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Promoting Innovative Intermodal Freight Transport

Co-ordination Action
Priority 1.6.2 Sustainable Surface Transport

D 7.1: Promotion Implementation Plan

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1 Introduction

1.1 *Background and Objectives*

The European Commission and all member states established active policies to promote intermodal transport. The EU White Paper “European transport policy for 2010: Time to decide” clearly states that the development of combined transport should be actively promoted. A principle motivation behind this reasoning is to significantly break between economic and transport growth, without restricting mobility, by making more efficient use of means of transport.

In June 2002 the European Union Transport Ministers discussed in Gijón the possibility of an action plan on the key issues for developing the political priority given to Short Sea Shipping. In the following, the Commission released a Communication in which one key strategy for promotion of Short Sea Shipping is the Short Sea Promotion Centres. Presently 21 SPC are installed and horizontally co-ordinated by the European Short Sea Network (ESN). In this respect the short sea mode clearly is a step further in terms of international organisation and cooperation of short sea promotion in Europe. It is therefore a logical step to take the SPC network as a starting point for extension of promotion of intermodality by means of integrating or co-operating on the promotion of intermodal transport options using rail and inland waterway transport.

Although, a main objective of EU transport policy is still on sustainable mobility and disconnecting the transport sector from negative side effects, the focus as stated in the White Paper review “Keep Europe moving” is now including efficiency criteria, for which promotion measures and programmes are identified as a suitable measure to further develop the European transport system. In particular promotion measures and programmes are suggested for:

- Rail freight policy
- Short Sea Shipping, especially in connection with hinterland links
- Setting up a transport logistics action plan
- Supporting profession and training of transport actors

PROMIT is a Co-ordination Action for intermodal freight transport aiming to a faster improvement and implementation of intermodal transport technologies and procedures and to help promoting intermodal transport and mode shift by creating awareness on innovations, best practices and intermodal transport opportunities for potential users.

Having received the promotion strategies matrix from WP6, WP 7 has the obligation to develop a plan for implementing the strategy. It is not the intension to set up a promotion infrastructure in parallel to or in competition existing and planned initiatives. The intention is to complement initiatives, in particular the promotion centres for short sea shipping in Europe (SPC) and the project CIPROC, which has

the objective to investigate the best opportunities to extend the activities of the SPCs towards intermodal promotion.

This report outlines the PROMIT implementation activities.

1.2 Introduction to CIPROC

CIPROC is a project funded by the EU Commission that started in the beginning of 2007 and ended in June 2008. PTV, the coordinator of PROMIT was responsible for the CIPROC project.

The purpose of CIPROC was to develop a concept and demonstrate concrete measures for extending the existing short sea promotion centres to also become promotion centres for intermodal promotion.

CIPROC was divided into two phases as follows:

- Phase I: Provide guidelines on how to proceed to extend the activities of existing mode specific promotion centres in Europe to encompass the wider concept of intermodal transportation
- Phase II: Demonstrate the expansion in a number of targeted countries

An overview on the project structure is given in Figure 1.

