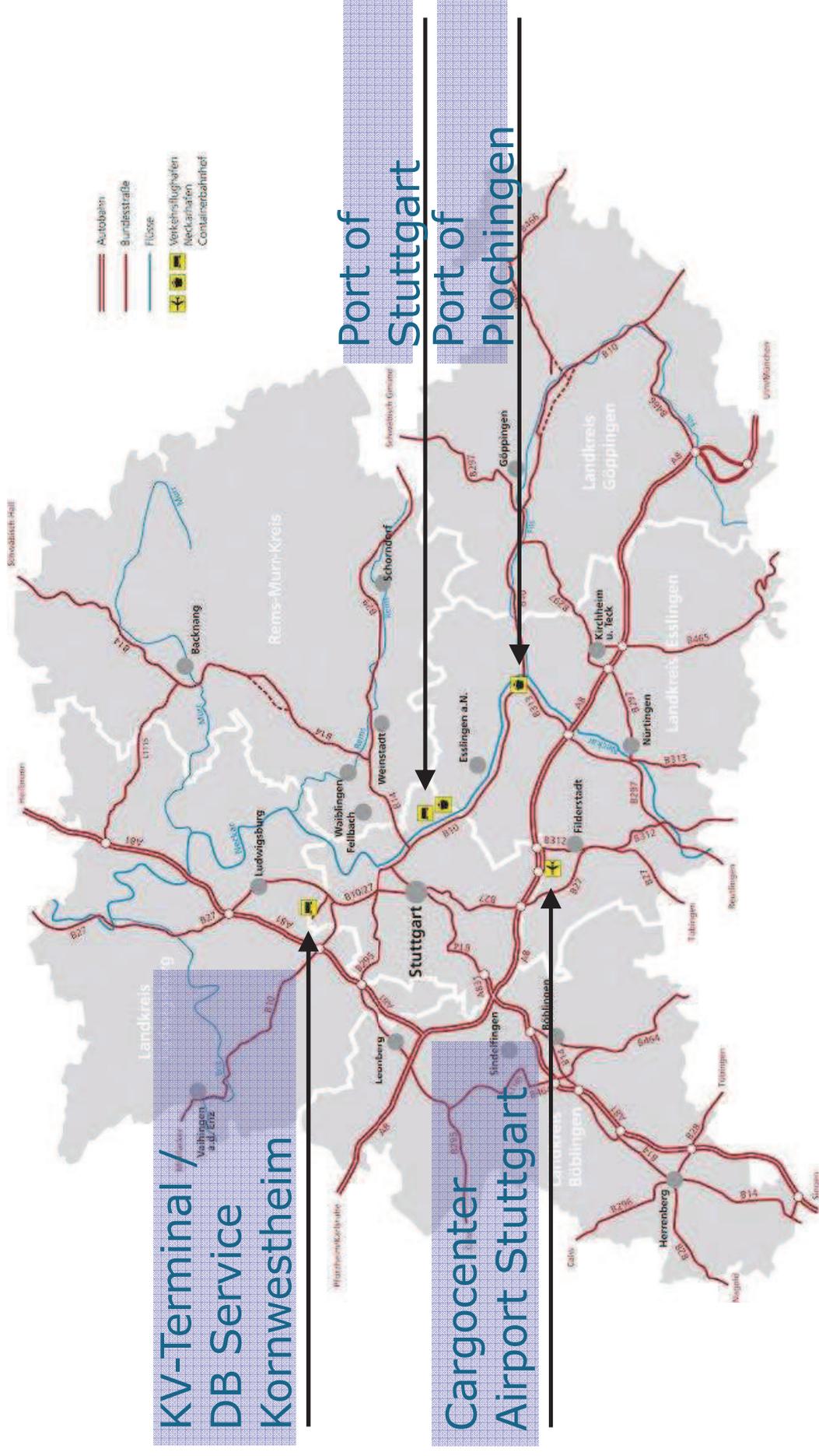
Competence Centers
Stuttgart Region

The Stuttgart Region logistic infrastructure



Wirtschaftsförderung
Region Stuttgart GmbH

Logistics Infrastructure in the Region



Intermodal Terminals, Cargo Centre Airport, Port of Stuttgart



Policies regarding logistics supply



1. Area is strong in intralogistics (e.g. industrial equipment for warehousing)
 2. most producers are SMEs
- ➔ General policies apply for support of industrial base
1. Transport logistics: Regional players mostly are specialists or/and part of the larger international chains
- ➔ Regional players usually are SME's and not very visible, thus there is no specific policy focus so far



Policies regarding logistics demand



KLOK
Kooperationszentrum
Logistik e. V.

