WPT1: D.T1.3.4 THINK TANK PLATFORM

Long Term Sustainability Strategy

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Content

1. Purpose of this paper

The SULPiTER project deals with questions regarding collection and delivery of goods within functional urban areas, i.e. urbanized regions, wherever besides the logistics sector also public goods are implied, such as space, traffic infrastructure and environmental quality. Functional urban areas (FUAs) were originally defined for making different metropolitan areas comparable when it comes to their economic, social and environmental performances. In order to ensure the comparability of cities in terms of economic, social and environmental performance in cross-country aspect, a new definition of a city and its commuting zone the so called functional urban areas (FUA) was developed by the Organisation for Economic Cooperation and Development (OECD) and the European Commission in 2011. Therefore, this term is used for comparing different urbanized regions with each other in the SULPiTER project.

This paper outlines the way to make one main result of the SULPiTER project sustainable: A policy-learning platform for public authorities, business and academia regarding questions of logistics in functional urban areas.

This paper suggests a solution involving the European Network of Logistics Competence Centers "Open ENLoCC". The network has in principle agreed. This paper therefore has the following purposes:

- Explain the demands of the SULPiTER project for a sustainable platform to the Open ENLoCC network.

- Explain the Open ENLoCC network to the SULPiTER consortium.

- Make feasible suggestions for technical, organizational and financial issues.

- Show the expected outcome of the cooperation.

- Show the benefits both for the involved parties and for the handling of logistics in functional urban areas.

2. The platform approach

2.1. What is the "Think Tank Platform" of the SULPiTER project?

SULPiTER has established an advisory body as a think tank. It consists of the main scientists in the world, who deal with urban and regional logistics topics.

This Think Tank has a platform, with the knowledge input created by the SULPiTER project. It is a knowledge base that should be used for knowledge exchange beyond the time frame of the SULPiTER project and could even be the nucleus of something bigger.

2.2. What is needed to make the platform sustainable?

The platform must reach the interested public. Therefore, at the very least be technically accessible, and of course an attractive interface is preferable. But two other aspects are needed for long term sustainability: It must be actively shown to the interested public, and there must be new content on a regular base.

Accessibility therefore needs an Interface through a website that is designed and meant to support knowledge transfer in the field of "logistics for administrators, business and academia".

A simple "SULPiTER website" is not an option – it would be dated and remain unused very soon, and anyway people would not search for SULPiTER but would more generally look for solutions in the context of regions and logistics.

Which are the interested parties?

- Lawmakers across Europe, regarding transport and logistics (e.g. European Commission, but also on national, state or regional level).
- Associations in the field of transport and logistics.
- Regional and local planners.
- Research and knowledge transfer institutions.
- Public and private initiatives in the field of local and regional goods transport. This includes "round tables" and "freight quality partnerships".
- Students.
- Local politicians.

This is a huge amount of potentially interested parties. There is no institution that knows all of them. The web site should therefore be hosted by an organisation not only with a clear motivation of showing the SULPiTER content to the specific target groups. The organization should also be much interested in learning about all the potentially interested parties and in adding new content regularly, preferably from different projects beyond SULPiTER. It should

- Host the content or at least an interface with access to the content,
- Regularly add new content to keep the various parties interested,
- Promote the platform,
- Demonstrate the use of the platform and promote these demonstrations.

As a result, it is probably the best solution if the SULPiTER think tank platform is hosted by a European network that is interested in keeping and promoting content from various organizations and individuals.

3. The solution: Integration into the Open ENLoCC platform

3.1. What is Open ENLoCC?

Open ENLoCC (European Network of Logistics Competence Centers) is an open network of regional competence centers in the field of logistics, run by public authorities or similar bodies. It was established as a follow up of the "ENLoCC"-project (from 2004 to 2007), then co-financed by the EU under the Interreg IIIC programme. Since then it is self-supporting.

The main task of the network is international exchange of experience and knowledge between its participants, as well as promotion of a higher level of cooperation among European institutions.

Its members work together on common projects with the aim to develop the regional economy by solving infrastructural, organisational and technological problems of logistics and transport. Dissemination of results from network activities and of best-practices takes place on a wide scale.