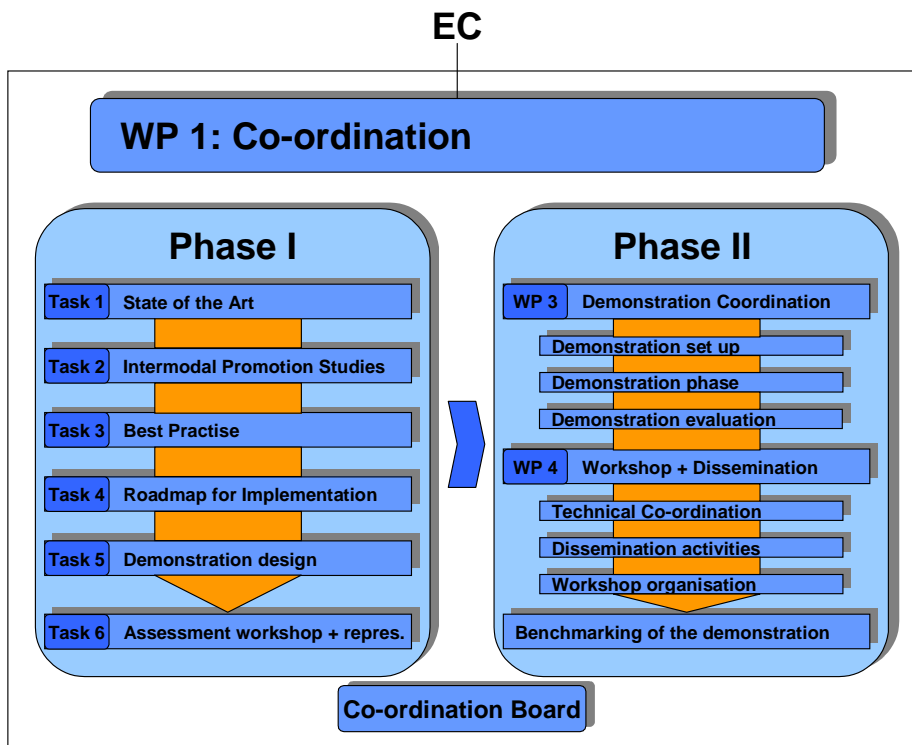


Figure 1 CIPROC structure

Demonstration activities in phase II were started after the successful approval of Phase I in July 2007. The demonstration was carried out with 5 demonstration partners:

- ▶ Short Sea Promotion Centre Holland (The Netherlands)
- ▶ Lithuanian Intermodal Transport Technology Platform (Lithuania)
- ▶ Romanian National Centre for Promotion of Intermodal Transport (Romania)
- ▶ Short Sea Promotion Centre Finland (Finland)
- ▶ Sea &Water (UK)

1.3 Hard and Soft Infrastructures

The PROMIT Deliverable D6.1 identified a number of problems and barriers in intermodal transport:

Harmonisation problems in train vessel, truck and operation	<ul style="list-style-type: none">• Train licenses are provided only per country or track• Drivers' licenses are issued per track type and type of locomotive• Incompatible load units• Short Sea Shipping Regulation (EU) (when passing international waters)• Official vessel navigation record (Germany)• Different mater's license• Dangerous cargo regulations are national and different for different modes
Train and vessel notification	<ul style="list-style-type: none">• Lack of border crossing tracking and tracing
Large number of actors	<ul style="list-style-type: none">• Widespread responsibilities• Additional handling effort• Higher need for information/coordination• Enhanced need for transport monitoring• Complex accounting rules• Problems in damage recording (liability)
Transport infrastructure	<ul style="list-style-type: none">• Incompatible rail systems (track, signalling, electrification)• Bottlenecks in terminals• Lack of interoperable terminals• Funding or terminals
Safety issues	<ul style="list-style-type: none">• Different technical safety regulations on national level
Lack in intermodal education and training	<ul style="list-style-type: none">• Different inspection rules in rail• Intermodal transport solutions• Dangerous goods

Since this list of problems and barriers was compiled, a growing realisation of the fact that when there is talk about transport infrastructure, it is limited to dealing with physical, or hard, infrastructures. In the list above, the incompatible rail systems and incompatible load units are examples.

Motorways of the Sea and its integration in the TEN-T network is another example on how physical infrastructure elements are being connected to form an efficient European transport network, motivating smooth transfer of the physical cargo

between the different modes of transport. This was the situation until the MOSES¹ project included the ability to easily use the intermodal network as one of the key requirements. More details related to this issue are to be found in Section **Fehler! Verweisquelle konnte nicht gefunden werden.**

Under the heading of “large number of actors” we find a problem identified as “higher need for information...”.

In the Best Practices Handbook issued by PROMIT in May 2008, the following ICT systems have been investigated:

- MIRTO
- GIFTS
- D2D
- M-TRADE
- PORT Infolink
- INTERFACE

When examining these different systems, they have adopted their own way of identifying services and transport networks. Communication between actors (where relevant) are being performed under the heading of EDI/EDIFACT service, which has a tendency to lead to high cost for interoperability between systems. EDIFACT, even transferred to the XML world is no standard, only guideline. This, in addition to the complexity of the information element contained in the EDIFACT “repository”, leads to almost all making their own interpretations, which again sabotages interoperability.

