

Survey on TRANSPOGOOD impact on the private and public sector

Final Version of 30/08/2019

Deliverable Number D.5.2.1.

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Document Control Sheet

| | |
|-----------------------------|-----------------------------|
| Project number: | 10043002 |
| Project acronym | TRANSPOGOOD |
| Project Title | Transport of Goods Platform |
| Start of the project | January 2018 |
| Duration | 18 months |

| | |
|----------------------------|---|
| Related activity: | D. 5.2. – Transpogood impact on the private and public sector |
| Deliverable name: | D. 5.2.1 – Survey on TRANSPOGOOD impact on the private and public sector |
| Type of deliverable | Report |
| Language | English |
| Work Package Title | Guidelines and requirements for migrating to the TRANSPOGOOD platform |
| Work Package number | 5 |
| Work Package Leader | AGENZIA DI SVILUPPO, AZIENDA SPECIALE DELLA CAMERA DI COMMERCIO DI CHIETI |
| Partners involved | All |

| | |
|--------------------------------|-------------------------------|
| Status | Final |
| Author (s) | KIP |
| Version | 1 |
| Due date of deliverable | August 2019 |
| Delivery date | 30 th August, 2019 |
| Distribution | Public |

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Introduction

Road transport is a dominant mode of transport in European Union. It causes a negative impact on the environment and society. The main goal of TRANSPOGOOD project is to offer an alternative intermodal solution using the ICT tool that project partners developed – TRANSPOGOOD platform.

TRANSPOGOOD platform as IT platform for intermodal traffic should enable all stakeholders to increase efficiency in operations and administrative functions, decrease costs and optimize transport route, maximize space utilization and reduce congestion on streets and nodes. TRANSPOGOOD platform should enable users defining origin and destination place and amount of freight. Based on inputs regarding possible routes which are based on available transport capacities. Platform provides to user all available routes and service providers and calculate destination time. Based on provided data and possibility of trading transport, user can compare different transport mode offers and choose economically most attractive transport mode and at same time, reducing CO2 emissions.

This document analyses TRANSPOGOOD impact on the private and public sector. The questionnaire was carried out on several private and public companies and their answers are used to analyse the impact of the project results in private and public sector to find out commonalities and different peculiarities.

TRANSPOGOOD impact on the private and public sector

The questionnaire used for the survey was same for public and private institutions. The following questions were asked:

What is your role in the transport?

- Company or distributor shipping to its customers.
- Company picking up goods from their suppliers
- Freight forwarder or 3PL
- Road carrier
- Shortsea shipping line

Did you use shortsea shipping for your transport before?

- Yes, we use it often/all the time
- Yes, we used it once before/not often.
- No, we used shortsea for the first time via Transpogood
- No, and Transpogood did not provide a feasible shortsea solution
- Not sure, because we used an intermediary (e.g. freight forwarder)

What was your main motive for using Transpogood?

- Reduce carbon footprint
- Reduce costs by means of better rates and/or incentives
- Find new itineraries for existing origin/destination points

Did Transpogood help you gain new opportunities?

- Yes, we found a new itinerary we hadn't thought of before
- Yes, we used a new carrier we hadn't used before

- Yes, we used a new freight forwarder we had not used before
- Yes, we gained a new customer for our transport services (carriers and forwarders)
- No, the solution was the same we already had
- No, the solution was new but we could not use it because of its higher cost.
- No, the solution was new but we couldn't use it because of its time constraints
- No, currently there are no viable shortsea solutions for our origin/destination points.

Did Transpogood help you save money?

- Yes, by finding cheaper solutions
- Yes, by allowing us to get incentives
- No, Transpogood gave prices that were similar to what we already had
- No, Transpogood gave prices higher than our going rate.

Were the above savings also transferred to your client?

- Yes, we could give them a cheaper rate
- Yes, we could reverse incentives to them in form of discount or cashback
- No, we kept the advantages to ourselves.
- There were no relevant advantages

Was the Transpogood online platform easy to use?

- 1 Very easy
- 2 Rather easy
- 3 Neither easy nor difficult
- 4 Somewhat difficult, but we managed to complete the request
- 5 Very difficult – we could not complete the request **Did you require external**

assistance to use the platform?

- No, we didn't need assistance
- Yes, we asked for assistance and it helped solve our issue.

- Yes, but assistance did not solve our issue
- We needed assistance but we didn't ask for it

How long did it take to get a quote for your transport needs?

