

October 2019

# TRANSPOGOOD

*Bi - Monthly Newsletter*



**Interreg**  
**Italy - Croatia**  
**TRANSPOGOOD**



EUROPEAN UNION

European Regional Development Fund

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## SAYING GOODBYE OR SEE YOU SOON?

Dear readers,

we have come to the last double issue of the TRANSPOGOOD newsletter. These 18 months have gone by quite fast and we are happy to share the final results of our project.

In this issue you will find information on the latest activities, the concrete results and contribution to intermodal transport with a view to working for its sustainable innovation and complexity.

You will find all the results of the project on the website: [www.italy-croatia.eu/web/transpogood](http://www.italy-croatia.eu/web/transpogood) and on the platform: [www.transpogood.eu](http://www.transpogood.eu)

*The TRANSPOGOOD Team*



# LOGISTICS INNOVATION A FORUM TO SHARE THE OPPORTUNITIES FOR ENTERPRISES- CHIETI 19 JULY 2019

Friday 19 July 2019 from 9:30 am to 1:00 pm the second forum of the **TRANSPOGOOD** project was held in the headquarters of the Chamber of Commerce, Industry, Crafts and Agriculture of Chieti Pescara. Development Agency, Special Agency of the Chamber of Commerce Chieti Pescara and Unioncamere Veneto have organized the second occasion to talk about how innovation in logistics can bring benefits to enterprises and improve competitiveness.

In an increasingly complex world, it is necessary to be able to manage relationships with customers and suppliers while maintaining control over physical and information flows, and - of course - costs. For this reason, it is critical to know the innovative tools that are available to companies. But the tools are not enough, at the same time it is necessary to innovate the processes to manage Supply Chain and to ensure that company skills are aligned. Knowledge of new collaborative approaches and of methodologies to make more agile the way of managing the value chain becomes a strategic key for success.

Moderated by Maurizio Cociancich, several speakers shared their experience and view during the Forum, among them: Angelo Cavazzana Senior Advisor in Global Supply Chain Management, Raffaele Trivilino Director of IAM - Polo Innovazione Automotive, Emanuela Di Luca Director of the I.T.S. 'MO.ST' Sustainable mobility in Transport of Goods and passengers", Valeriy Cholak Global Logistics Manager Walter Tosto S.p.A. and Luciana Ferrone CEO L.Transport S.p.A. Finally, the results of the project were presented. in particular the development of the Transpogood Platform. Companies also had the opportunity to receive information and try new e-procurement solutions for free.



# THE TRANSGOOD WEBINARS ONLINE!

If you missed the three TRANSGOOD WEBINARS, you can now enjoy them online.

[Efficiency in multimodal logistics and transport procurement and purchase](#) - Dario Favaretto

[Intermodality and sustainability](#) - Dario Favaretto

[La logistica e i trasporti del 21 secolo: un settore ad alta innovazione](#) - Marco Dalla Puppa