A plan for properly providing an infrastructure for intermodal transport should therefore not only focus on the hard, but also the soft infrastructure.

2 Promotion Strategy Summary

2.1 Development of a Promotion Strategy

Deliverable D 6.1 “Promotion strategy plan” developed an overall approach on a road map towards enhanced intermodal promotion. A comprehensive survey was carried out on existing promotion measures and incentives supporting infrastructure and operation of intermodal transport. A complete collection of national promotion schemes in EU countries was also compiled. Figure 2 shows the steps for developing the promotion strategy:

¹ MOSES – FP 7 project funded by the EU Commission

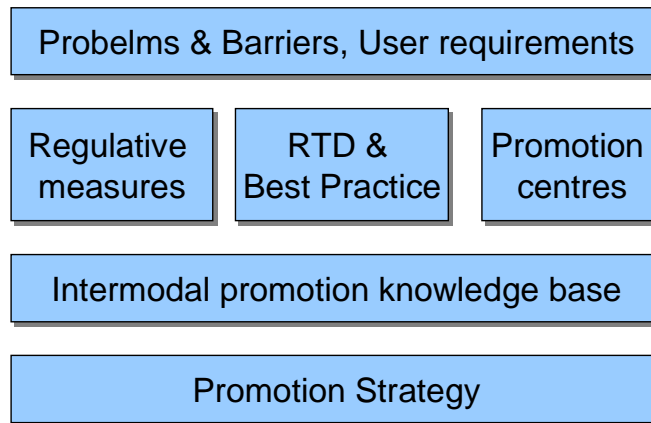


Figure 2 Developing the PROMIT promotion strategy

The promotion actions proposed in D6.2 were:

- Extension of the Short Sea Shipping Promotion Centres to also promote intermodal transport to be developed in co-operation with the CIPROC project.
- Common service platform for promotion entities - an information platform raising awareness and providing information about the common services of intermodal promotion entities. This may include audiovisual tools to promote intermodal transport. Interactive visualisation of intermodal transport approaches could be part of this. The exchange of information and co-operation among promotion entities should be improved. This can be achieved by a common information platform.
- Developing guidelines for preparing proposals for the different EU funding schemes for research, development and operations on intermodal transport operations.
- Information regarding national promotion programmes for intermodal transport – providing an overview of programmes (the CO₂ reduction programme in the Netherlands is one example), requirements, and main results.

The core of the suggested strategic promotion is to provide and transfer information and knowledge to users:

- Providing a data base on intermodal innovations
- Providing a data base on incentives and regulative measures dedicated to intermodal transport
- Providing a data base on available promotion measures
- Providing tools to evaluate promotion measures

PROMIT organised a validation workshop on “Promotion measures in intermodal transport and their impact” on 9 November 2007 in Sofia. The workshop included presentations on different national approaches on intermodal promotion as well as an assessment of the promotion action regarding their contribution towards a sustainable intermodal transport system.

The workshop concluded that the key drivers for intermodal promotion are:

- The supply of infrastructure per transport mode
- The market conditions/liberalisation in the national transport markets, especially for the rail sector
- The access and awareness of intermodal innovations
- The access to promotion entities providing support in setting up alternative transport solutions

2.2 The PROMIT Promotion Matrix

The PROMIT promotion strategy matrix comprises the following elements:

- Information database
- Best practice leaflet
- Mind map presentations

2.2.1 Information Database

Information about intermodal transport’s benefits and possibilities has been agreed to be crucial for further promotion of intermodal transport, and the perceived information system is illustrated in Figure 3.