- 1 Within 24 hours
- 2 Within 2-3 days
- 3 Yes, within a week
- 4 It took more than a week
- 5 We never got a quote

How important is the reduction of carbon footprint in your transport missions?

- 1 Not important for our business
- 2 Important to comply with legislation
- 3 important for the environment
- 4 Strategic importance for our business

What are the best features of the platform? What did you like the best? (open-ended question)

What did you like the least of the Transpogood platform? (open-ended question)

Do you have any suggestions for improving user experience? (open-ended question)

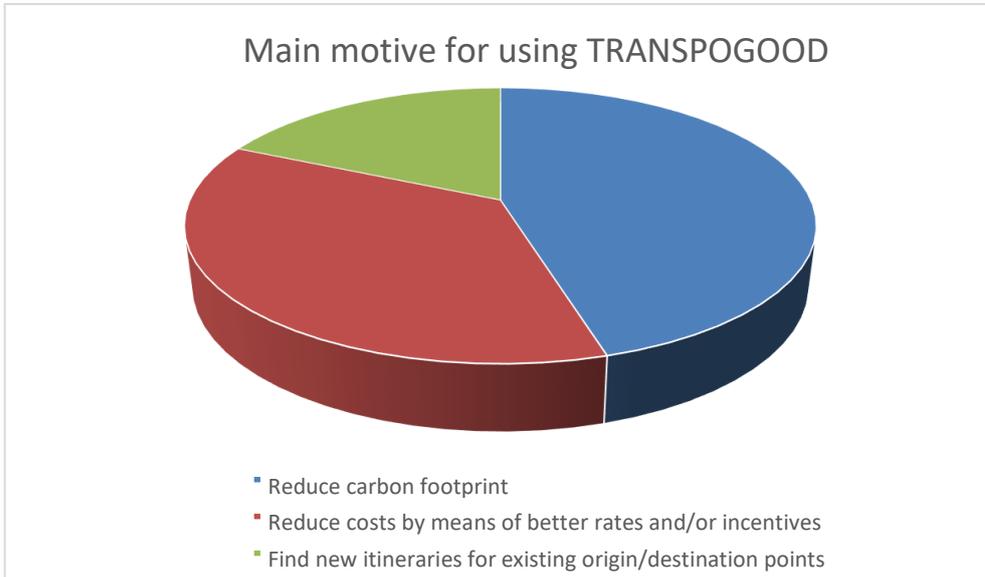
The interviewed institutions are:

| INSTITUTION | ROLE IN THE TRANSPORT | PRIVATE/PUBLIC |
|--------------------------------------|-------------------------------------|-----------------------|
| Tecnica Group Spa | Distributing company | Private |
| Space Logistics S.r.l | Freight forwarder | Private |
| Benetton Logistics Department | Logistic department of manufacturer | Private |
| Jadrolinija | Shipping company | Public |
| CSA Mare Nostrum | Shipowners association | Association |
| Trans-integral | Freight forwarder | Private |
| Port of Zadar Authority | Port Authority | Public |

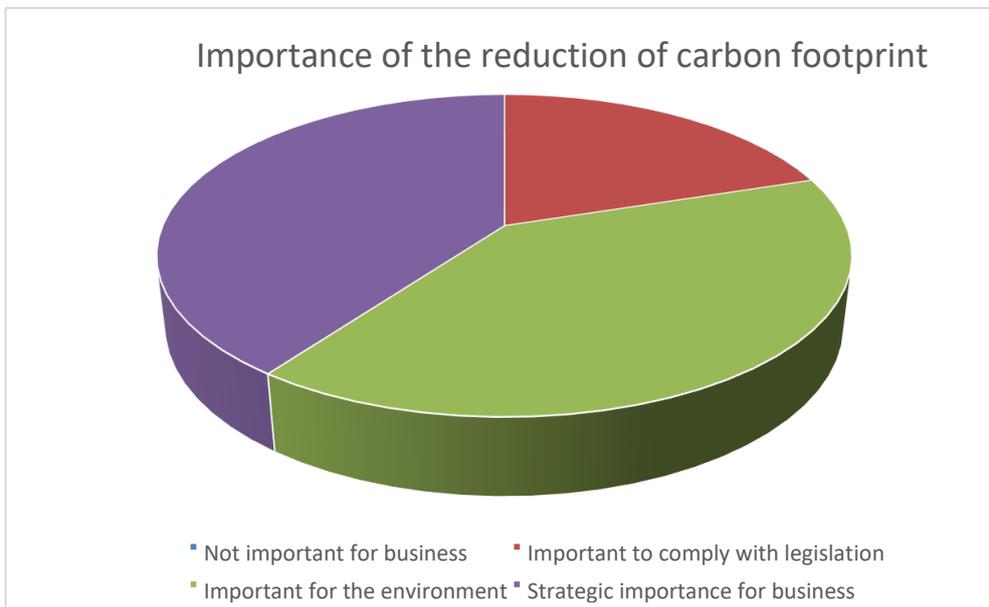
The interviews were conducted by telephone, e-mails and face to face. All answers can be found in Annex 1.

