

TRANSPOGOOD Roadmap

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1. Introduction

TRANSPGOOD project aims at making easier information exchange between the different actors in the transport logistics chain, by supporting industry through the necessary standards, administrative, governance and legal provisions. This will simplify and reduce the cost of exchanging information between different actors and transport modes along the chain, leading to a more efficient, less polluting freight transport, and facilitating the use of multimodal freight transport solutions.

According to the 2nd Pillar of the EUSAIR Action Plan, TRANSPGOOD enhances the general objective of improving the connectivity within the Programme Area and in terms of transport networks, by a precise coordinative action on infrastructures operations of the Adriatic and Ionian transport system.

TRANSPGOOD specific objective 3 is: *Definition of TRANSPGOOD Roadmap, setting up a dedicated Forum and a training programme.* The TRANSPGOOD Roadmap aims at defining guidelines for the Programme Area to realise easier information exchange between the different actors in the transport logistics chain, by supporting industry through the necessary standards, administrative, governance and legal provisions. This will simplify and reduce the cost of exchanging information between different actors and transport modes along the chain, leading to a more efficient, less polluting freight transport, and facilitating the use of multimodal freight transport solutions. In this sense, the outputs of the project will contribute in the sustainable development of the involved port authorities and private intermodal transport operator while they will benefit from the implementation of an efficient logistics system.

TRANSPGOOD Roadmap is closely related to activities:

- 2.3.4. TRANSPGOOD White Paper which will be produced to strengthen the impact of the project towards external stakeholders and target groups both of private and public sectors;
- 5.1.1. Drivers and barriers identification which is a comprehensive analysis of the main drivers of innovation to improve multimodal transport services in the programme area.

2. Structure and objectives

The main objective of TRANSPOGOOD project is to improve connectivity in terms of transport network in the Area, by overcoming the digital gap between different players of the Area that makes difficult coordination among private and public players. The actions done by TRANSPOGOOD partners to overcome existing problems are:

- Creation of 3 dedicated training programmes to provide stakeholders with specific skills and knowledge on intermodality and logistics.
- Creation of TRANSPOGOOD platform to overcome digital gap between different players of the area that makes difficult coordination among private and public players
- Organization of TRANSPOGOOD Forum with the involvement of different stakeholders where they can rise questions and find appropriate answers.

Therefore, in the following chapters, TRANSPOGOOD Roadmap defines the main bottlenecks identified by the TRANSPOGOOD Partnership in the Italy-Croatia programme area which are in line with the activity 5.1.1. Drivers and barriers identification. Moreover, each identified bottleneck is followed by

TRANSPOGOOD solution and suggestions for both private and public parties in order to overcome these.

3. Transpogood Roadmap: From bottlenecks to solutions

One of the main problems tackled by the TRANSPGOOD project and identified in the Italy-Croatia logistic chains is the lack of information exchange between all actors involved in the process. With availability of information, it is possible that customers will choose an alternative option – intermodal solutions – for their transport. By choosing multimodality in the Programme area, transport stakeholders contribute to quality, safety and environmental sustainability of transport services. Therefore, following paragraphs explain identified bottlenecks in the region by also addressing TRANSPGOOD solutions to each specific barrier.

Bottlenecks are clustered into 2 main groups (Picture 1) :

1. *Information communication technology (ICT) barriers*
2. *User-related barriers*

Following paragraphs are dealing with these two groups of barriers and offer TRANSPGOOD solutions to identified problems.

Picture 1. TRANSPOGOOD Roadmap



3.1. Information communication technology barriers and TRANSPOGOOD solutions

ICT can be perceived as crucial to logistics because it ensures that the required information is available at the right place and at the right time. Information communication technology systems are important also for logistics operation management. However, the Programme area is characterised by the lack of information on intermodal services available to connect origin-destination nodes. Among possible constraints the digital ones are the most urgent to be faced. The integration of IT tools supports the collection and analyses of data and a smooth decision making process. The digital gap between different players of the area makes difficult

the coordination among private and public players determining the impossibility to take common decisions.

Therefore, TRANSPOGOOD identifies several ICT barriers as follows:

- Information gap in logistic chains
- Lack of ICT solutions in the Programme area
- Lack of a platform for information exchange and coordination
- Lack of interoperability and compatibility of systems TRANSPOGOOD solutions

include:

3.1.1. Creation of TRANSPOGOOD platform to overcome digital gap between different players of the area that makes difficult coordination among private and public players and

3.1.2. Profile calculators set-up.

3.1.1. Creation of TRANSPOGOOD platform to overcome digital gap between different players of the area that makes difficult coordination among private and public players

Digital gap between different players of the area makes difficult coordination among private and public players determining impossibility to take common decisions. A significant share of the companies that deal with transport and supply chain management in Europe recognise interoperability and information exchange as a relevant challenge. Information exchange implementations have so far mostly taken place at an individual mode level, often triggered by traffic management needs. To achieve higher efficiency levels, large companies have significant costs in making sure that their supply chains are connected. Many SMEs lack the capability and resources to properly interoperate and collaborate with other companies.