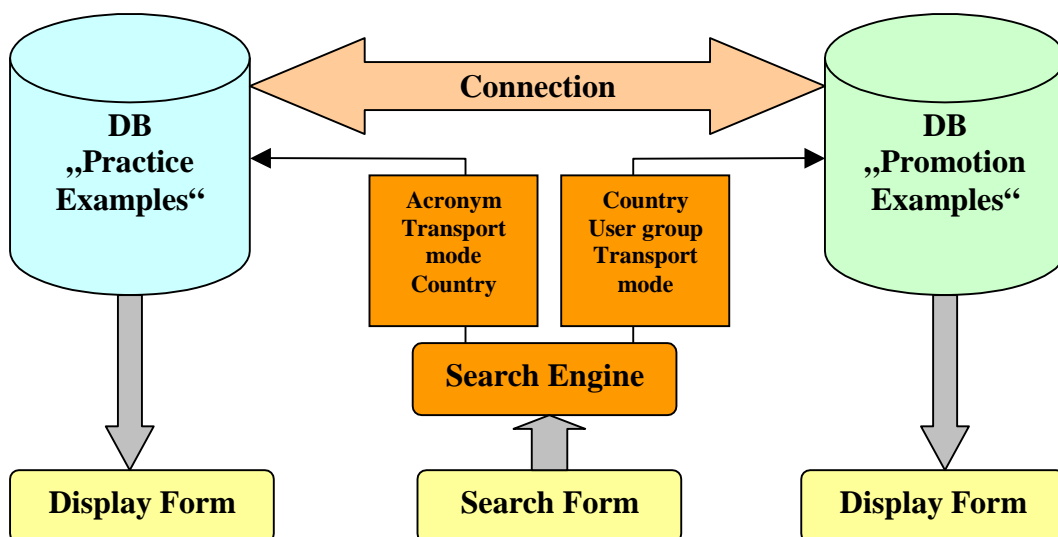


Figure 3 Intermodal transport information system

The information system should contain information about “Best Practice Examples” and on “Promotion Examples”. It should be equipped with a suitable search engine to permit a fast and efficient overview about examples on intermodal innovations and measures available in the different EU member states on intermodal transport.

2.2.2 Best Practice Leaflet

PROMIT has analysed and documented Best Practice cases in intermodal transport in the PROMIT Best Practice handbook. The format of this book is currently not suitable for wide circulation. As a consequence, it has been suggested that a number of leaflets are being produced to present the 25 to 30 best practice examples in an attractive, easy to understand format (2 pages per case).

2.2.3 Mind Map Presentations

An approach to present and discuss innovations in a certain context is the mind mapping technology. A mind map diagram represents words, ideas, tasks or other items. These items are linked together and arranged in relation to a central key word or idea in the mind map. Mind mapping is used to generate, visualize, structure and classify ideas. Mind mapping is an aid in planning, learning, making notes, organizing, problem solving, decision making and writing.

An example using mind maps is to present innovations translated from the German innovation platform www.forschungsinformationssystem.de is shown in Figure 4.

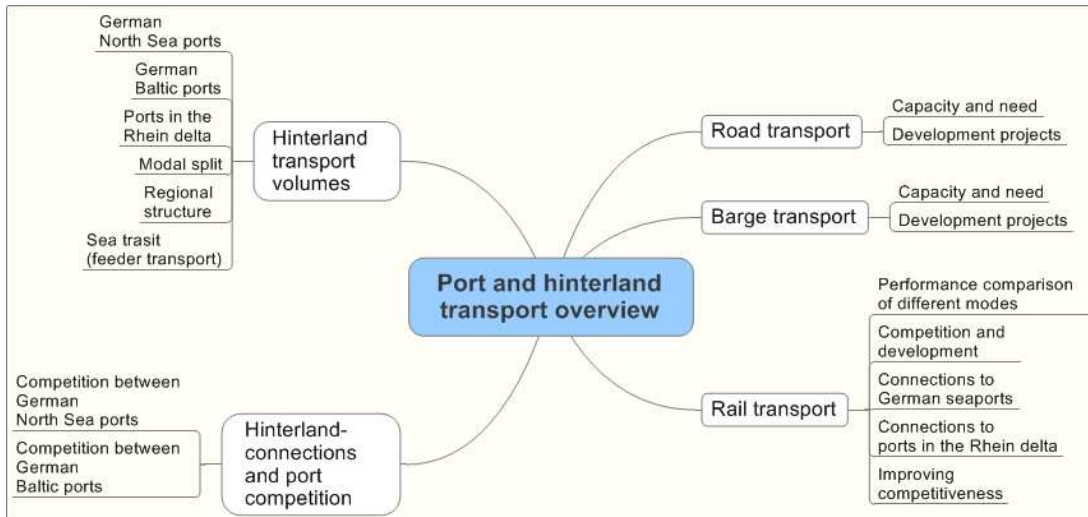


Figure 4 Mind map of innovations

There are presently there are 590 mind map included in this website plus 5570 synthesis reports, 8410 publications and more than 1000 reviews.