All companies reported the platform gave advantages. Some companies could use those advantages and transfer them to end-users. Some companies regularly use short sea shipping routes and some used it for the first time with TRANSPOGOOD platform.

It is very interesting to note the advantage that Port authority reported – not just that TRANSPOGOOD included the port in its itinerary which increases visibility, but they also aim to reduce carbon footprint which TRANSPOGOOD platform promotes.



For many companies, carbon footprint reduction is important factor in their transport missions.



Some companies are motivated to discover new routes and transport options and some reported that they used a new freight forwarder that they had not used before. Jadrolinija also reported that advantages were used by their clients to whom they suggested new options discovered by TRANSPGOOD platform.

The Platform as such was deemed user friendly and rather easy to use. Almost none of interviewed institutions did not need any assistance with the platform, and in one case of needed assistance it helped solve their issue.

Overall, all interviewed organisation gave positive feedback for the platform. The suggested improvement mainly includes the possibility of further investment in the application in order to include wider area (Mediterranean, non-EU countries or at least routes that go through Italy and/or Croatia even though their starting origin or final destination points are not located in those two countries), more options in calculations (such as to allow users to insert their own euro/km cost parameter, display each cost component separately, allow the option to include two truck driver and/or include driving laws and regulations in transport time calculations).

The conclusion is that project idea has been very successful and accepted by large variety of institutions. If new investments are done to the platform in the future, it has a potential to make a great impact in environmental protection and reduction of carbon footprint.

Annex 1 – collected questionnaires

Tecnica group

What is your role in the transport?

- *Company or distributor shipping to its customers.*
- *Company picking up goods from their suppliers*
- Freight forwarder or 3PL
- Road carrier
- Shortsea shipping line

Did you use shortsea shipping for your transport before?

- Yes , we use it often/all the time
- Yes, we used it once before/not often.
- No, we used shortsea for the first time via Transpogood
- ***No, and Transpogood did not provide a feasible shortsea solution***
- Not sure, because we used an intermediary (e.g. freight forwarder) **What was your**

main motive for using Transpogood?

- *Reduce carbon footprint*
- *Reduce costs by means of better rates and/or incentives*
- *Find new itineraries for existing origin/destination points*

Did Transpogood help you gain new opportunities?

- ***Yes, we found a new itinerary we hadn't thought of before***
- Yes, we used a new carrier we hadn't used before
- Yes, we used a new freight forwarder we had not used before
- Yes, we gained a new customer for our transport services (carriers and forwarders)
- No, the solution was the same we already had

- No, the solution was new but we could not use it because of its higher cost.
- No, the solution was new but we couldn't use it because of its time constraints
- No, currently there are no viable shortsea solutions for our origin/destination points.

Did Transpogood help you save money?

- ***Yes, by finding cheaper solutions***
- Yes, by allowing us to get incentives
- No, Transpogood gave prices that were similar to what we already had
- No, Transpogood gave prices higher than our going rate.

Were the above savings also transferred to your client?

- Yes, we could give them a cheaper rate
- ***Yes, we could reverse incentives to them in form of discount or cashback***
- No, we kept the advantages to ourselves.
- There were no relevant advantages

Was the Transpogood online platform easy to use?

- ***1 Very easy***
- 2 Rather easy
- 3 Neither easy nor difficult
- 4 Somewhat difficult, but we managed to complete the request
- 5 Very difficult – we could not complete the request **Did you require external**

assistance to use the platform?

- ***No, we didn't need assistance***
- Yes, we asked for assistance and it helped solve our issue.
- Yes, but assistance did not solve our issue
- We needed assistance but we didn't ask for it

How long did it take to get a quote for your transport needs?

