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D 7.3

Engagement activities plan

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RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	X



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Abbreviations and Acronyms

Acronym	Definition
EC	European Commission
PO	Project officer
GA	Grant Agreement
WP	Work Package

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0. Executive Summary

The objective of Cluster 2.0 is to drive the development of an open collaborative network of hyper connected logistics multimodal clusters building on the Trans European Network of Transport (TEN-T)

The project will develop new loading units for increased asset utilization and to realise seamless and reliable synchromodal and bundled cargo transfer between clusters in the TEN-T. New business models will be tested with the industry and logistic service providers.

To increase the engagement of prominent European stakeholders and to collect their feedback and market take-up a “European High-Level Industry Group” (EHLIG) will be created to meet 6 times during the course of the project.

In two important clusters a workshop will be organized with the main shippers and service providers to introduce them to the concept, show results of the living labs and get their collaboration and involvement to get transport data and analyze these to create bundling opportunities to other clusters of the TEN-T.

1. Introduction

1.1 Purpose of Document

The objective of Clusters 2.0 is to drive the development of an open collaborative network of hyper connected logistics multimodal clusters building on TEN-T.

In this document, we describe how we will engage a wider circle of European industry, logistic service providers, terminals and transport providers in the feedback, acceptance and market take-up of the results of the project.

There will be two different kind of activities:

- 1) The first activity consists of the organization and execution of Clusters 2.0 workshops. This activity is led by: EURALOGISTIC. Partners: ENIDE, ARG, PTV, MOSAIC, SEABILITY, IML, NALLIAN, VEG, ARMINES, PCT, UIC.
- 2) The second activity is to increase the engagement of European shippers and carriers through the “European High-Level Industry Group” (EHLIG). This EHLIG will be the sounding board for the development of the Cluster Network and the different tools, to ensure market uptake by the industry of the developed tools and network connections.
Lead: ARG. Partners: PTV, ENIDE, PGBS.
Expected results: Planning, organization and performance of EHLIG meetings and other workshops.

Initial planning is described in this deliverable (M6) and updated in a 2nd iteration (M24). Activities and its results are described and reported in D7.4(M18)

2. Main concept of Clusters 2.0

For freight planners and operators, it is challenging and risky to make decisions about supply chain collaboration and other related matters to logistics information sharing and assets management without considering how these choices affect the entire logistics and transport systems. There have been numerous efforts in the past to enhance co-operation on vertical as well as on horizontal level in order to stimulate a modal shift towards low emission transport modes.

Today, collaboration enabled by new technological solutions, the new logistics paradigm as provided by the Physical Internet as well as new business models are creating a new business reality paving the way for well-coordinated and networked logistics clusters.

