

EUROPEAN CONFERENCE ON THE ICT 4 TRANSPORT LOGISTICS

ECITL: Smart Freight to enable sustainable logistics solutions
7 - 9 NOVEMBER 2012
GOTHENBURG, SWEDEN

New ways to foster innovation in logistics

M. FORCOLIN (INSIEL)

The Challenge - The logistics sector

Current issues in transport & logistics

- Extreme fragmentation
- Labour intensive, **low margin**
- Commodity vs. value-added service
- **Sustainability challenges**
- Regulatory pressures
- Global crisis

Innovation is necessary as a way to face and possibly overcome these challenges

Innovation in Logistics – background

- **innovation in transport logistics is strongly pushed** by research programs (EU or national funds)
 - innovative technologies, ICT
 - improvement efficiency, competitiveness and sustainability of sector
- nevertheless, the **transport logistics** industry has seen relatively **small improvement** in terms of efficiency compared to other sectors
 - E.g. there is an evident delay in the adoption of ICT from the transport logistics sector (L4L Roadmap):
- **pushing investment** in innovation is one of the challenges in view of Horizon 2020 (L4L Roadmap)

However

Innovation is not *really* happening, why?

- Resources
 - Human resources AND economic resources
 - SMEs are major stakeholders
- Knowledge
 - Access and understanding research results
- Lack of investment (**<1.5% vs 5-20% of other sectors!**)
- **HOW to address these aspects?**

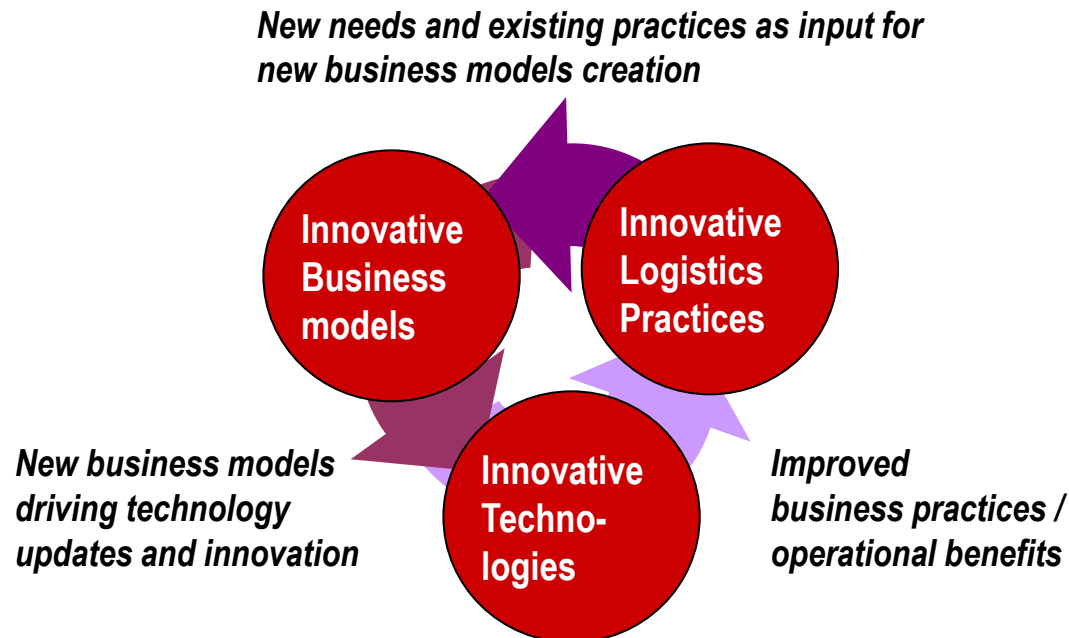
What is innovation in Logistics?

*“...is the implementation of a new or significantly improved **organisational method** (business model), **process** (logistics practice) or **technological application** within the context of planning, implementing, and controlling procedures for the efficient and effective transportation and storage of goods including services, and related information from the point of origin to the point of consumption for the purpose of conforming to customer requirements”.*

(Source: Council of Supply Chain Management Professionals)

Logistics Innovation Dimensions

Based upon the Council of Supply Chain Management Professionals definition of innovation we can identify 3 highly interrelated dimensions



Technology is not enough

- Indeed, there are problems to be solved in logistics, but *we cannot solve our problems with the same thinking we used when we created them.* (cit. Δ Einstein)
- Investment in research and development is not sufficient
- Investment in communication is a new dimension
- bridge the gap between research and market penetration
- Investment in communication is strategic



Ask Google? No!