## TRANSGOOD WEBINARS

HUMAN CAPITAL FOR INNOVATION IN LOGISTICS AND  
TRANSPORT

7 JUNE  
14.30

13 JUNE  
14.30

21 JUNE  
14.30

THE PURCHASE OF  
TRANSPORT SERVICES  
BETWEEN PROCUREMENT  
AND INNOVATIVE  
SERVICES

Dario Favaretto

INTERMODALITY AND  
SUSTAINABILITY

Dario Favaretto

LA LOGISTICA E I  
TRASPORTI DEL 21MO  
SECOLO: OPPORTUNITÀ  
PROFESSIONALI DEL  
SETTORE

Marco Della Puppa



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EUROPEAN UNION



CFLI

# TRANSPOGOOD AT THE VENICE LIDO FOR THE VENICE INTERNATIONAL FILM FESTIVAL!

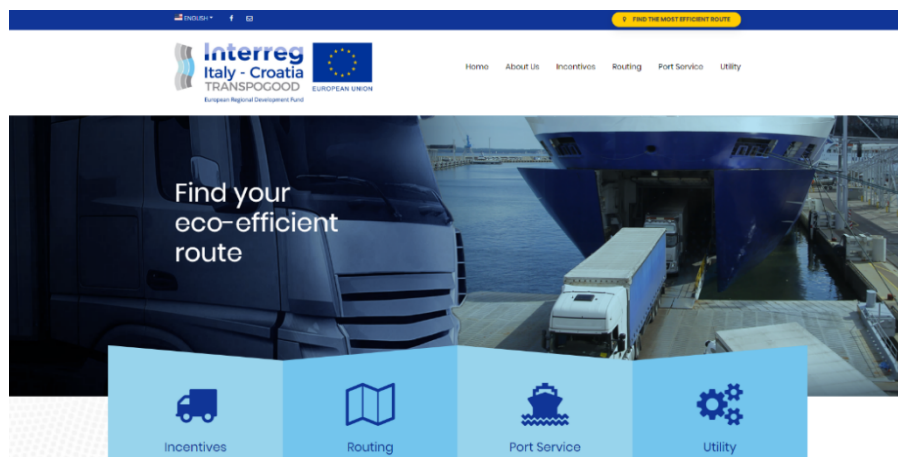
The cultural and communication components of European programs in the Interreg Italy-Croatia cooperation. This was the theme of the meeting, mainly aimed at the media, organized by the Secretariat of the Interreg Italy-Croatia 2014-2020 program on Friday 6 September, from 10.00 to 11.30, at the permanent space of the Veneto Region at the Hotel Excelsior Lido in Venice.

The 2014-2020 Interreg Program has blue innovation, safety and resilience, the environment and cultural heritage, maritime transport among its thematic objectives and wanted to make known through short stories and testimonies the functioning of EU-funded projects and present some projects funded by the Program. Among the various storytellers, Maurizio Cociancich who shared the development of the project platform.

Mostra del cinema di Venezia 2019



# FIND YOUR ECO-EFFICIENT ROUTE: CHECK OUT THE TRANSPOGOOD PLATFORM ONLINE.



The TRANSPOGOOD platform uses is an online comprehensive tool to increase efficient and sustainable multimodal transport and supply chain visibility. The tools aim at cost savings (at least 10%), reduction of carbon footprint, improved management control and information flow and improved reporting in intermodal transport.

What you will find on [WWW.TRANSPOGOOD.EU](http://WWW.TRANSPOGOOD.EU):

The platform is made up of a set of simple and cheap low-cost applications for logistic operators and related companies. These applications are also available for SMEs and can help logistics companies and transport authorities to save time, money, resources, increase the multimodality and reduce carbon footprint with a dedicated software.

**ROUTING:** The routing section is the core of the platform. It allows for an integrated multimodal freight journey planning, booking and execution management; it contains e-procurement tools for maritime transport services that are interoperable between different communication standards or communities.

**INCENTIVES:** In this section operators can find the incentives that regional and National Authorities in Italy and Croatia to encourage a rebalance in the modes of transporting goods and to support less-polluting modes of transport.

**PORT SERVICES AND UTILITY:** In this section visitors will find useful information of real-time maritime transport and port-related service available for multimodal transport.

We'll be glad to have your feedback on your experience on the platform.

# TRANSPOGOOD FINAL EVENT: THE HUMAN AND TECHNOLOGICAL FACTORS OF ECOINNOVATION IN MULTIMODAL TRANSPORT AND LOGISTICS IN THE ADRIATIC

On Friday 27 September in Marghera, Italy, a numerous group of stakeholders and practitioners have presented the results of the TRANSPOGOOD project and shared expert knowledge and initiatives on the fast-changing sector of transport during the final event of the INTERREG Italy-Croatia funded project.

At the presence of the JS of the programme, the project's partners - led by the Croatian Consortium KIP of Rijeka - have kick-started a dynamic morning of exchange among companies, institutions and experts operating in the Adriatic in the intermodal sector.

The activities of the TRANSPOGOOD project have focused on the human and technological assets that make the difference for the future of a sustainable value chain in the intermodality.

The online platform which supports enhanced supply chain planning with positive impact on costs and reduction of carbon footprint and the strategy on education and training for the present and future workers of the sector have represented the concrete outputs of the project, with the active involvement of all 8 partners on the two sides of the Adriatic.