1. Space is usually not available for logistics.
2. Debate on land use has led to pragmatic approaches.
3. Warehouses for general outsourcing
4. Logistics produces traffic
5. Rail interface at industrial site level are rare



Being the pivot point – is the way

LOGBW.de 

Logistik-Netzwerk
Baden-Württemberg

openENL 
EUROPEAN LOGISTICS NETWORKS



1. Mediate between administration and industry and logistics services
2. Networking is essential
3. Dialog process with stakeholders responsible for logistics
4. Relations to destinations
5. Cross link the work
6. Fairs / Events / Workshops / Meetings
7. Logistics network Baden-Württemberg



- match a “government” & top-down approach with a “governance” & bottom-up one
- a change of perspective, oriented at understanding operators’ needs on the demand and the supply sides of transports and logistics to set up policies
- strategic planning of the regional transport and logistics systems by networking and coordinating all the involved bodies within each system (and among systems) and in particular public authorities and private companies and operators.

^The LoCC

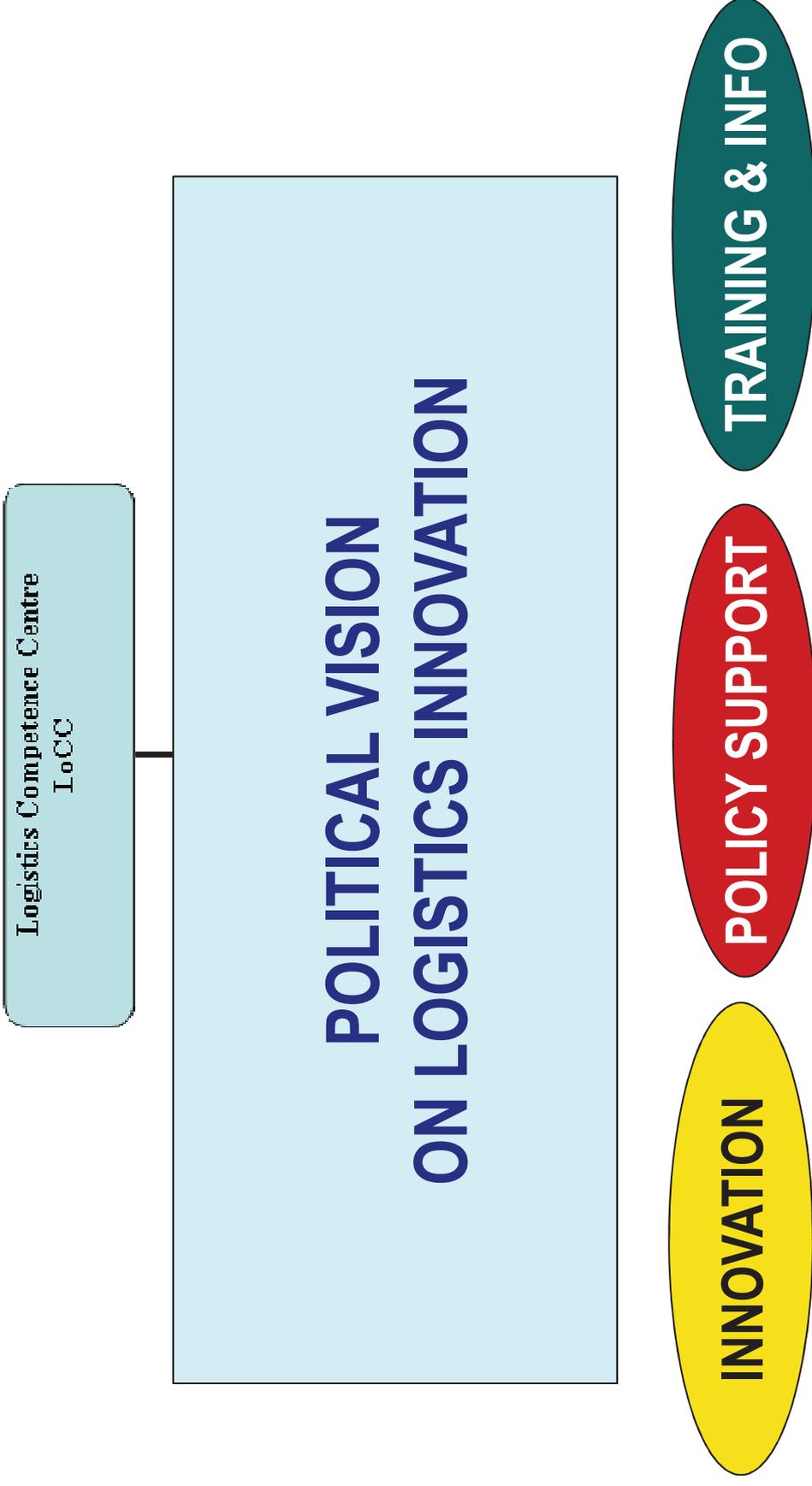
- is a network-oriented promoter of the economic development for logistics in the region.
- initiates, promotes, coordinates and runs a partner-network of the logistics key players of its region.
- provides a common “forum” where stakeholders with heterogeneous missions and roles can meet and define shared strategies and policies.
- is a public or a semi-public body and holds a public mission
- has an interdisciplinary role
- faces and tries to solve the logistics problems which raise at regional and transnational level
- works on specific projects