Complex domain

- Multiplicity of stakeholders/targets
 - Different interest
 - Different position in the value chain
 - Different digital skills/culture
- Multiplicity sources of information
 - EC documents and Technology platforms
 - Scientific Journals
 - Projects results and web sites
 - Social networks (LinkedIn, Twitter, FaceBook, Pintrest...)

Classical approach – top down

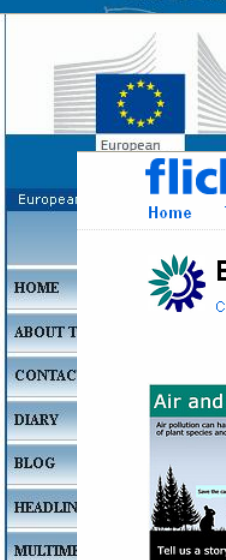
- Inventory of project results
 - Project Network
 - Success stories (What about failures?)
 - All this material gets into the web
 - Is that efficient?
 - Is that accessible?
-
- How to express the results in a form that could be used by the final user?

New approach - new thinking

Use of communication technologies (no ICT!)

- As in the every day life we surf the web to get information, to solve a problem, getting access to the knowledge dispersed in the web, also in logistics, but
 - We need to make the information appealing and easily accessible
 - the information needs to be tailored/customized on the target own needs

Soci



ImaginAIR

Air pollution and vegetation

Some rights reserved
Uploaded on Oct 25, 2012
0 comments



ImaginAIR - air and cities

Air pollution is typically more concentrated in cities due to the increased density of...

Some rights reserved
Uploaded on Oct 25, 2012
0 comments

facebook

Email or Phone

Password

Log In

Keep me logged in

Forgot your password?

Algirdas Gediminas Šemeta is on Facebook.

To connect with Algirdas Gediminas Šemeta, sign up for Facebook today.

Sign Up

Log In



Algirdas Gediminas Šemeta

369 likes · 9 talking about this

Like



Politician

Member of the European Commission: Taxation, Custom Union, Audit and Anti-Fraud

About



Photos

369

Likes



Twitter

Highlights



Algirdas Gediminas Šemeta

October 16

It's been a long but productive day in New Delhi: meetings with representatives of India's Government and businessmen. Also took part in the OECD World Forum on Statistics, dedicated to the challenges of measuring what well-being and prosper...See More



Tell us your story about air and technology.

Send three photographs to enter our competition before 7 October 2012.

eea.europa.eu/imaginair

ImaginAIR - Air and technology

Since the Industrial Revolution in the 1800s, technological progress has created...

Some rights reserved
Uploaded on Oct 25, 2012
0 comments

Recent Posts by Others on Algirdas Gediminas Šemeta

See All



Martin Müller

Guten Tag Herr Semeta, da sie für Betrugsbekämpfung mit z...
October 23 at 2:23am



CIDSE - together for global justice

"Today we have received a clear and very welcome signal ..."
October 10 at 3:47am



Appel de detresse

Good Morning, Good Afternoon If I dare to write to You bec...
July 17 at 3:30pm

More Posts

It is all that?

