Creating a Dissemination and Promotion Platform for Logistics Best Practice

June 2006
The Challenge

30% increase in Transport Volume in past 10 years
Road Congestion and Pollution
Transport Capacities underutilised
Little Exchange of SCM Knowledge
Lack of qualified Supply Chain Personnel

Taking macroeconomic transport issues to the micro-level

Macro-Level

Threat for Economic Growth and Efficiency in Europe

Micro-Level

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bestLog Objectives

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

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### 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.

- Good Practices
- Benchmarks
- Evaluations

- Requirements
- Existing Courses

- Best Practice case studies
- Benchmarks
- Certifications, Awards

- Educational programs
- Certifications
- Booklets
- European Logistics Education Handbook

The dissemination & promotion platform will collect and disseminate Supply Chain Management knowledge on an ongoing basis.
Project Management Structure

European Commission DG TREN

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

Project Organisation incorporates numerous stakeholders and thereby fosters Best Practice knowledge dissemination

- To be defined during project
- Intended to continue after project
- Ongoing collection and dissemination self-funding, non-profit

PMB consists of one representative from each consortium member

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

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Project Advisory and Communication Board

Dissemination and Promotion Platform

Project Management Board

Co-ordinator Secretariat

Project Consortium
**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
- WP7 - Development of a Label/Certificate
- WP8 - Development of training packages
- WP9 - Recommendations and advise for continuation activities

**Dissemination and Promotion Platform**

**Continuous Dissemination**

**Project Duration**: 4 years until early 2010
The bestLog Consortium consists of 9 high calibre logistics research institutes
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

bestLog offers benefits for companies and education institutions alike
soon online:  
**bestLog Toolset**
soon online: Directory of European Logistics Education
soon online: Logistics Research Database
planned for later 2006:

Online Benchmarking
Contacts

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