- 1 Within 24 hours
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- 3 Yes, within a week
- 4 It took more than a week
- **5 We never got a quote**

How important is the reduction of carbon footprint in your transport missions?

- 1 Not important for our business
- 2 Important to comply with legislation
- 3 important for the environment
- **4 Strategic importance for our business**

What are the best features of the platform? What did you like the best? (open-ended question)

It's good to have all transport alternatives to compare. The immediacy in calculating and displaying transport solutions is definitely a plus.

What did you like the least of the Transpogood platform? (open-ended question)

I would be happy to be presented with three transport alternatives. To see more than three solutions can be confusing or misleading for some.

Do you have any suggestions for improving user experience? (open-ended question)

For transport time calculations, driving laws and regulations could be better taken into account.

For instance, I've have chosen the option to include two truck drivers, but the calculation for an 18-hour trucking-only alternative did not account for the necessary stops/breaks (as commanded by regulation) or consider the availability of an additional driver.

Space Logistic

What is your role in the transport?

- Company or distributor shipping to its customers.
- Company picking up goods from their suppliers
- **Freight forwarder or 3PL**
- Road carrier
- Shortsea shipping line

Did you use shortsea shipping for your transport before?

- Yes , we use it often/all the time
- **Yes, we used it once before/not often.**
- No, we used shortsea for the first time via Transpogood
- No, and Transpogood did not provide a feasible shortsea solution
- Not sure, because we used an intermediary (e.g. freight forwarder) **What was your**

main motive for using Transpogood?

- **Reduce carbon footprint**
- Reduce costs by means of better rates and/or incentives

• Find new itineraries for existing origin/destination points **Did Transpogood help you gain new opportunities?**

- ***Yes, we found a new itinerary we hadn't thought of before***
- Yes, we used a new carrier we hadn't used before
- Yes, we used a new freight forwarder we had not used before
- ***Yes, we gained a new customer for our transport services (carriers and forwarders)***
- No, the solution was the same we already had
- No, the solution was new but we could not use it because of its higher cost.
- No, the solution was new but we couldn't use it because of its time constraints
- No, currently there are no viable shortsea solutions for our origin/destination points.

Did Transpogood help you save money?

- Yes, by finding cheaper solutions
- ***Yes, by allowing us to get incentives***
- No, Transpogood gave prices that were similar to what we already had
- No, Transpogood gave prices higher than our going rate.

Were the above savings also transferred to your client?

- ***Yes, we could give them a cheaper rate***
- Yes, we could reverse incentives to them in form of discount or cashback
- No, we kept the advantages to ourselves.
- There were no relevant advantages

Was the Transpogood online platform easy to use?

- ***1 Very easy***
- 2 Rather easy

- 3 Neither easy nor difficult
- 4 Somewhat difficult, but we managed to complete the request
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Did you require external assistance to use the platform?

- ***No, we didn't need assistance***
- Yes, we asked for assistance and it helped solve our issue.
- Yes, but assistance did not solve our issue
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How long did it take to get a quote for your transport needs?

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- ***5 We never got a quote***

How important is the reduction of carbon footprint in your transport missions?

- 1 Not important for our business
- 2 Important to comply with legislation
- ***3 important for the environment***
- ***4 Strategic importance for our business***

What are the best features of the platform? What did you like the best? (open-ended question)

It allows to calculate shorter routes, therefore it can improve the drivers' lives and they can be back at their homes every night.

Transpogood can find alternative transport modes and solutions.

Results can be adapted to other transport lanes.

What did you like the least of the Transpogood platform? (open-ended question)

Perhaps the all-road calculated costs are a bit overestimated.

Do you have any suggestions for improving user experience? (open-ended question)

Display each cost component separately

Allow users to insert their own euro/km cost parameter

Benetton Group Logistics Dept.

What is your role in the transport?

- *Company or distributor shipping to its customers.*
- *Company picking up goods from their suppliers*
- Freight forwarder or 3PL
- Road carrier
- Shortsea shipping line

Did you use shortsea shipping for your transport before?

- *Yes, we use it often/all the time*
- Yes, we used it once before/not often.
- No, we used shortsea for the first time via Transpogood
- No, and Transpogood did not provide a feasible shortsea solution
- Not sure, because we used an intermediary (e.g. freight forwarder) **What was your**

main motive for using Transpogood?