REGIONAL JOINING STRUCTURE BETWEEN

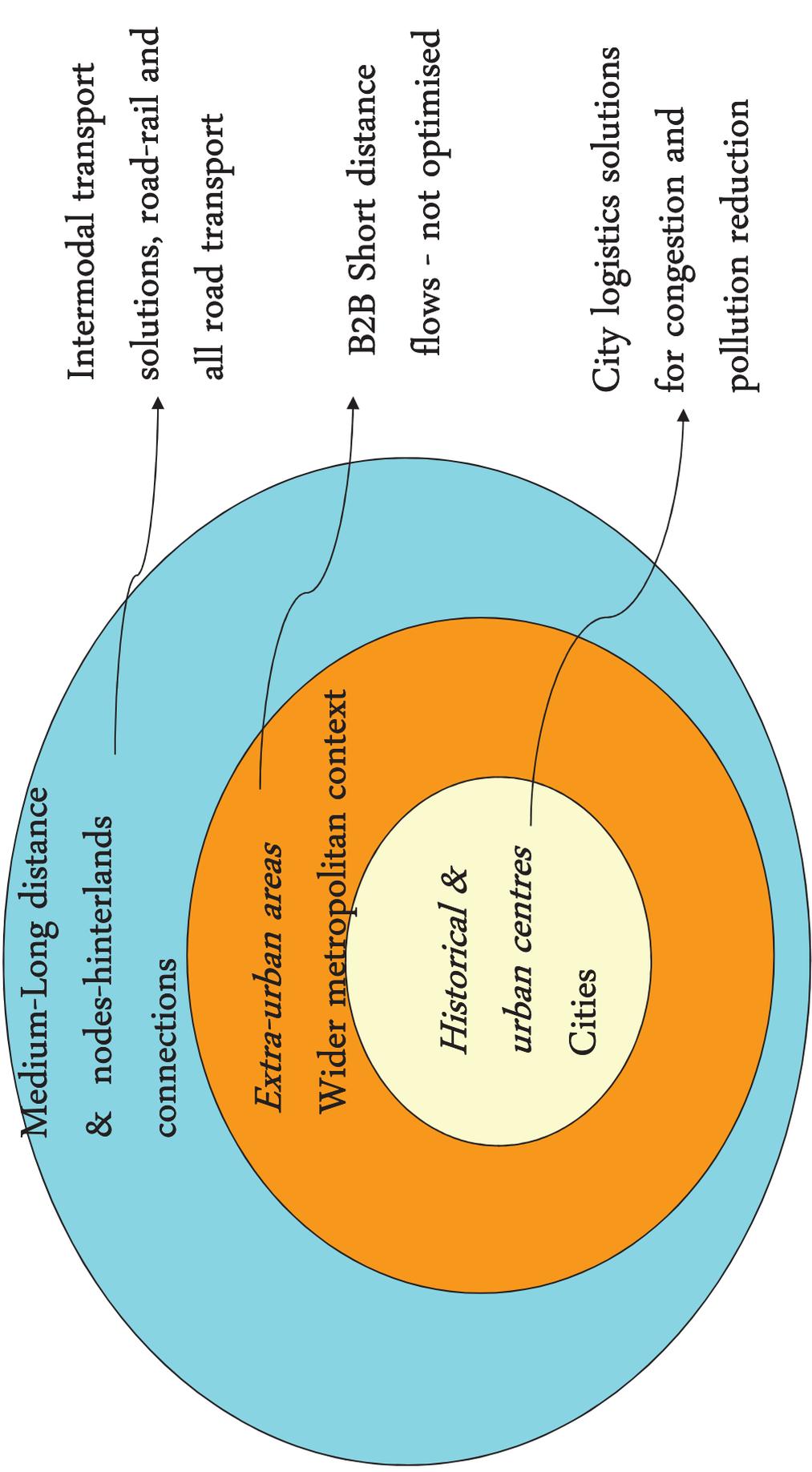
PUBLIC, BUSINESS AND RESEARCH...