Furthermore, the "European Review of Regional Logistics" was founded by Open ENLoCC. The quarterly magazine features all topics in which logistics and regional issues overlap. It is the only publication in that field. At the moment Open ENLoCC is a de-facto association under German law, the "Review" is currently published by Open ENLoCC member Wirtschaftsförderung Region Stuttgart GmbH (WRS).

The current members of Open ENLoCC are:

- CMS, Centre for Maritime Studies of Brahea Centre at the University of Turku (FI).
- CRITT Transport et Logistique, Le Havre (F).
- CTL, Centre for Transport and Logistics of the University of Rome La Sapienza, Roma (I).
- LCA LOGISTIK CENTER Austria Süd GmbH, Fürnitz / Kärnten (A).
- HIT Hellenic Institute of Transport, Thessaloniki (GR).
- ILiM, Institute of Logistics and Warehousing, Poznan (PL).
- ITL, Institute for Transport and Logistics Foundation, Bologna (I).
- KINNO, Kouvola Innovation Oy, Kouvola (FI).
- LCS, Logistik-Cluster Schwaben (LCS) e.V., Augsburg (D).
- Logistics in Wallonia, Liege (B).
- Mah, Malmö University, Department of Urban Studies/Transport Management, Malmö (S).
- MOBI, Vrije Universiteit Brussel – MOBI (Mobility, Logistics and Automotive Technology Research Group) Brussels (B).
- MoWiN.net e.V., Kassel (D).
- NewRail, Newcastle University (GB).
- TØI, Institute of Transport Economics, Oslo (N).

- UM, University of Maribor, Faculty of Civil Engineering – Transport Economics Centre, Maribor (SLO).

- Fundación Valenciaport, Valencia (E).

- WRS, Wirtschaftsförderung Region Stuttgart GmbH, Stuttgart (D).

- Consorzio ZAILOG, Verona (I).

The presidency of Open ENLoCC currently is with SULPiTER lead partner ITL; Giuseppe Luppino, senior project manager. The secretariat of Open ENLoCC is with SULPiTER partner WRS, Martin Brandt, co-author of this paper, serving as secretary.

Here are some examples of past regional logistics cooperation and dissemination by Open ENLoCC:

Presentation of regional logistics topics at the Open ENLoCC 10th anniversary, Brussels, November 2016. **Among the other networks present were POLIS, ALICE, ERTICO, ERRIN and the Alliance for the Rhine-Alpine Corridor**. *The keynote was delivered by Ms. Desiree Oen of DG Move. European Review of Regional Logistics, 1-2017, p. 12-13.*

Open ENLoCC presentation of logistics topics at the European Parliament in 2013, with the parliament's vice president Rainer Wieland, MEP (on the right).

Open ENLoCC General Assembly (here: Stuttgart 2018), debating topics of urban logistics and European cooperation.

At the moment, Open ENLoCC prepares to register as a non-profit association under Belgian law. The purpose is to allow for activities beyond the spectrum of a de-facto association. This is explicitly meant to include hosting project knowledge and knowledge related activities in all fields related to logistics in the regions of Europe.

3.2. What would the integration mean to Open ENLoCC?

Open ENLoCC is much interested to strengthen its position as the one source for logistics knowledge with regional aspects. With registration as a non-profit association under Belgian law, this can technically and legally be achieved. What it takes is a nucleus of content on a platform that would make the Open ENLoCC members contribute to the data base.

SULPiTER is the ideal nucleus: At least seven of the currently 19 Open ENLoCC members have in some or other ways been involved in the SULPiTER project, five of them as project members. Furthermore, the SULPiTER topic is at the very core of Open ENLoCC.

Therefore, there is an original interest in Open ENLoCC to host and foster the SULPiTER platform. This is crucial when it comes to designation of resources (see 4.2 and 4.3). It would fit into the new Open ENLoCC business strategy that is likely to include joint seminars and workshops centering at regional logistics, and at issuing the "European Review of Regional Logistics" with news about the knowledge platform.

This is where the Open ENLoCC network members not only interact with each other, but also with the users of their knowledge within local and regional administrations. It can therefore be concluded that Open ENLoCC has sufficient self-interest to actively keep the SULPiTER results visible to the groups mentioned in 2.2.

4. The technical issues

4.1. The organizational solution

Open ENLoCC enlarges its website. It will allow for projects to show their results, and it will use SULPiTER as a master case.