Therefore, TRANSPOGOOD aims to overcome some of these barriers by setting up an innovative IT platform on the following web address: www.transpogood.eu (Picture 2). Platform is created as an “umbrella tool” aimed to be used by both private and public stakeholders to share information with existing business platforms and providers. General idea is to have 1 platform for different services where all stakeholders could find the solution for their inquiries on the same place.

Picture 2. TRANSPGOOD Platform (homepage)



The platform therefore provides 4 level of services:

- Informative: it provides information on the TRANSPGOOD project as well information on the intermodal incentives in Italy and Croatia,
- Route: platform offers information on available routes in Italy and Croatia and cross-borders on the specific date and time and provides details about the route (availability of ferries connection, environmental performance, transit time, total distance, route characteristics).

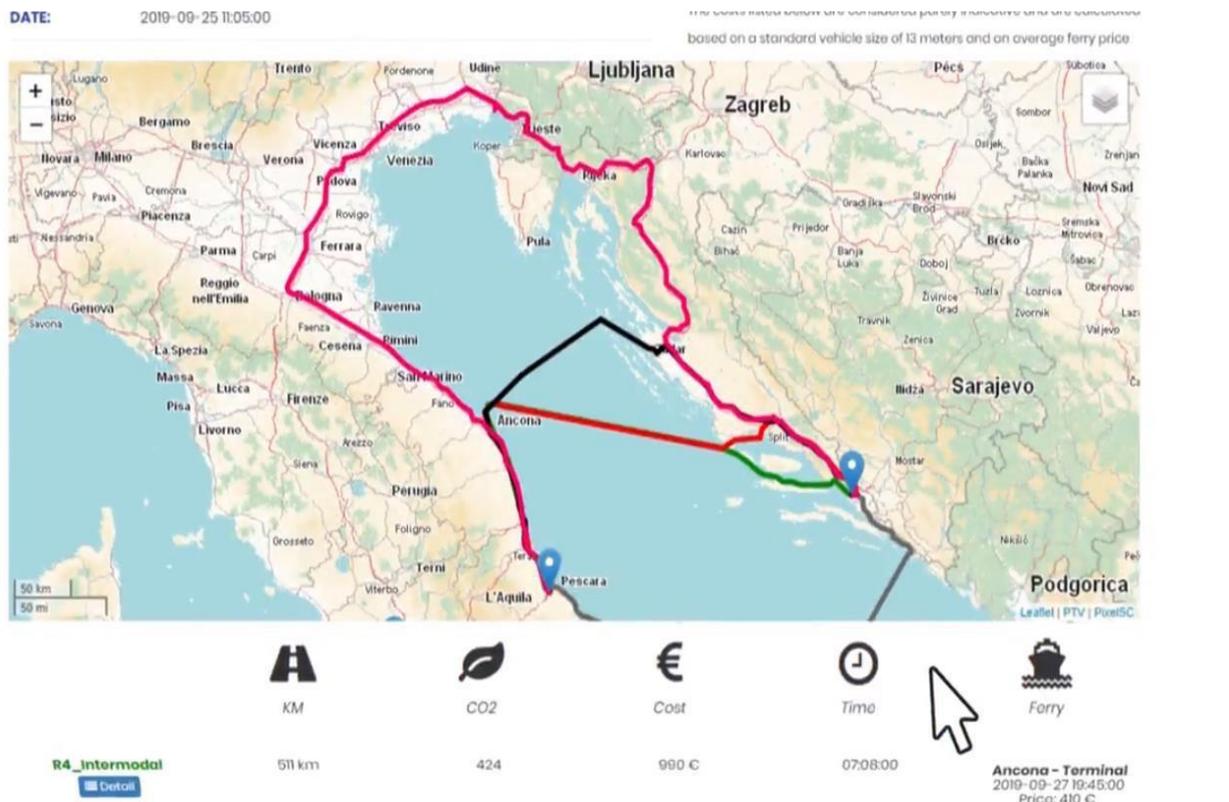
Intermodality is an imperative for the TRANSPGOOD project so intermodal results are offered first:

- Connection with PCS: as pilot application, real time data from Ploce PCS will be displayed. Data will be mainly regarding parking availability,
- e-procurement: users will be informed that is possible to use a specific platform to make spot transport requests and obtain price quotations.; Links to intermodal services providers and freight exchanges are provided.