- *Reduce carbon footprint*
- *Reduce costs by means of better rates and/or incentives*
- Find new itineraries for existing origin/destination points

- **Did Transpogood help you gain new opportunities?**
- ***Yes, we found a new itinerary we hadn't thought of before***
- Yes, we used a new carrier we hadn't used before
- Yes, we used a new freight forwarder we had not used before
- Yes, we gained a new customer for our transport services (carriers and forwarders)
- No, the solution was the same we already had
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• 5 Very difficult – we could not complete the request **Did you require external assistance to use the platform?**

- No, we didn't need assistance
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How important is the reduction of carbon footprint in your transport missions?

- 1 Not important for our business
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- ***4 Strategic importance for our business***

What are the best features of the platform? What did you like the best? (open-ended question)

The calculation and certification of Carbon Footprint is very relevant to us, as well as the possibility to choose the transport tariff and option that allow for smaller CO2 footprints.

What did you like the least of the Transpogood platform? (open-ended question)

When the origin or the destination point are not located within Italy or Croatia, the route calculator algorithm is not able to find out all possible intermodal routes – even if those routes comprise segments going to the Italian or Croatian territories.

Do you have any suggestions for improving user experience? (open-ended question)

It would be useful to integrate the platform with the possibility of calculating transport lanes and route that go through Italy and/or Croatia even though their starting origin or final destination points are not located in those two countries.

Jadrolinija

What is your role in the transport?

- Company or distributor shipping to its customers.
- Company picking up goods from their suppliers
- Freight forwarder or 3PL
- Road carrier
- Shortsea shipping line
- ***Liner company***

Did you use shortsea shipping for your transport before?

- Yes , we use it often/all the time
- Yes, we used it once before/not often.
- ***No, we used shortsea for the first time via Transpogood***
- No, and Transpogood did not provide a feasible shortsea solution
- Not sure, because we used an intermediary (e.g. freight forwarder)

What was your main motive for using Transpogood?

- Reduce carbon footprint
- ***Reduce costs by means of better rates and/or incentives***
- Find new itineraries for existing origin/destination points

Did Transpogood help you gain new opportunities?

- ***Yes, we found a new itinerary we hadn't thought of before***

- Yes, we used a new carrier we hadn't used before
- Yes, we used a new freight forwarder we had not used before
- Yes, we gained a new customer for our transport services (carriers and forwarders)
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Were the above savings also transferred to your client?

- Yes, we could give them a cheaper rate
- Yes, we could reverse incentives to them in form of discount or cashback
- No, we kept the advantages to ourselves.
- There were no relevant advantages
- ***Advantages were used by our clients to whom we suggested new options***

Was the Transpogood online platform easy to use?

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Did you require external assistance to use the platform?

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How important is the reduction of carbon footprint in your transport missions?

- 1 Not important for our business
- 2 Important to comply with legislation
- ***3 important for the environment***
- 4 Strategic importance for our business

What are the best features of the platform? What did you like the best? (open-ended question)

Easy access and fast solutions. It easy to navigate and to find what you need.

What did you like the *least* of the Transpogood platform? (open-ended question) *Limited search area. Wide range then just this Mediterranean area.*****

Do you have any suggestions for improving user experience? (open-ended question) *Include*****

bigger area. Do some promotion as the system in unknow to many.

Mare Nostrum

What is your role in the transport?

- Company or distributor shipping to its customers.
- Company picking up goods from their suppliers
- Freight forwarder or 3PL
- Road carrier
- **Shortsea shipping line**

Did you use shortsea shipping for your transport before?

- **Yes, we use it often/all the time**
- Yes, we used it once before/not often.
- No, we used shortsea for the first time via Transpogood
- No, and Transpogood did not provide a feasible shortsea solution
- Not sure, because we used an intermediary (e.g. freight forwarder)

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Did Transpogood help you gain new opportunities?

- Yes, we found a new itinerary we hadn't thought of before
- Yes, we used a new carrier we hadn't used before
- **Yes, we used a new freight forwarder we had not used before**
- Yes, we gained a new customer for our transport services (carriers and forwarders)
- No, the solution was the same we already had
- No, the solution was new but we could not use it because of its higher cost.
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- **3 Important for the environment**
- 4 Strategic importance for our business

What are the best features of the platform? What did you like the best? (open-ended question)

Easy graphic interface and quick response of web page and search module

What did you like the *least* of the Transpogood platform? (open-ended question) ***Lack of other ports in Mediterranean Sea***

Do you have any suggestions for improving user experience? (open-ended question)

Further investments in application in order to connect other ports, e. g. non-EU countries and Agencies in those countries.