3 How to make Intermodal Transport Competitive

3.1 A Holistic Approach

When examining the results of previous projects, the following requirements are typically being presented in order for intermodal transport to be competitive:

- Frequency
- Reliability
- Speed
- Price
- Capacity

When the MOSES project was investigating the development of the Motorways of the Sea (MoS) in Europe, the conclusion was that the following issues needed to be dealt with²:

1. The Network – such that the accessibility to Motorways of the Sea facilitate shorter road transport operations
2. The Junctions – the Seamless link between land and waterborne transport
3. Ease of Use - all aspects of finding appropriate services, booking these and monitoring progress are to be perceived as if the transport was a direct transport using truck form door-to-door.

One way of interpreting this is: MOSES concludes that the hard (transport network and junctions – terminals) and the soft (what provides ease of use) need to be developed in concert for the whole MoS concept to be competitive.

3.2 The Soft Infrastructure

3.2.1 Introduction

Even though the UN/EDIFACT and CEN standards exist for exchanging information between stakeholders in intermodal transport, there is still not what one may call a standard that can support true interoperability across all modes. During personal communication representatives from one of the largest intermodal logistics operators expressed the need for improved interoperability.

The International Air Transport Association (IATA) has recognised the need for improved interoperability and removing all paper documents in air cargo transport. Hence, the IATA e-Freight project³ was launched in 2006 as a joint air cargo industry programme of carriers, forwarders, ground handlers and customs, led by IATA. The objectives are to have pilot e-freight operations in 5 locations by end 2007 (6 pilots was launched Nov 5th 2007), implement e-freight at 8 additional locations in 2008, and achieve 100% e-freight in 2010 where feasible.

² MOSES Deliverable D21.3: Initial concepts for integrated Intermodal MoS services

³ <http://www.iata.org/stbsupportportal/efreight/>

The US Department of Transport (USDOT) has also realised that intermodal transport efficiency may be improved. The Electronic Freight Management (EFM)⁴ initiative is a USDOT-sponsored project that applies web technologies that improve data and message transmissions between supply chain partners. The CEFM (Columbus EFM) project is a test currently underway with an existing supply chain.

The goal of the EFM is to provide a mechanism for sharing supply chain freight information that is simpler, cheaper, and more efficient than traditional EDI, allows for all supply chain partners to access the information, and makes it easier to customize the flow of information between partners.

The EU Commission has initiated the Freight Logistics Action Plan⁵. One of the actions there is:

“Work towards a standard for information flows to ensure the integration and interoperability of modes at data level and provide an open, robust data architecture primarily for business-to-administration and administration-to-administration data flows.”

The deadline for this action is 2010.

One conclusion that we may draw from these activities is that there is a growing understanding of the need for a soft infrastructure for intermodal transport. However, the different and uncoordinated efforts to establish such an infrastructure may lead to a situation where Status Quo is maintained and little progress is made.

3.2.2 What can PROMIT do?

PROMIT is a coordination action with no resources for development. The resources available for promotion are also limited. What can then PROMIT do in the area of a soft infrastructure?

What PROMIT can do is to examine these three initiatives (including the 6 FP project Freightwise, which is related to the freight logistics action plan) and document their similarities and differences. This may lead to an increased understanding of what a soft infrastructure should include.

PROMIT may also investigate approaches to how to support such an infrastructure, once it is defined and developed. Should this be a private or public undertaking, and, if public, how could this be achieved?