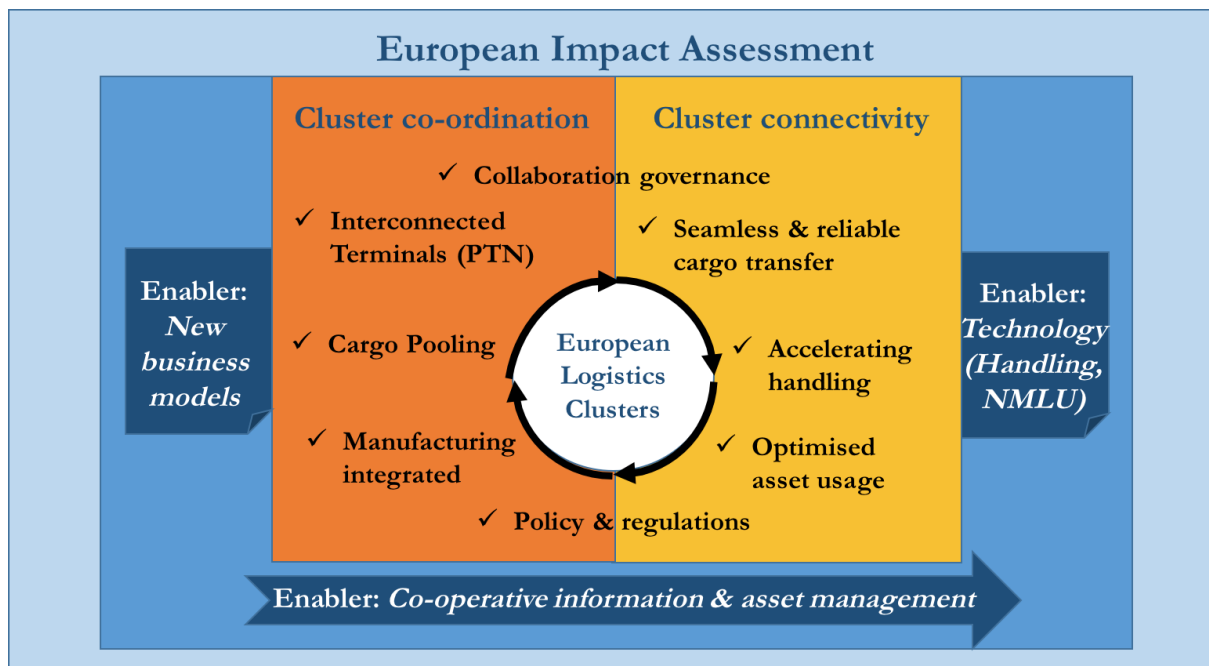


Figure 1 Clusters networking concept

Clusters 2.0 concept is based on a framework to enhance and advance towards a better co-ordination between logistics actors in clusters and to improve co-ordination and connectivity between European logistics clusters. (fig. 1)

Clusters 2.0 will provide solutions on the key driving forces based on enabling technologies, information and asset management and new business models proven and validated by a comprehensive impact assessment. At the cluster, different regional terminals will integrate with Manufacturing and pool the cargo to other clusters. Between Clusters the cargo will be transferred seamless and reliable, with new Loading units and tools for more efficient handling and optimized usage of the assets.

Key driving forces for the Clusters 2.0 concept are:

- Developing and implement the concept of Proximity Terminal Networks (PTN) enabled by enhanced information and asset management (WP2).
- Seamless and reliable cargo transfer enabled by new IT solutions to streamline incoming and outgoing information processes avoiding waiting times, dynamically adjusted according to the given traffic situation (WP4).
- Accelerating handling processes within clusters for road and intermodal modes enabled by New Modular Loading Units and innovative handling and transshipment technology (WP4).
- Optimised asset usage enabled by a common data platform including optimization procedure for multimodal asset usage (WP3).
- Newly developed governance models introducing the role of a neutral agent forming the basis for new business models (WP2 co-ordination, WP3 connectivity).
- Cargo pooling based on collaborative models making use of new trustee functions and models enabled by the Clusters 2.0 data platform (WP3).
- Regulation and policy enhancing the set-up of collaborative environments and removing barriers shaped to future business requirements (WP3, WP6).
- Integrating manufacturing and logistics processes enabled by a common cluster community

system (WP2).

The novelty of the Clusters 2.0 concept is that it is a comprehensive concept combining innovative measures from the demand and the supply side into one consistent approach. Clusters 2.0 takes a practical approach, addresses low cost solutions and procedures as well as IT solutions with low entry barriers in order to ensure SME inclusion. Clusters 2.0 provides a new and comprehensive concept to stimulate collaboration within and across clusters on a European level.

3. The European High – Level Industry Group (EHLIG)

To increase the engagement of prominent European Shippers, Logistic Service Providers and other relevant stakeholders and to collect their direct feedback and increase the market take-up of the project results and evolutions, a “European High-Level Industry Group” (EHLIG) will be created. The EHLIG will consist of about 25 High level executives who will be invited to join. A tentative list is provided in section 3.4. The group will meet two times per year (6 times during the horizon of the project) and discuss and give feedback on the results and innovation. In our experience, we will see a turn-out of about 75% of these busy managers. Therefore, we will add a group of local industries. Depending on the place and cluster of the meeting place we will invite 5 – 10 local industries and LSP’s to join the meeting, to create a larger base of acceptance and enlarge the group of involved stakeholders.

3.1 Objectives EHLIG

The EHLIG will ensure that, throughout the project, the consortium remains connected to the real needs/objectives of their target users, and take into consideration the viewpoints, needs and concerns of the main actors in Europe. The EHLIG will have the following objectives:

- 1) Discuss the project major findings and seek endorsement
- 2) Evaluate whether the results match real needs
- 3) Provide direction to resources and access to end users
- 4) Help communicate project findings and activities
- 5) Assess emerging trends, opportunities, innovations and developing needs that may affect project concepts.
- 6) Assess whether to adapt project activities so that needs are met.

3.2 Conditions EHLIG

- The EHLIG (European High Level Industrial Group) consists of ca. 25 members, which are experts in logistics both from academia and industry.
- EHLIG Members will meet twice a year, 6 times during project
- They are reimbursed for their expenses
- EHLIG will provide expert advice and feedback on selected CLUSTERS 2.0 results.
- EHLIG meetings will be planned in conjunction with workshops or conferences of the project in easy to reach airports/cities.
- The goal will be to present and discuss the main results of the project as well as to seek stakeholder commitment beyond the life of the project involving them in market take-up
- During meetings EHLIG members will need to prevent anti-trust violations and not disclose commercial sensitive information.
- Each meeting a report will be made of the feedback and market acceptance of the presented solutions and ideas.