Trans integral

What is your role in the transport?

- **Company or distributor shipping to its customers.**
- Company picking up goods from their suppliers
- **Freight forwarder or 3PL**
- **Road carrier**
- Shortsea shipping line

Did you use shortsea shipping for your transport before?

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- No, and Transpogood did not provide a feasible shortsea solution
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What was your main motive for using Transpogood?

- Reduce carbon footprint
- **Reduce costs by means of better rates and/or incentives**
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- No, the solution was new but we couldn't use it because of its time constraints
- ***No, currently there are no viable shortsea solutions for our origin/destination points.***

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How important is the reduction of carbon footprint in your transport missions?

- 1 Not important for our business
- **2 Important to comply with legislation**
- 3 important for the environment
- 4 Strategic importance for our business

What are the best features of the platform? What did you like the best? (open-ended question) *User friendly interface, lots of transport options offered.*

What did you like the least of the Transpogood platform? (open-ended question)

For route I needed, Transpogood has not offered cheapest solution which is of the main importance for our client. Generally, there are no cons for this platform.

Do you have any suggestions for improving user experience? (open-ended question)

Maybe better cooperation with firms which offer the same type of service Transpogood offers.

Port of Zadar Authority

What is your role in the transport?

- Company or distributor shipping to its customers.
- Company picking up goods from their suppliers
- Freight forwarder or 3PL
- Road carrier
- Shortsea shipping line
- **Public authority**

Did you use shortsea shipping for your transport before?

- Yes , we use it often/all the time
- Yes, we used it once before/not often.
- No, we used shortsea for the first time via Transpogood
- No, and Transpogood did not provide a feasible shortsea solution
- Not sure, because we used an intermediary (eg freight forwarder)
- **No, we are not transporters but we aim to promote shortsea shipping**

What was your main motive for using Transpogood?

- Reduce carbon footprint
- Reduce costs by means of better rates and/or incentives
- Find new itineraries for existing origin/destination points
- **As public authority we aim to promote Zadar and our itineraries to the transport companies. Moreover, our aim is also reduction of carbon footprint which TRANSPOGOOD platform promotes.**

Did Transpogood help you gain new opportunities?

- Yes, we found a new itinerary we hadn't thought of before
- Yes, we used a new carrier we hadn't used before

- Yes, we used a new freight forwarder we had not used before
- Yes, we gained a new customer for our transport services (carriers and forwarders)
- No, the solution was the same we already had
- No, the solution was new but we could not use it because of its higher cost.
- No, the solution was new but we couldn't use it because of its time constraints
- No, currently there are no viable shortsea solutions for our origin/destination points.
- ***TRANSPOGOOD included Zadar and our itineraries on the platform which increases visibility of our destination***

Did Transpogood help you save money?

- Yes, by finding cheaper solutions
- Yes, by allowing us to get incentives
- No, Transpogood gave prices that were similar to what we already had
- No, Transpogood gave prices higher than our going rate.
- ***N/a***

Were the above savings also transferred to your client?

- Yes, we could give them a cheaper rate
- Yes, we could reverse incentives to them in form of discount or cashback
- No, we kept the advantages to ourselves.
- ***There were no relevant advantages***

Was the Transpogood online platform easy to use?

- 1 Very easy
- ***2 Rather easy***
- 3 Neither easy nor difficult
- 4 Somewhat difficult, but we managed to complete the request
- 5 Very difficult – we could not complete the request

Did you require external assistance to use the platform?

- ***No, we didn't need assistance***
- Yes, we asked for assistance and it helped solve our issue.
- Yes, but assistance did not solve our issue
- We needed assistance but we didn't ask for it

How long did it take to get a quote for your transport needs?

- 1 Within 24 hours
- 2 Within 2-3 days
- 3 Yes, within a week
- 4 It took more than a week
- 5 We never got a quote
- ***N/A***

How important is the reduction of carbon footprint in your transport missions?

- 1 Not important for our business
- ***2 Important to comply with legislation***
- ***3 important for the environment***
- ***4 Strategic importance for our business***

What are the best features of the platform? What did you like the best? (open-ended question)

Easy to use and free of charge. It is available to everyone. It would be great if it could widen the area available on the map to other neighbouring countries.

What did you like the *least* of the Transpogood platform? (open-ended question) ***It covers only Italy-Croatia.***

Do you have any suggestions for improving user experience? (open-ended question)