Logistik-Netzwerk
Baden-Württemberg

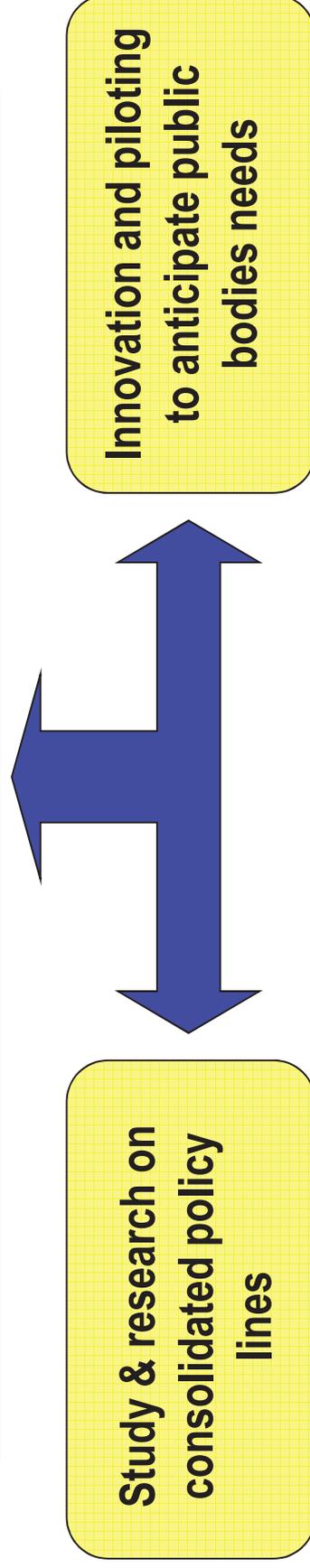


ACTION FIELDS: DIFFERENT TERRITORIAL LEVELS

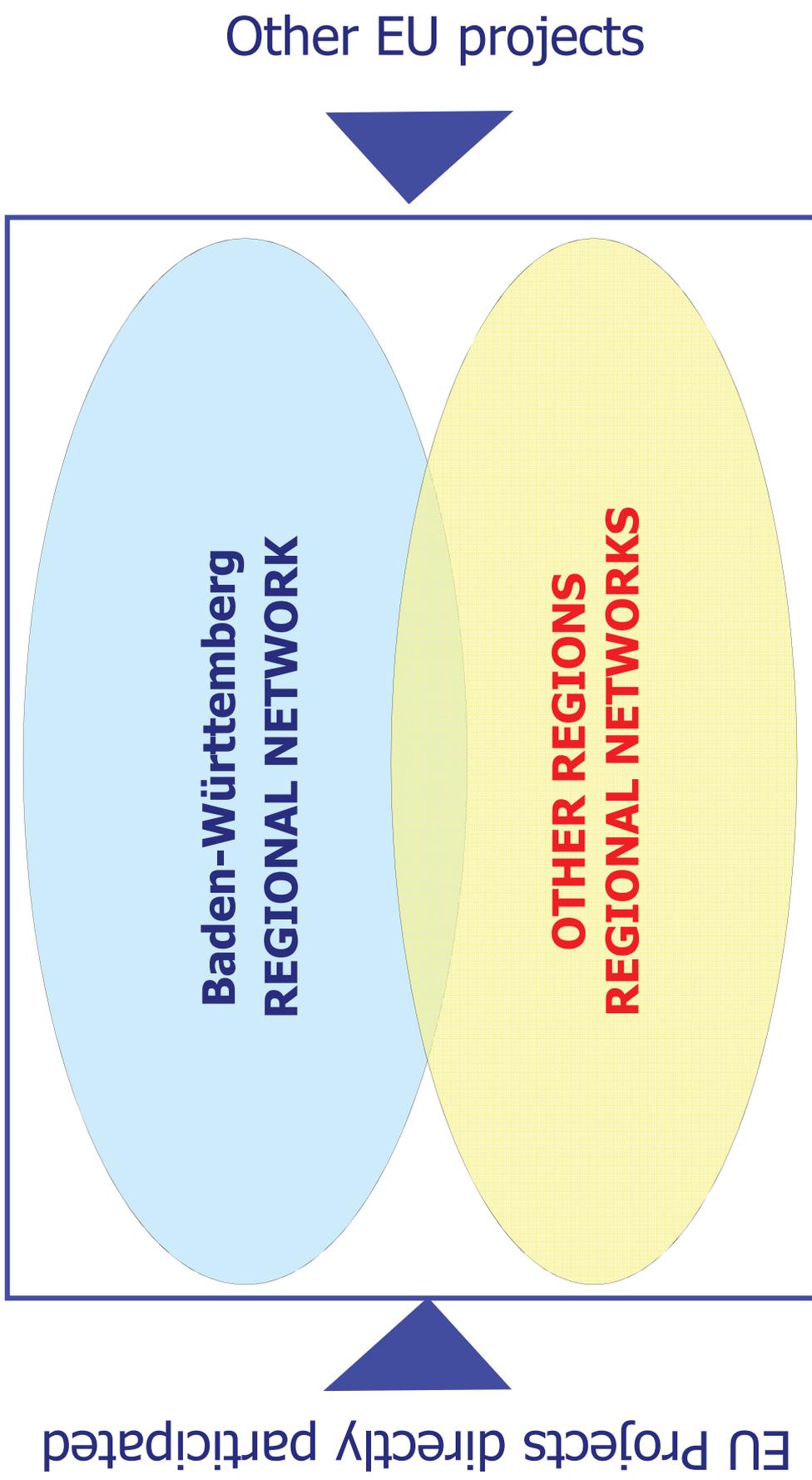


ACTION FIELDS: DIFFERENT THEMATIC DOMAINS

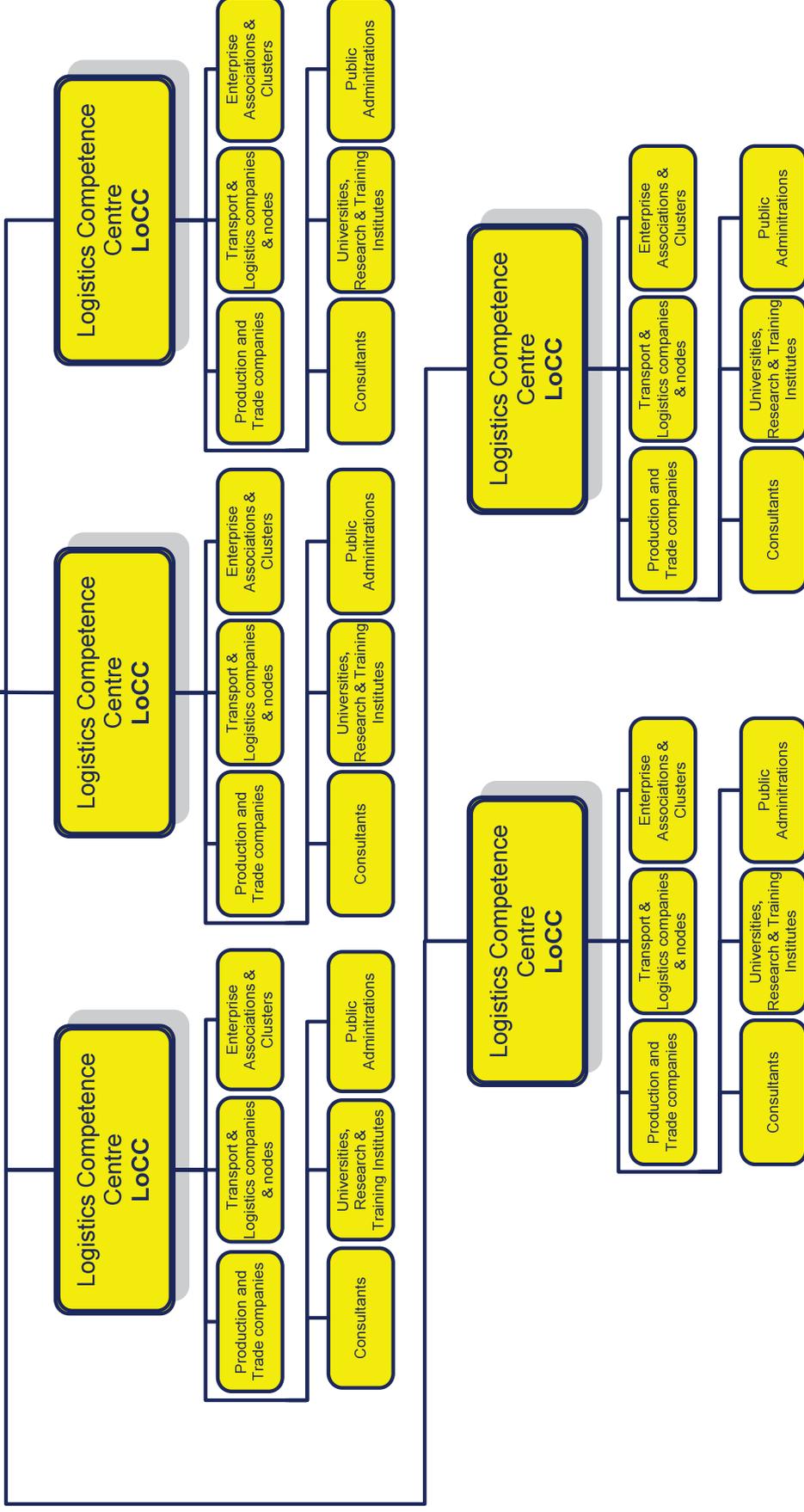
SCM and logistics in specific sectors (automotive, food, healthcare, ...)	Transport planning	Sustainable mobility and public transport
Territorial marketing	Logistics training	City Logistics
Statistics analysis and freight transport observatory	ICT for logistics	Co-modality, logistics nodes and services development