In his keynote speech, prof. Giannopoulos introduced the epochal changes of the transport revolution and the impact that technology and globalization have also in the Adriatic area and in intermodal transport. The TRANSPOGOOD forum featured interventions by

economic operators and experts that highlighted the importance of different factors for sustainable innovation. Andreea Mighiu of the European Enterprise Network reminded how networking for innovation is paramount for companies in the sector.

"The working relation between man and machine is one of symbiosis, not of replacement" stated Dario Favaretto CEO of MultiLevel Consulting and experienced trainer, "we need to innovate the educational offer to make this symbiosis work in the logistics sector."

Francesco LoChiatto of PTV Group Italy showed how technology and big data support efficiency and green transport.

After the testimonial on their experience and plans for the future of shipping of companies and port institutions, Sergio Barbarino has concluded the morning taking participants in a visionary 2050, using the idea of the sector as a "physical internet", where operators use smart data to re-organize multi-modal transport, reduce carbon footprint, cater local clients in a web of collaborative effort as a win-win approach.

The event has been organized by the Intermodal Logistics Training Consortium (CFLI) together with the partners of the TRANSPOGOOD project and took place in a significant location: the Venezia Heritage Tower, where history of the area is a reminder for planning a sustainable future of the territory.

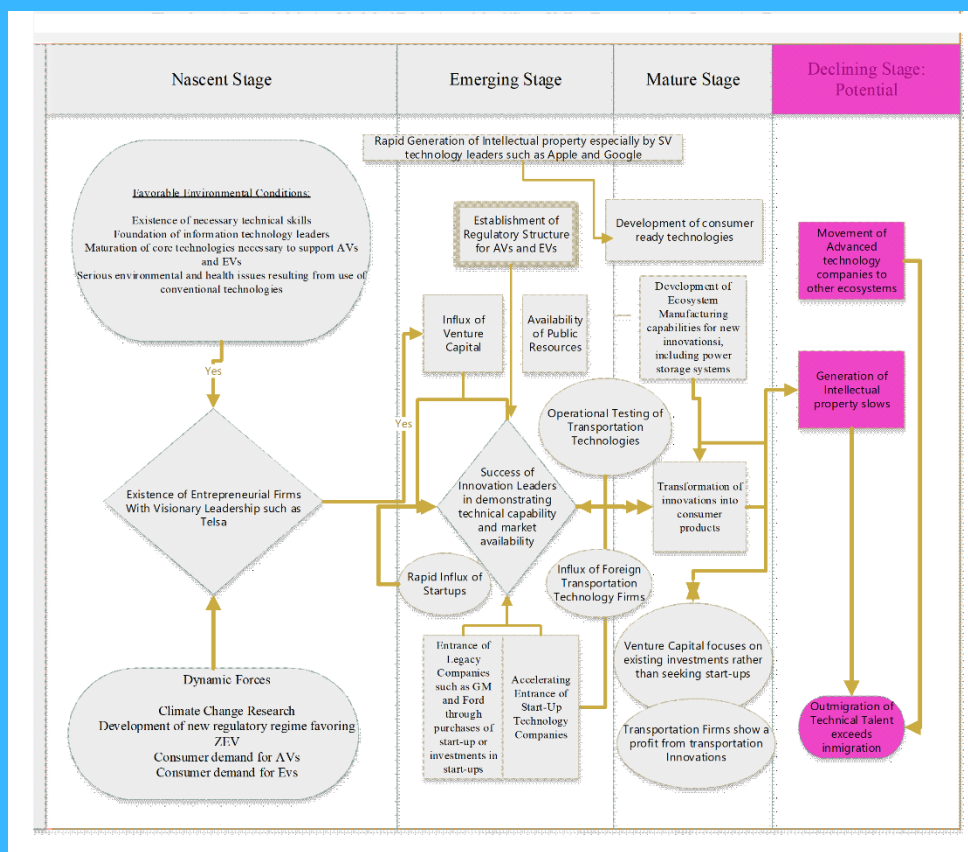
# A SYSTEMIC APPROACH TO UNDERSTANDING REVOLUTIONARY INNOVATION IN TRANSPORTATION

(Excerpt from the keynote speech of prof George Giannopoulos held in occasion of the final event of TRANPOGOOD)

The transport sector is going through a period of revolutionary or disruptive innovation which is focused in some areas (electric, autonomous, shared mobility), while limited in others (infrastructures, railways, shipping, intermodal) and is driven by the private sector (mainly the auto industry), while the public sector is still financing primarily the research stage. The sector is increasingly relying on information technology (IT) and (tele)communication applications, while traditional transport technologies follow suit. The most successful transport systems are those developed in well integrated, multi-disciplinary and well financed “innovation ecosystems” rather than by innovators or single firms.