3.1.2. Profile calculator set-up

Another added value for overcoming the aforementioned barriers is development of a profile calculator as a part of the platform to monitor logistics and environmental performances, involving cargo flows and operational processes from the point of view of public authorities, and private intermodal transport operators. The platform is enriched by innovative profile calculators to allow logistics and transport stakeholders and users to optimise and select the best option very quickly and easily in terms of: best price of the combined transport, lower emissions of the entire chain, higher load factor in both directions and total transit time. The Platform intends to facilitate forwarders and truck transportation companies in identifying the best trip solution, considering mainly intermodal opportunities.

Picture 3. Route finder (provisional route Ancona-Ploče)

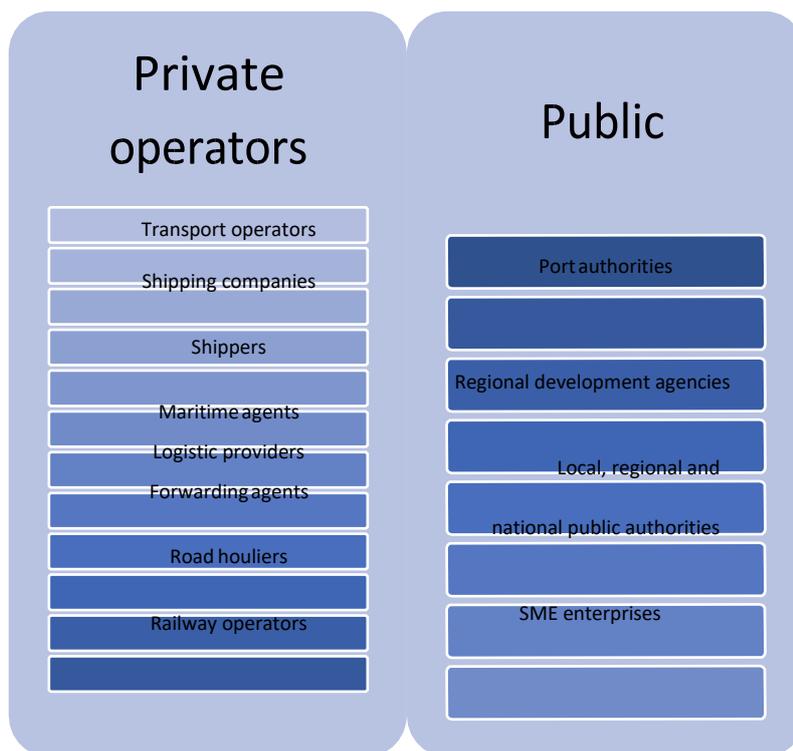


3.2. User-related barriers and TRANSPGOOD solutions

In the modern competitive world of business, information technology and knowledge are vital factors in the development of transport sector and regions in general. Lack of competent human capital, information and inadequate competences are a great concern tackled within

TRANSPGOOD because these negatively affect transport key logistic stakeholders (shippers, logistic providers, transport operators and authorities). Users as target groups which are identified within TRANSPGOOD project are shown on the Picture 4.

Picture 4: TRANSPGOOD stakeholders



Therefore, TRANSPOGOOD identifies several user-related barriers related to private operators:

- Lack of coordination among actors
 - Lack of human capital, knowledge and competences
- Also, TRANSPOGOOD identifies barriers within the public sector:
- Lack of perception of bottlenecks from the institutional point of view
 - Lack of related policies
 - Inadequate coordination and harmonisation of related policies

In order to overcome the abovementioned bottlenecks, TRANSPOGOOD has provided two different solutions:

3.2.1. *Three (3) dedicated training programmes to provide stakeholders with specific skills and knowledge on intermodality and logistics.*

3.2.2. Organization of TRANSPOGOOD Forum with the involvement of different stakeholders.

[3.2.1. Three dedicated training programmes to provide stakeholders with specific skills and knowledge on intermodality and logistics.](#)

Those courses strengthen the competences of private operators and increase the awareness of public bodies on innovative solutions developed within TRANSPOGOOD. Following is a detailed explanation of the organised training courses.

1. Training programme for technical and transversal skills

The transport and logistics sector is challenging due to unrelenting transition where technologies, business models and the need for more environmentally sustainable practices are dramatically changing. Such innovation clashes with the reality that in the Area at least one-third of the workers have no or low qualification and only about 15% has a higher education diploma. This training programme allows reaching a better specialisation of workforce through a guidance system and training modules.