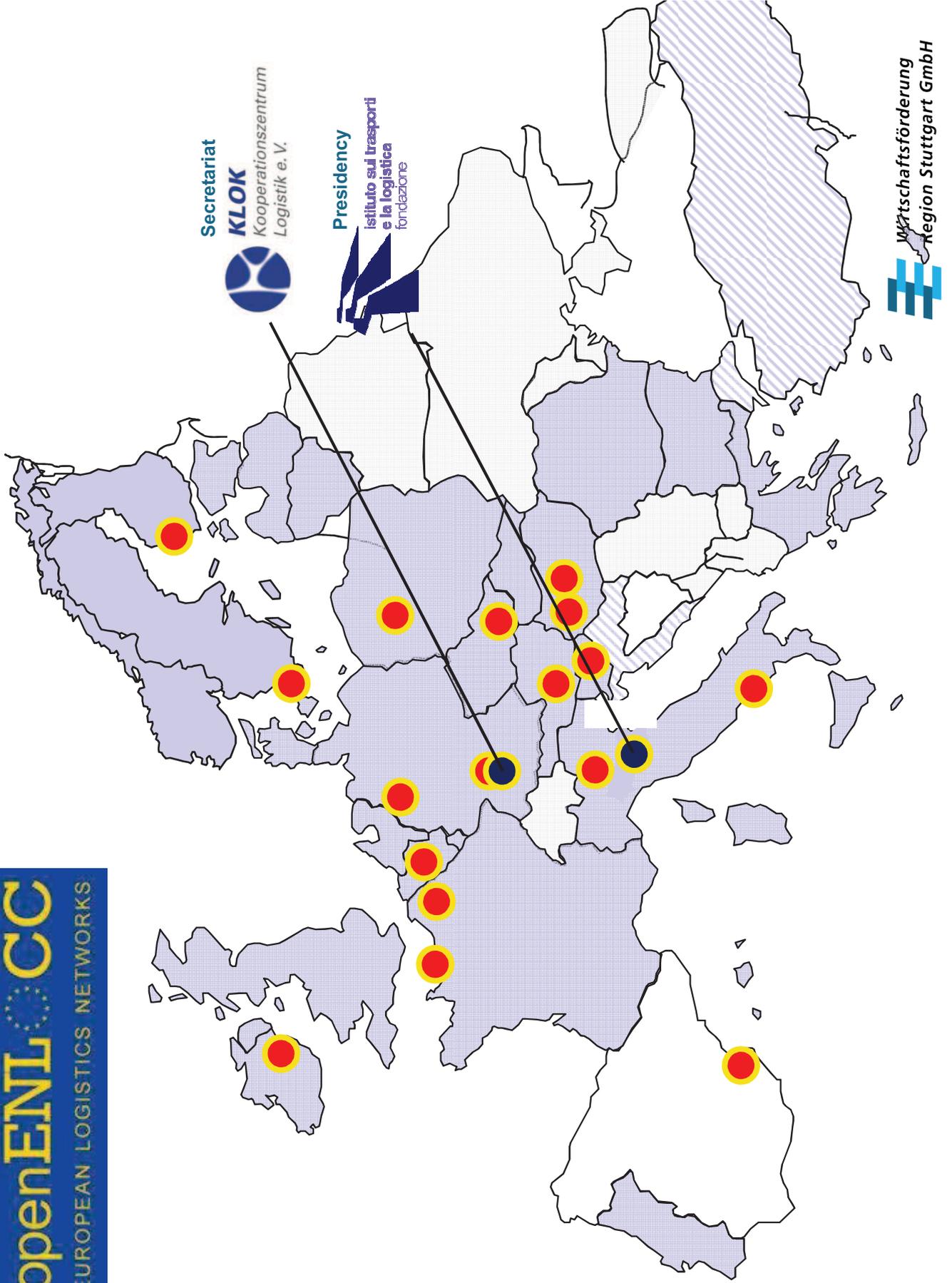
THE TRANSNATIONAL PERSPECTIVE



A mutual learning process driven by EU funds



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ACTIVE IN REGIONAL, NATIONAL & EU PROJECTS

<p>SCM and logistics in specific sectors (automotive, food, healthcare, ...)</p> <p>Save loading</p> <p>Pharma warehousing</p>	<p>Transport planning</p> <p>Regional Freight Transport Plan</p>	<p>Sustainable mobility and public transport</p> <p>Public transport services for industrial areas</p>
<p>Territorial marketing</p> <p>Transport Logistic Munich</p>	<p>Logistics training</p> <p>Logistics curricula</p> <p>Logistics high school</p>	<p>City Logistics</p> <p>Training for PA</p> <p>Pilots with operators</p>
<p>Statistics analysis and freight transport observatory</p> <p>Regional Observatory on freight</p>	<p>ICT for logistics</p> <p>Logistics brokering IT system</p>	<p>Co-modality, logistics nodes and services development</p> <p>Regional law for incentives to rail transport</p>

EXAMPLES OF EU FUNDED PROJECTS

<p>SCM and logistics in specific sectors (automotive, food, healthcare, ...)</p> 	<p>Transport planning</p>	<p>Sustainable mobility and public transport</p> 
<p>Territorial marketing</p>	<p>Logistics training</p> 	<p>City Logistics</p> 
<p>Statistics analysis and freight transport observatory</p> 	<p>ICT for logistics</p> 	<p>Co-modality, logistics nodes and services development</p> 

LoCC CONCEPT – CHECK LIST

- ▲ BE A TECHNICAL KNOWLEDGE PROVIDER MORE THAN A MANAGER
[NO NEED AND POSSIBILITY TO DUPLICATE ADMINISTRATIVE AND POLITICAL BODIES]
- ▲ NEED FOR A STRONG PUBLIC BODIES COMMITMENT
- ▲ PUBLIC MISSION AND FUNDING TO START UP
- ▲ AVOIDING MISUNDERSTANDINGS ON THE LoCC CONCEPT (NOT A LOGISTICS PLATFORM,
NOT AN OPERATOR)
- ▲ LoCC APPOINTMENT ON A SIGNIFICANT START UP PROJECT
- ▲ NEED FOR DEDICATED TECHNICAL STAFF, TO FOSTER INNOVATION
- ▲ CLEAR DEVELOPMENT PLAN AND COMMITMENT TO CATCH THE RESULTS OF THE PLAN