3.3 Timing EHLIG

To discuss the first results of the project with the EHLIG we decided to hold the meetings in the following months:

- January/ February 2018 (M9)
- June 2018 (M14) with IPIC?
- October 2018 (M18)
- March 2019 (M23)
- September 2019 (M29)
- March 2020 (M35)

3.4 List of participants

The list consists of the following persons:

Company	name	position	country
Click & Truck	Caroline Sulfour	CEO	FR
Comacas (Casino SC)	Yves David	Project Transverses	FR
Daimler AG	Steffen Kaup	Mgr future watch for Transportation Logistics	GE
European Container Terminals	Paul Ham	General Mnager Business Development	NL
European Shippers Council	Nik Delmeire	Secretary General	BE
Gebrüder Weiss	Bernd Stadlhofer	COO	AU
Heineken	Pieter van Kooten	Mgr Customer Service & Logistics	NL
Kühne Logistics University	Alan McKinnon	Professor	GE
Mainfreight/ Wim Bosman	Liane Philipsen	European Sales Director	NL
MAN Truck & Bus AG (EUCAR)	Ben Kraaijenhagen	VP Head of Foresight & Environment	GE
Mondelez International	Norbert Peto	Mgr Load Control Center	Slowakia
Pon Logistics	Koen Valk	Managing Director	NL
Preston Solutions	Andrew Palmer	Director	UK
Tata Steel	Bert-Jan Westerik	General manager Feijen/ Heavy Gauge Europe	NL
Vrije Universiteit Brussel	Cathy Macharis	Professor	BE
ETP-ALICE	Fernando Liesa	Secretary General	BE
VNL	Franz Staberhofer	chair VNL	AU
IKEA	Michal Silhacek	Category mngr Land, Global Transport & service	CH
Codognotto	Andrea Codognotto	Marketing & innovation manager	It
Hapag Lloyd (France)	Albert Thissen	senior director bus dev France	Fr
Venice Port Authority	James Orlandi	Head of projects/ EC Project coordinator TalkNe	It
Carrefour Supply Chain	Alexandre Berger	Directeur de Projets	Fr
Ahold-Delhaize Group	Luc D'Hondt	European Transport Optimization Manager	BE
Isolava/ Knauf	Antoon Desmet	Head Internal Sales and Logistics	BE
Samsonite Europe NV	Wim Baert	Director Administration and Logistics	BE

4. Workshops

Different activities will be executed to engage Multimodal clusters, Shippers, LSP's and carriers in the designed Network of Logistic Clusters. Engagement activities should support task 3.2 and task 5.3. These two tasks are tightly linked.

On one hand, the engagement with clusters, shippers and LSPs to get transport demand data (task

3.2) aims at trying to define a methodology to bundle regional volumes on TEN-T clusters. On the other hand, the symbiotic Living Lab (task 5.3) aims at connecting TEN-T corridors' clusters together, and makes sure those volume flows smoothly between each other. The clusters that will be first involved are the clusters from the Clusters 2.0 project. Then, the partners of the project will involve other clusters from the TEN-T corridors region. To this end, a specific communication campaign will be implemented throughout the project (D 7.1). In the different Clusters regions, Cluster-workshops will be organized to disseminate and demonstrate results and effects of the network design and of the Living Lab results and engage with potential participants. To maximize the potential in terms of competitiveness and sustainability for the European Industry and society, two extra external workshops will be organized, to reach connectivity and coordination between the different network Clusters and related terminals and increase the market uptake.

4.1 organizing workshops

In the different clusters, about 12 cluster-workshops will be organized by the clusters with the main shippers and service providers to introduce them to the concept of Clusters 2.0 and get their involvement in task 3.2, to get transport data and analyze these to create bundling opportunities to other clusters of the TEN-T. This will be done in clusters that on basis of the European data model have significant flows to connect. The first two are Dourges (Fr) and Barking(UK). Euralogistics will lead these workshops with the assistance of the partners.

On basis of the results in the first Living Labs, Clusters 2.0 will organize two external workshops in important nodes of the European Cluster Network. With the aim to reach more market take-up and wider dissemination. These external workshops will be held probably at month 17 and month 32.

5. Resources

To realize the 6 EHLIG meetings we have the following resources:

Travel cost will be reimbursed estimated at	25 members *6 * € 200 = € 30.000
Meeting facilities and lunches during meeting	€ 2.500 * 6 = € 15.000
Workshops	
12 cluster-workshops for participants of the Living Labs	12* € 1.500 = € 18.000
2 external workshops with 50-80 participants	2 * € 3.500 = € 7.000
Total budget for meetings and workshops	€ 80.000

6. Conclusion

To realize market acceptance and take-up it is crucial to convince industries and service providers of the great advantages of bundling their cargo on other modes of transport. By redesigning (part of) their supply chains, they can gain in efficiency in cost and carbon footprint and increase their services to their customers.

In the 2 workshops and 6 EHLIG meetings we must be able to demonstrate the results and build a strong market acceptance and conditions for upscaling.