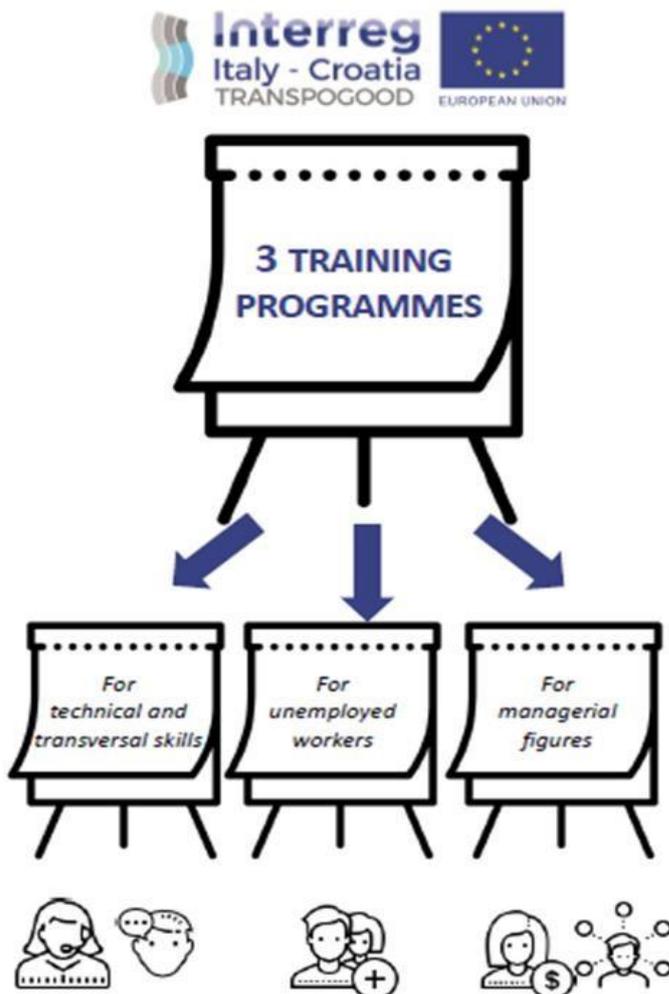
2. Training programme for unemployed workers

There is a real need to define re-training path of unemployed workers with technical qualifications or experience fostering the inclusion of disadvantage groups and gender mainstreaming.

3. Training programme for managerial figures

An advanced training course in blended mode for managerial figures (Executive Master Programme) was developed under this training programme to improve the specialisation of key figures in the logistic and transport sector.

Picture 5: Training programmes



3.2.2. Organization of TRANSPOGOOD Forum with the involvement of different stakeholders

The Forum shed light to the applications developed within TRANSPOGOOD gathering feedback and suggestions used to improve the overall quality of the output. A dedicated Forum is set to strengthen the project impact towards the main target groups: enterprises, logistic operators, shippers, freight forwarders, public authorities, chambers of commerce, development agencies. The Forum is supported by a section of the project’s web portal, by special sessions organised in conjunction with TRANSPOGOOD project partner meeting in Pula. TRANSPOGOOD partners have therefore organized two Forums:

- TRANSPOGOOD Forum in Pula on December 5, 2018 with the topic “Transport towards Multimodality and Sustainability: possible scenarios in the Adriatic Region”,
- TRANSPOGOOD Forum in Chieti on July 19, 2019 with the topic “Logistic innovation: new competitiveness for your business”.

Picture 6: TRANSPOGOOD Forum



4. Conclusions

To overcome multiple existing barriers of efficient intermodal and multimodal transport in the Italy- Croatia programme area which are identified within the project, TRANSPOGOOD uses smart ICT tools and capitalizes on existing practice. Policy makers, operators, SMEs and other stakeholders who want to take up intermodal and combined transport to increase business but find it difficult to operate and exchange information with other operators, may use TRANSPOGOOD tools to get necessary information and competences which contribute also to more sustainable and efficient intermodal transport and supply chain.

Therefore, within the scope of the identified barriers, solutions provided by the TRANSPOGOOD project are:

- Innovative ICT tool (TRANSPOGOOD platform) to find the best solutions for transport services (e.g., best price of combined transport, lower emissions of entire chain, e-procurement tools for maritime transport services, higher bi-directional load factor)
- Creation of 3 dedicated training programmes to provide stakeholders with specific skills and knowledge on intermodality and logistics
- Organization of TRANSPOGOOD Forum with the involvement of different stakeholders where they can rise questions and find appropriate answers .