Thank you for your kind attention

Holger Bach

Telefon: +49 711-22835-59

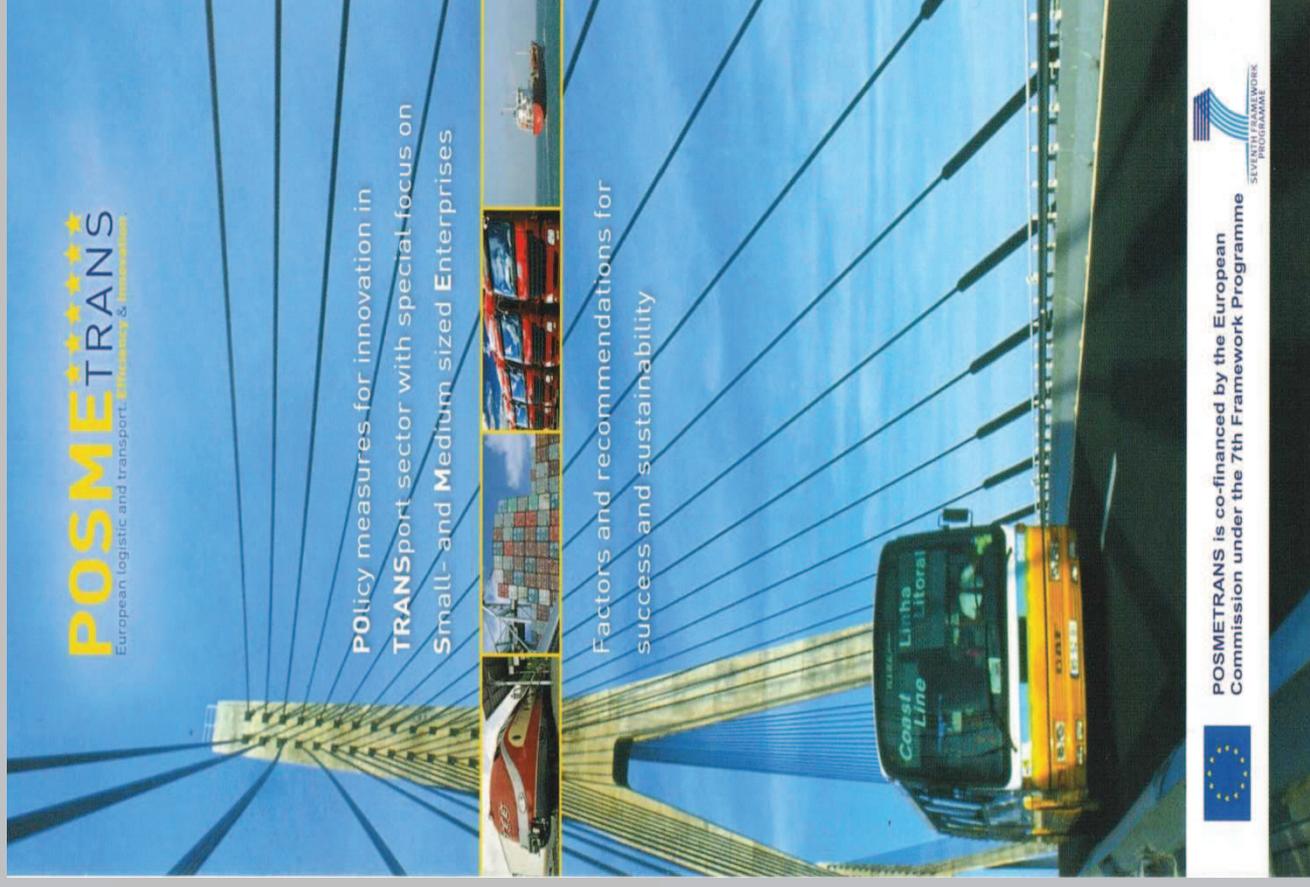
holger.bach@region-stuttgart.de



POSMETRANS Final Conference

Jens-Jochen Roth

Turin (Italy), 17-11-2011



POSMETRANS

investigations and recommendations

Our basis for recommendations (overview):

- Research activities (e.g. white book, research documents, action plans)
- POSMETRANS survey (sample of 48 interviews)
- Panel meetings in regard of following topics:
 1. How does innovation spread into the market?
 2. How is the influence of networks on the stimulation of the innovation process?
 3. How is the impact of European and national policy measures?
- Additional interviews concerning best practice activities

POSMETRANS recommendations

Our recommendations (overview):

-  1. regarding the whole transport sector
-  2. focused on public transport
-  3. focused on freight and logistics
-  4. focused on vehicle technologies
-  5. focused on infrastructure technologies
-  6. focused on SMEs

Recommendations for the whole transport sector

- Companies, R&D institutes and networks coincide in financial barriers and funding programmes related barriers as main limitations to innovate. An easier access to funding programmes and lower bureaucracy should be considered.
- Supporting Public private partnership activities in the different European countries. Collaboration between public and private partners enables industry to innovate, think long term and influence the public sector. The private sector can manage a “public” Traffic Management Centre (TMC) to improve efficiency and reduce costs.
- Regarding R&D projects, the project partners should disseminate the results more in order to promote innovation and motivate new stakeholders to build new cooperation.
- More active participation of networks in the decisional process regarding Law and Regulation, guidelines and funding programmes. Active participation of the praxis in the decision making process.

