Output factsheet: Tools

Version 1

Project index number and acronym	CE1410 REIF
Lead partner	Thuringian Ministry for Infrastructure and Agriculture
Output number and title	O.T1.1 Joint methodology "Market potential analysis"
Responsible partner (PP name and number)	University of Applied Sciences Erfurt (PP2)
Project website	www.interreg-central.eu/reif
Delivery date	October 2019

Summary description of the key features of the tool (developed and/or implemented)

REIF partners elaborated a joint methodology to carry out comparable market potential analysis for rail freight transport of their territories. The methodology foresees to investigate main market potentials for rail freight transport in each pilot region. Market potential is the total demand for a product or service in a given business environment. For that it is very important to calculate the market potential and the actual value before a product or service can be implemented. Determining the main market potentials for regional rail freight transport and services is quite complex and goes beyond analysing only the market itself (the potential customers). The analysis shall help to find out the potential to shift goods transport from road to rail.

The analysis of the rail network and services (1.) on regional level serves as the basis for the analysis of the market potential because without existing railway lines and a certain level of network quality, freight transport on rail can hardly be implemented. The analysis of the logistic market (2.) directly follows with both the former development of (rail) freight transport and trends of (rail) freight transport performance including the analysis of current transport flows. The analysis of the economic, political and technical market conditions (3.) shall examine the framework conditions in these fields that can influence the market potential of rail freight transport. The analysis of the industrial structure and clusters (4.) shall give an insight of potential goods and customers (respective loading units for the ports) for the transport of freight on railway. This includes the definition of rail suitable goods and industries for the territories (regions and countries) respective rail suitable loading units for the ports and their hinterland.

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NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

The methodology can be universally applied to any NUTS region in Europe.

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Expected impact and benefits of the tool for the concerned territories and target groups

The baseline study methodology allows the preparation of comparable market potential analyses for rail freight transport in European region. With a given template and structure every project partner can follow the methodology and analyze the main market potentials in their territory. This gives an inside into the rail freight transport market and also the road freight transport market for the regions themselves and also to inform partner regions and stakeholders and learn from the results mutually.

Max. 1.000 characters

Sustainability of the tool and its transferability to other territories and stakeholders

The methodology can be universally applied to any European NUTS region with rail freight transports. To provide for durable use of the methodology it has been published on the REIF project website.

Kommentiert [MS1]: Ist das so?

Max. 1000 characters

Lessons learned from the development/implementation process of the tool and added value of transnational cooperation

The methodology for baseline studies gives a comparable structure for all project partners and pilot regions/ports to learn from oneself and to learn from each other regarding rail freight markets in European territories. This contributes to the added value of transnational cooperation. As every region and port examines different markets and analyses the individual and distinct market potential, the methodology drafts the frame in which every partner has to develop the own analysis with predefined chapters and main topics, but with suggested points to analyse. This can also be helpful if data is not available or relevant for the specific analysis of market potential. Although there can be different access to and availability of information and data in each region or a different focus on aspects, differences and similarities can be found out and revealed.

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References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

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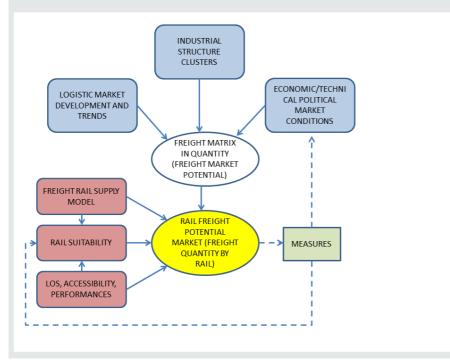Development Fund

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Deliverable D.T1.2.1 (Methodology for analysis of market potentials for rail freight transport)

The methodology can be accessed on the REIF project website.

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Kommentiert [MS2]: Ist das so?