The conventional innovation model, while convenient for individual (incremental) innovations, is not reflective of the empirical evidence for revolutionary or disruptive innovation, therefore a new model is proposed, based on the findings of the biological ecosystems’ theory. Innovation ecosystem in this respect can be defined as: a web of interacting and integrated “innovation related” entities, in a specific field or area, acting together under an innovation supporting environment and being in a state of sustainable equilibrium – web of innovation.

A clear example of this innovation ecosystem is given by the stages of development in the US Silicon Valley Transport Innovation Ecosystem (see picture)



## ... Continues

Such disruptive changes have also an impact on intermodal transport. A look at coming innovations in intermodality and Supply Chain and logistics, three key tech-led drivers will affect the way the transport value chain will operate. Namely they are:

1. The advent of industry 4.0 and cyber-manufacturing
2. The additive manufacturing innovation - 3d printing
3. The full digitisation in global logistics and transport

These factors will boost local production of manufactured goods and could diminish global trade while enhancing the importance of regional trade, thus reducing transport flows and logistics complexity. Furthermore, local production will reduce outsourcing or offshoring.

The key question is how can Supply Chain stakeholders strategize and carry out operations in this context? Some scenarios to help make the right decisions can be outlined as follow: Digitization will bring down barriers to today's "silo-ed" SC stakeholders and create a completely integrated SC ecosystem that is fully transparent to all its stakeholders; As costs of deploying the relevant technologies is getting smaller, global differentials in labor costs will not be the dominant factor in choosing the production location; By positioning production closer to demand points supply chains will exhibit higher spatial and temporal flexibility and agility against SC disruptions; Global logistics will be redesigned with regional and local flows becoming more important.







# A CASE FOR THE PHYSICAL INTERNET

Sergio Barbarino leads the open innovation team of the Procter & Gamble Innovation Center in Brussels, during the final event of the project he has made the case for the physical internet in the multimodal transport of the future to tackle the 5 challenges of big and unsustainable supply chains:



Challenge 1: growth and fragmentation of transport



Challenge 2 asset utilization and inefficiency



Challenge 3: infrastructure (under) utilization



Challenge 4: the last mile - but not the least (CO2 emitted by supermarket shopping)



Challenge 5: waste in the supply chain

## THE PHYSICAL INTERNET BUILDING BLOCKS

– create a more efficient, sustainable supply chain by using new modular load units & smoother supply chain interfaces

### New modular load unit concept

### Smoother interfaces along the supply chain

Vision					
	<p>Modular dimensions from cargo container size to tiny</p>	<p>Modular box system</p>	<p>Optimised space</p>	<p>Open networks &amp; pooled resources</p>	<p>Less network complexity</p>
Key attributes	<p>Easy to handle, transport, store, interlock, load, construct, dismantle &amp; decompose</p> <p>Smart tag enabled + sensors</p>	<p>Standard sizes &amp; dimensions</p> <p>Unit loads along entire supply chain</p> <p>Common communication, planning &amp; monitoring</p>	<p>Interconnected comms</p> <p>Modular logistics units</p> <p>New handling &amp; storage technologies</p> <p>Co-operative logistics networks</p> <p>Smooth interfaces along the supply chain</p> <ul style="list-style-type: none"> <li>- Within inter plant operations</li> <li>- During trans-shipment</li> </ul>	<p>Potential PI savings:</p> <p>15%↓ freight km</p> <p>60% CO<sub>2</sub>↓</p> <p>15%↑ efficiency</p> <p>35%↑ loading</p>	<p><b>Save CO<sub>2</sub></b></p>

# Let's Keep in Touch



Unioncamere  
Veneto



europa alla portata delle nostre imprese  
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