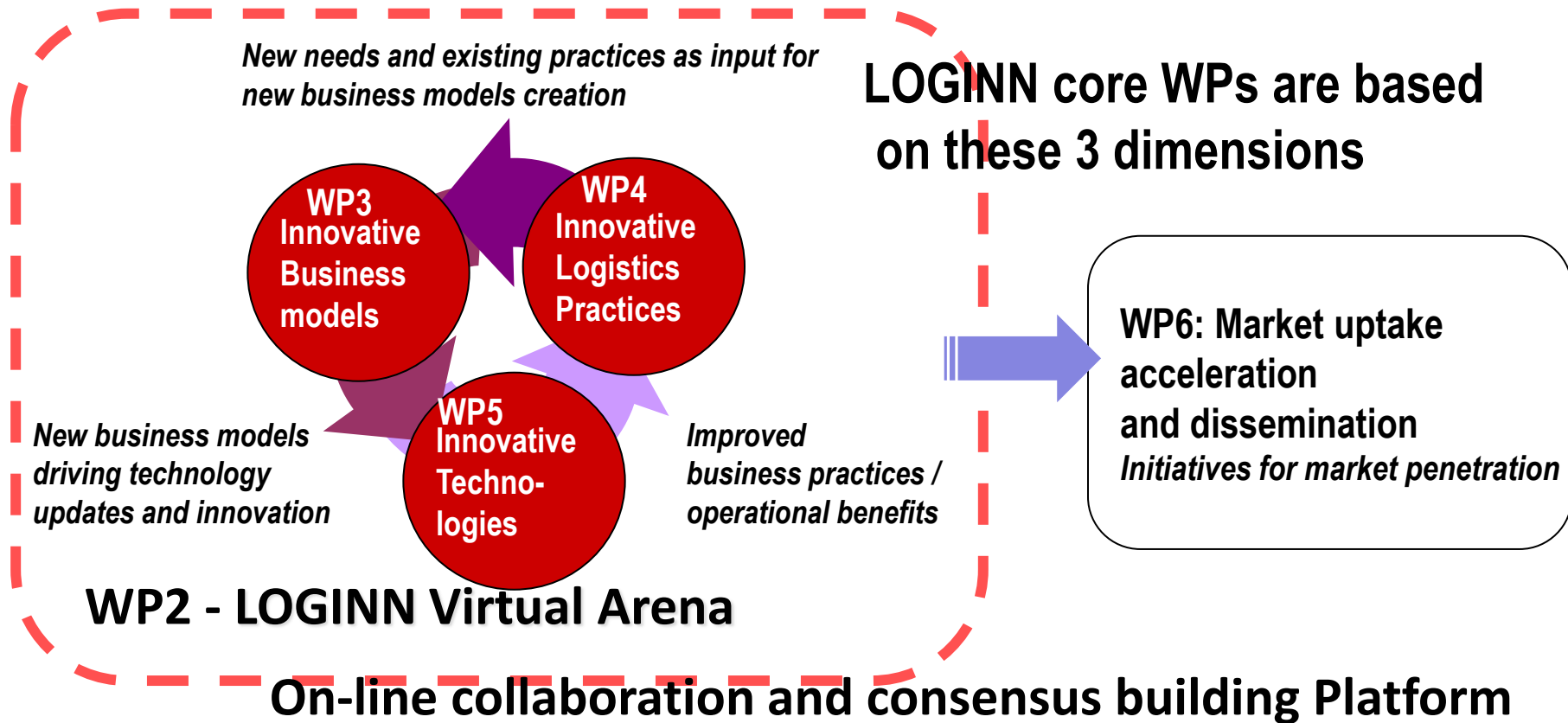
- Would Facebook-like approach be the solution?
- Not in itself, but it can support the spreading of knowledge together with other channels
 - to tackle the inner complexity of the domain
 - to properly filter, adapt and convey the “content” to the target
 - to foster the discussion
 - to support the market penetration

What is needed?

- Communication infrastructure
 - “People” infrastructure (key people)
 - Accessible information
 - Knowledge spreading
 - Concrete benefits
- ◎ LOGINN project (Call FP7-SST-2012-RTD-1 Platform for continuous intermodal freight transport strategic research and innovation)
- Objective to ***stimulate discussion and consensus-building amongst main public stakeholders, market players and researchers in the intermodal and freight logistics domain to turn knowledge and research into investment in innovation.***

LOGINN workplan

Based upon the Council of Supply Chain Management Professionals definition of innovation we can identify 3 highly interrelated dimensions



Communication infrastructure: LOGINN Virtual Arena

Communication and collaboration platform to support consensus building and raising awareness:

- Using WEB2.0 and social networking approaches
- Innovative approaches to foster innovation
- Innovative communication techniques

People infrastructure - LOGINN APG

- APG = Associated Partner Group
- the **APG** is meant to cover the **whole Value Chain** to reach a **wider audience**
- LOGINN aims at reaching a critical mass of stakeholders **to gather knowledge, foster the discussion and impact** on the transport logistics community

Roles:

- **Contribution to the knowledge on innovation**
- **Active members of the discussion**

LOGINN target groups – key people



Questions?

Thank you for your attention

Margherita Forcolin

+39 335 7195201

margherita.forcolin@insiel.it

www.loginn-project.eu



CHALMERS

BIBA

BIBA - Bremer Institut für Produktion und Logistik GmbH

EffizienzCluster

SFC Consulting



Singular Logic



EUROPEAN CONFERENCE ON **ICT**
THE **4** TRANSPORT LOGISTICS

Check this

- Social Media: Creation, Distribution and Access(video Lecture)
- http://videolectures.net/s3mr2010_jain_cd_a/?fb_action_ids=10151099110943772&fb_action_types=og.likes&fb_source=aggregation&fb_aggregation_id=288381481237582
- 1.54'