It is not so likely that SULPiTER content itself will be updated regularly. It is more likely that it will be used alongside with newer project results, as the time passes on.

The influx from new projects will add new users. It will keep the knowledge visible. However, that does not work out just by itself. The following organizational steps will be made:

Announcement of the platform. The existence of the platform will be announced

- through the quarterly "European Review of Regional Logistics",
- through the participating SULPiTER and Open ENLoCC members,
- and via social media channels.

Use of the platform by Open ENLoCC members, by members of the then former SULPiTER project group, and by the members of the Think Tank:

- through their own project work,
- through inclusion at conferences,
- through reminding (and occasionally pushing) the members of the Open ENLoCC consortium to spread and utilize the platform, too.

Beyond that, the people and institutions who contributed to the platform or who used them over time need to be reminded of the platform's existence.

But this as such is not enough. It will take a certain push activity to reach a significant portion of the wider potential audience. Therefore, the secretariat of Open ENLoCC must systematically be involved in the long run.

4.2. The technical solution

The technical solution is relatively easy. It just means to set up a sub-page of the Open ENLoCC website, working as an interface for SULPiTER. The main point to keep in mind is that other projects should follow, for which other sub-pages should work as interfaces. These projects may or may not keep the content hosted by Open ENLoCC. Therefore, an interface page Just a sub-page for SULPiTER must be one of several (perhaps many, but not hundreds), and it must give all relevant information about what to expect in a way that can be paralleled by other projects. That basically would be the following elements for the Open ENLoCC website:

Designation	Visible element
Name	*Short name, full name, logo*
Short description	*One or two paragraphs of text*

Target group	Key words
Listing of content elements (for each: name/link and short description)	Linklist; possibility to add a text paragraph to each link
Consortium, financial contributor	List (hyperlinks), possibility to add logos
Short summary of key project results	Keywords or paragraph of text
Some feedback loop	Link to project lead partner and to Open ENLoCC secretariat
Other	t.b.d.

A separate element is the hosting of the content. This anyway must be made possible if the Open ENLoCC website was to function as the desired platform for future projects.

4.3. The financial solution

A sustainable solution must answer the question of financing. This includes:

- Setting up the website / interface
- Hosting / maintenance
- Promotion

Technically, the setting up of a website is not expensive. If Open ENLoCC decides to run their website for pooling and promoting project results, the additional costs of including the SULPiTER think tank will be marginal. Open ENLoCC will have to do a new web site as soon as it has established itself as a formal organization, so this could be included at that point.

Hosting and maintenance will most likely be limited to an occasional answering of an email or check of a broken link. This again is marginal.

The really relevant costs will be the staff costs of regularly promoting and extending the content. For each single project included in the data base of Open ENLoCC, this is a limited effort over time that could be a regular job of the Open ENLoCC secretariat. However, that needs a decision by the Open ENLoCC association to go for this direction. It is assumed that the decision will be taken at the next General Assembly in late spring 2019, as part of the new association's business model.

5. Long term expectations

Any think tank and any knowledge base will soon get dated, if based upon the results of just one project. But for at least five years the work should remain visible and get promoted, so that the interested public should learn about them at least once a year.

This could be a realistic time frame:

- First year: Setting up and informing all involved groups as mentioned above.

- Second year: Pushing effort by Open ENLoCC and the then former SULPiTER consortium.

- Third to fifth year: Telling the public good examples of how the platform is actually used, as a reminder. Setting up at least one such good example per year by the cecretariat, in cooperation with partners.

The expectation of Open ENLoCC is that this approach will start a Europe-wide project result base, to include many logistics related projects with regional spatial and political issues. So, the knowledge base will be permanent.

This approach will spread into the scientific community via the Open ENLoCC network, into the Freight Quality Partnerships via the then former SULPiTER consortium, and into the community of potentially interested parties from the administrative and political side via conferences of Open ENLocc as well as via the European Review of Regional Logistics.

We expect the SULPiTER Think Tank Platform to be a successful relevant tool until the year 2025. From that year onward, it will probably integrate into something newer which at that time is easier to spread among the regional logistics community. An integration into such a new tool should at that point be actively sought to keep the relevant results visible even beyond that point.