4 PROMIT Promotion Approach

4.1.1 Introduction

On the basis of the input provided by from WP6 and the reflections above, the PROMIT promotion comprises the following elements:

⁴ www.efm.us.com

⁵ COMMUNICATION FROM THE COMMISSION - Freight Transport Logistics Action Plan

- Specifying an information systems for best practise and promotion information
- Validating the CIPPROC demonstration activities
- Issuing a series of best practice leaflets
- Investigating requirements for the soft infrastructure for intermodal transport

4.1.2 Specify Information System

As indicated in the WP6: Promotion strategy report, an information system linking innovations and promotion actions on the one side and measures to stimulate awareness on intermodal transport solutions should be provided. The report also documents a first prototype fro such an application.

PROMIT is not a project with budget for research and development. Hence, PROMIT is not in a position to develop a complete version of such an information system. However, PROMIT should use the experience form the initial prototype, the results form the remaining promotion activities to specify a new type of information system that should be developed for the use by the appropriate centres for promotion of intermodal transport.

The system should include the following modules; see Figure 5:

- Data bases on intermodal innovation and promotion issues
- An application for processing and presenting the data

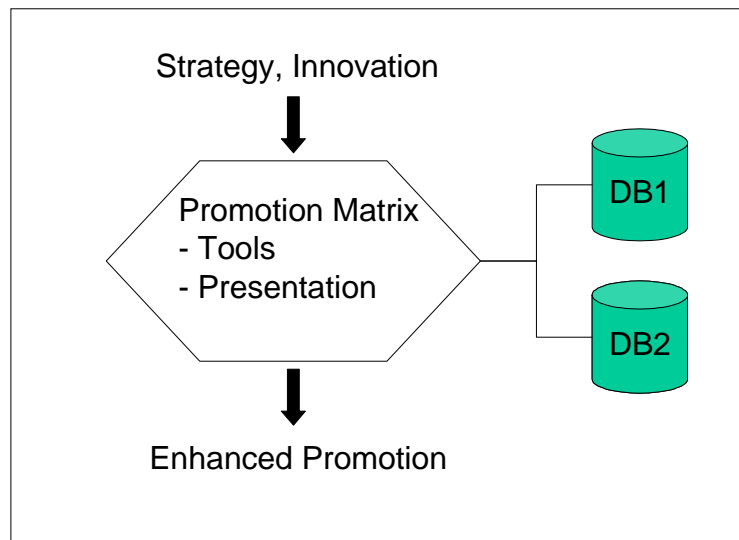


Figure 5 General layout of the PROMIT promotion information system (strategy matrix)

4.1.3 Evaluate CIPROC results

The project CIPROC has devised a number of demonstration activities in the process of expanding the promotion centres for short sea shipping to also promote

intermodal transport. These demonstrators are being carried out in the Netherlands, Finland, Lithuania, the United Kingdom and Romania.

These demonstrators consisted of the actions listed in Table 1, to which CIPROC has developed a set of indicators:

Table 1 CIPROC demonstrator actions

<i>Category</i>	<i>Action</i>
Promotion material	Brochure
	Newsletter
	Fact sheets
	Multimedia presentation
	Distribution of external documents
Events	Organising events
	Presenting on events
	Exhibits of promotion material
Website and database	Website
	Database on providers and services
Other	Broker
	Research
	Lobbying
	Policy documents

PROMIT will critically examine the performance indicators for the CIPROC demonstrations and then perform a detailed validation of these activities based on these indicators (validation criteria).

4.1.4 Issuing a Series of Best Practice Leaflets

The production of leaflets describing best practice is summarised in Table 2.

These best practice leaflets will use information already available in the PROMIT best practice handbook.

Table 2 PROMIT best practice leaflet exercise

Purpose	Dissemination of selected cases on intermodal innovations
Target group	Industrial users
Content	Key information on best practice
Presentation	25 to 30 projects, cases studies or technologies
Size	2 pages per case
Design	Similar to newsletter in co-operative project design
Distribution	Internet

4.1.5 Investigate Soft Infrastructure Issues

PROMIT will attempt to analyse the need and requirements for a soft infrastructure for supplementing the European transport network with a soft infrastructure making it easy to get access to available intermodal transport services and use them.

This investigation will have to include the following activities:

- Identify needs and requirements
- Examine state-of-the-art (based on the ICT projects described in the best practices handbook and the developments described in Section 3
- Sketch the capabilities of such a soft infrastructure
- Investigate means by which such a soft infrastructure could be established and supported.