Creating a Dissemination and Promotion Platform for Logistics Best Practice

Prof. Dr. Frank Straube
Peter Franke
University of Technology, Berlin

21 June 2006
The Challenge

Macro-Level

30% increase in Transport Volume in past 10 years

Road Congestion and Pollution

Threat for Economic Growth and Efficiency in Europe

Micro-Level

Transport Capacities underutilised

Little Exchange of SCM Knowledge

Lack of qualified Supply Chain Personnel

Taking macroeconomic transport issues to the micro-level
bestLog Objectives

<table>
<thead>
<tr>
<th>Program:</th>
<th>Sustainable Surface Transport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official Title:</td>
<td>Logistics Best Practice</td>
</tr>
<tr>
<td>Principal:</td>
<td>DG TREN</td>
</tr>
<tr>
<td>Budget:</td>
<td>3.05 million Euro</td>
</tr>
<tr>
<td>Duration:</td>
<td>48 months (until 02/10)</td>
</tr>
<tr>
<td>Consortium:</td>
<td>9 research institutes from 9 European countries</td>
</tr>
</tbody>
</table>

Establish a **European Platform**

for collection and active dissemination of Logistics Best Practice

(ongoing, self-funding, non-profit)

to

- Improve **Supply Chain Practice**
- Improve **Supply Chain Education**
- **Reduce Differences** across Europe
- Set **Standards**
- Create **growth and jobs**
- Achieve better match between **EC policy** and **business decisions**
EU Targets

European Policy Context

- **Transport White Paper** – Transport at the service of European industry and citizens
- **Lisbon Agenda** – Create Jobs by making Europe the most competitive knowledge based economy.
- **Sustainable development** - De-coupling economic growth and transport growth
- **Enlargement** – Continual integration of new Member States, plus Bulgaria and Romania

Logistics Policy (DG TREN)

- Intermodal transport needs ‘door to door’ logistics solutions to be successful and compete in real terms
- Co-modality = improve efficiency of all modes separately and together in intermodal chains
- Shippers should consider other modes – not just ‘road only’
Initiating continuous exchange

The dissemination & promotion platform will collect and disseminate Supply Chain Management knowledge on an ongoing basis.
Project Organisation incorporates numerous stakeholders and thereby fosters Best Practice knowledge dissemination.

- **Project Management Board (PMB)**
  - consists of one representative from each consortium member
  - To be defined during project
  - Intended to continue after project
  - Ongoing collection and dissemination
  - self-funding, non-profit

- **Project Co-ordination and Secretariat**
  - Berlin University of Technology, Department of Logistics

- **Dissemination and Promotion Platform**
  - Experts from Industry, Governments, Industry Associations
  - 58 members
  - Representatives of all EU+ countries
  - Advisory board will facilitate communication with different stakeholders and regions

- **European Commission DG TREN**

- **Project Advisory and Communication Board**

---

**June 2006**

**Page: 6**

www.bestlog.org
### Project Advisory and Communication Board

**Project Consortium**
- WP1 - Problem Description and Theoretical Foundation
- WP2 - State of the Art in Promotion and Dissemination
- WP3 - Translation of findings into strategy
- WP4 - Development of methodology for best practice assessment
- WP5 - Collection of cases illustrating issues of best practice and innovation throughout Europe
- WP6 - Evaluation and transferability analysis

**Dissemination and Promotion Platform**
- WP7 - Development of a Label/Certificate
- WP8 - Development of training packages
- WP9 - Recommendations and advise for continuation activities

### Continuous Dissemination

**Project Duration:** 4 years until early 2010
The bestLog Consortium consists of 9 high calibre logistics research institutes
bestLog offers benefits for companies and education institutions alike

**Get involved...**
- Participate in industry workshops
- Participate in the 2008 bestLog conference
- Contribute best practice cases
- Contribute to the online databases

**...and gain**
- Use bestLog as marketing channel for your Logistics solutions and Logistics Education Services
- Access a Europe-wide best practice platform
- Find out on-line how your logistics processes compare with those of other companies
- Contribute to EC strategy on logistics issues

www.bestlog.org
June 2006
Page: 9
soon online:
bestLog Toolset
soon online:
Directory of European Logistics Education
soon online:

Logistics Research Database
planned for later 2006: Online Benchmarking
Contacts

BestLog Project Office:

Institute of Technology and Management
Logistics Department
Director Prof. Dr.-Ing. Frank Straube

Straße des 17. Juni 135, Sekr. H 90
D - 10623 Berlin

Your contacts
Balkan Cetinkaya (cetinkaya@logistik.tu-berlin.de)
Peter Franke (franke@logistik.tu-berlin.de)

Tel.: +49 (0) 30 314 – 29 980
Fax: +49 (0) 30 314 – 25 992

www.bestlog.org