



# First working session on voluntary public private sustainable freight transport partnerships in Europe

Brussels, 26 May 2009

## Summary



# Introduction

## Large variety and background of representatives e.g.

- “ European Logistics Association, International Road Union, Eurocommerce, European Shippers Council, Austrian Federal Economic Chamber, European Intermodal Association,
- “ Platform Sustainable Logistics (Netherlands), ADEME(France), Commission DG TREN, Bundesministerium für Verkehr , Department of Transport (Belgium), Mobility and public works Flanders, Ministry of transport (Czech Republic), Environment Department Flanders
- “ Michelin, Volvo, Smurfit Kappa, EFFEM Mars, Procter & Gamble, IBM
- “ University of Brussels (VUB)
- “ Altimeddes Consulting / GLCG, PSP Consult, Faber Maunsell,



## What did we want to achieve (today)?

- Better understanding / information on current programs within European countries
- “Baseline”: Common basic understanding where we are and where we should be
- Agreements on some key policy issues, e.g.
  - Private voluntary initiatives versus legislation
  - National versus harmonized European program ...
  - ...
- Some (good) ideas regarding a potential way forward
  - For a common European approach
  - For a project to collect all necessary information to build a European best practice
  - For the most needed and appropriate next steps



## Questions (at the beginning of our meeting)

- What is your evaluation of the programs presented at the working session? (Strengths, weaknesses, transferability to other countries, ... )
- Do you know other programs?
- Are voluntary programs more effective/efficient than legislation?
- What are the success factors in the design of voluntary public private sustainable transport partnerships?
- Is there a need for a harmonised European program?
- Is there a need for a global approach?
- On what should this program focus on?
  - E.g. (1) technological solutions, (2) operational improvements, (3) cultural change?
  
- Would your organisation participate in such a program?



## Policy Choices – voluntary versus legislation? (1)

- “ Are voluntary programs an effective and efficient way to improve the environmental performance of freight transport?
  - “ Good experiences with voluntary programmes in the past; effectiveness was demonstrated
  - “ It's important that you can measure it . there is big impact of benchmarking (if you can measure it you can manage it)
  - “ Legislation is probably the ultimate mean (also depending on the life-cycle of voluntary programs)
  - “ Voluntary programs are more likely to meet the mobility needs of the industry and the public



## Policy Choices – voluntary versus legislation? (2)

Are voluntary approaches better than legal instruments?

- “ Legislation will probably follow later voluntarily developed best practices
- “ Voluntary programs give the sufficient time to adopt to the needs and best practices
- “ Necessary standards need to be established with public mandate / support!
  - There is a need for joint efforts to achieve common goals.



## Policy Choices – voluntary versus legislation? (3)

- “ Is it possible to integrate voluntary approaches and government regulation integrated into one policy?
- “ Best practice: Combination of voluntary programs with public benefits programs and/or public (support for) funding of necessary initial investments
- “ If you want to start quickly, there is a need to create incentives and to focus on promoting behavioural changes
- “ It is necessary to aim for challenging objectives . but that is impossible in short time by legislation.
  - “ There are very big differences between EU countries and their economical situation?
  - “ It is very difficult to set up legislation for all 27 EU states
  - “ There are different conditions / experiences and traditions regarding PPP within EU



## Success factors in the design of voluntary public private sustainable transport partnerships (1)

- High attention / recognition
  - Rewarding systems / membership systems
  - E.g.
    - (1) awards
    - (2) labels / certification
    - (3) brands
- High transparency
- Clearly defined benefits / advantages for all stakeholders
- Clearly defined objectives and strategies to achieve them



## Incentives for shippers to participate

- Better/reduced transport prices
- Selection of preferred supply chain partners (who have a competitive advantage)
  - E.g. labels
  - E.g. gpod benchmarking results (which has the advantage that the level could raise over time)
- Open topic:
  - Is a label / brand necessary



## Incentives for transport companies to participate

- There are already many initiatives and efforts to save fuel and (ultimately with this) money
- Everything that helps to achieve safety and sustainability is welcome
- There should be clearly defined awards / benefits



## The (necessary) Role of Governments

- Supporting / Counseling the national industries
  - Strengthen them in the market competition
- Leading society and industry to sustainability
  - Is there a common and accepted vision?
- If possible: it would be a clear benefit for governments if they could get via this program good data collection regarding CO2-footprint
  - And ultimately to meet the EU environmental targets (20/2020)



## Summary (first draft)

There is an agreement of the participants that ...

- 1) ... there is a need for such a voluntary program for the transport industry on European basis
- 2) ... there is a need for a harmonized / common European approach
- 3) ... there is a need for a project to define clear objectives, an appropriate structure/organization and all necessary details / steps
  - Step by step approach
  - Get quickly into practice (don't focus on internal affairs / 80 % is enough to start...
- 4) ... there is a need for private and public funding / partnership



## Topics to be discussed further

- Focus of the program?
  - Inter-modal versus focus on road transport
  - Transport only or complete supply chain aspects
  - (1) technological solutions, (2) operational improvements, (3) cultural change?
  - Target groups (e.g. carriers, shippers, consumer ???)
- Mandate to define necessary standards
- Use of Environmental labels (competitive advantage for the industry)
- How to create momentum / causal loops to implement best practices?
- Co-branding / use of material by national/local partner organizations?



## Topics to be discussed further (2)

- Clearly defined benefits / (market) advantages for organizations to join the program (and to take further actions)
- How to achieve a “critical mass” in a very fragmented market?
- How to involve 3PL and 4PL Logistic-Service providers?



Thank you for your attention

**END OF PRESENTATION**