POSMETRANS - recommendations



Recommendations for the whole transport sector

- Networks should apply a better strategy for dissemination of the results after the end of a project in order to motivate new stakeholders to invest in innovation.
- Implementation of sectoral networks, because of their stronger effectiveness than general ones.
- Optimizing the use of technology platforms are a useful instrument in order to bring a feedback from the industry to the EC.
- For the future networks should rather be installed from a real existing need.
- One of the main indicators to consider measuring the success of a network is its sustainability. Policy makers should consider the importance of self-sustainability, either of networks or projects after start-up phases, as this often results to be another critical point.

POSMETRANS - recommendations



Recommendations for the whole transport sector

- Supportive activities such as awareness activities, info days, brokerage events need to be organized to increase efficiency in stakeholder's collaboration.
- As increased bureaucracy and cost issues have high impact on companies, their level should be kept as low as possible.
- In order to support companies' as good as possible coaching services should be implemented.
- Importance of greening technologies need to be supported by necessary funding programmes, law/regulations and action plans.
- An easier access to information channels regarding EU Funding programmes should be provided.

POSMETRANS - recommendations



Recommendations for the whole transport sector

- The quality of information should be improved, for example by cooperation of information channels.
- Precise roadmaps and guidelines need to be published by European Commission for these kinds of programmes, especially directives and regulations.
- Comprehensive policy approaches needs to be added for a successful policy framework.
- EU and national policies should complement each other in the most effective possible way in order to find out how these measures can influence the market take-up of innovative technologies and processes.

POSMETRANS - recommendations



Recommendations focused on public transport

- Improvement of cross-boarder cooperation between the different railway companies and between the linked transport systems. (e.g. Region of Saarbrücken, Metz, Region of Trier/Luxembourg, Region of Kehl/Straßbourg).
- Harmonisation of passenger information systems regarding rail and bus (ticketing).
- Improvement of the feasibility of integrated ticketing, because the incorporation of operators into a single fare structure is a gradual process.
- Investment is necessary to install integrated ticketing systems in public transport.
- As public transport is in most of the countries a subject of government political decisions are necessary.

POSMETRANS - recommendations

Recommendations focused on freight and logistics

- Concerning the maritime transport sector the involvement of SMEs in the market is presently on a low level and should be improved in the next years
- A task force on European level could be installed to ensure a sustainable transport all over Europe
- Creating new transport models to supply urban areas, e.g. installation of wheel and spoke systems (rail/road) should be promoted (Example: Berlin)
- Optimizing freight and logistics sector the installation of an intermodal network all over Europe is required

Recommendations focused on vehicle technologies

- Driver assistance systems, like line guard system, adaptive cruise control and electronic stabilization program should be mandatory all over Europe for the public and freight and logistics sector.
- Creation of a common carbon footprint platform, to get a possibility to compare the emissions all over Europe.
- Boosting intelligent vehicles is an important aspect in vehicle technologies (e.g. parking situation for trucks, safety and security, congestion for sight).
- Extension of the digital tachograph to an on-board unit.
- In order to achieve in the future, proper development and deployment of ITS in Europe, it is necessary that many actors come together, such as local authorities, transport infrastructures, vehicle developers, information networks and telecommunication providers.

POSMETRANS - recommendations



Recommendations focused on infrastructure technologies

- Increasing the standard concerning safety and security in road and rail infrastructure.
- For the rail section: the different electricity systems should be standardized all over Europe, e.g. standardisation of security systems (german INDUSI), normal track/wide track (French, Spain)
- Easier access to rail infrastructure, e.g. single wagon transport
- Optimization of interfaces, e.g. to install a trans-European logistic network
- Establishing of an EU-wide clearing platform concerning electronic toll

POSMETRANS - recommendations



Recommendations focused SMEs

- SMEs are better to be involved in small projects rather than larger scale ones, due to their short-term thinking and they are nearer to their specificities, and to their traditional way of thinking, which are mainly dealing with operational issues
- EU funding should be more targeted at SMEs. For example they could be more oriented at practical aspects.
- Networks should apply a better strategy for information in order to make SMEs more aware of the benefits they can get through a membership and get them more involved.
- International collaboration and new contacts should integrate an open innovation model which will enable SMEs to follow new technologies and trends to companies.

POSMETRANS - recommendations



Recommendations focused SMEs

- EU Funding programmes are important sources and it's needed to remove obstacles on their participation.
- An increase of technology and know-how transfer from research institutes would be highly beneficial for SMEs.
- Networks and public bodies have to support SMEs to enhance their limited skills on open innovation and international collaboration capability in order to increase SMEs participation.
- Policy makers need to strive in order to ensure all action plans and guidelines are as SME friendly as possible

Thank you for your attention!