



DOCUMENTATION OF
THE FOURTH PEER REVIEW
AT THE CONSORTIUM MEETING
NEWCASTLE | 21.04.2015

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1. PEER REVIEW IN SMARTSET

1.1. Introduction:

Within SMARTSET a regular peer review among the project partners - notably between lead and follower cities – is implemented within WP 5.

Such peer reviews are performed by meetings established back-to-back with project consortium meetings and deal with relevant actions and challenges in the course of project implementation.

Within SMARTSET such peer reviews are not a matter of simply judging an activity – but rather a form of know-how exchange, “external” evaluation and support of the reviewed/discussed application site in a high quality manner – carried out within the project consortium.

In SMARTSET, peer reviews are applied for following reasons:

- To ensure and increase the quality of the SMARTSET project implementation
- Every application site gets acquainted with an external, yet informed perspective
- To engage in mutual learning and know-how transfer with trusted peers
- SMARTSET is the perfect platform for understanding, following, evaluating and helping each other to further develop the application sites’ concepts and implementation with freight distribution systems.
- SMARTSET partners are lead and follower cities, thematic experts, from different backgrounds and working in different contexts. Thus a comprehensive advise can be jointly built
- There is no judging of situations in a theoretical manner. Peers and evaluated application site “sit in the same boat” have and get “first-hand-experience”; therefore it is easier to give assessments on how a specific application site’s activity was dealt with and how it can be improved.

To allow every application site to be transparent and open in the peer review discussion, all SMARTSET consortium partners commit to:

- Putting the focus on the specific application site’s needs/interests
- Being objective
- Keeping all information exchanged confidential
- Promoting openness, integrity and sincerity for mutual learning in the peer review
- Keeping in mind that there are different cultural influences and different contexts influencing the respective project partner’s implementation work
- Promoting an open enquiring and critical attitude (both in the peers and the reviewed application site)

For getting the most out of the time for a peer-review meeting an intensive preparation phase (e.g. by questionnaire to application sites) is followed by different interactive settings at the peer review meeting itself.

1.2. 4th Peer Review Meeting, 21.04.2015

1.2.1. Preparation:

The second SMARTSET Peer Review meeting was held on the 21st of April, back-to-back with the 4th Consortium Meeting in Newcastle, England.

The aim was an exchange and mutual support on following topics. Three application sites were invited to present their situation/approach that was jointly discussed in the SMARTSET Peer Review Group:

- Preparation of the first National Network Meeting in Graz, Austria
- City of Berlin and its approach on setting up freight committee relations.
- Sundsvall's intermodal solution and the setting-up of a successful business model.

The fourth Peer Review meeting was prepared as follows:

- Possible topics were discussed in the framework of the Work Package Leader Group, identifying urgent issues and the state of progress of application sites in the different Work Packages.
- Three application sites (Graz, Berlin, Sundsvall) were requested to present specific aspects and challenges in their SMARTSET work (see topics above) by FGM-AMOR.
- FGM-AMOR sent out a preparation mail to the whole SMARTSET partner group for preparation. Additionally two out of three presentations of the application sites were sent out beforehand.

Figure 1 below describes the sequence of the 4th SMARTSET Peer Review.

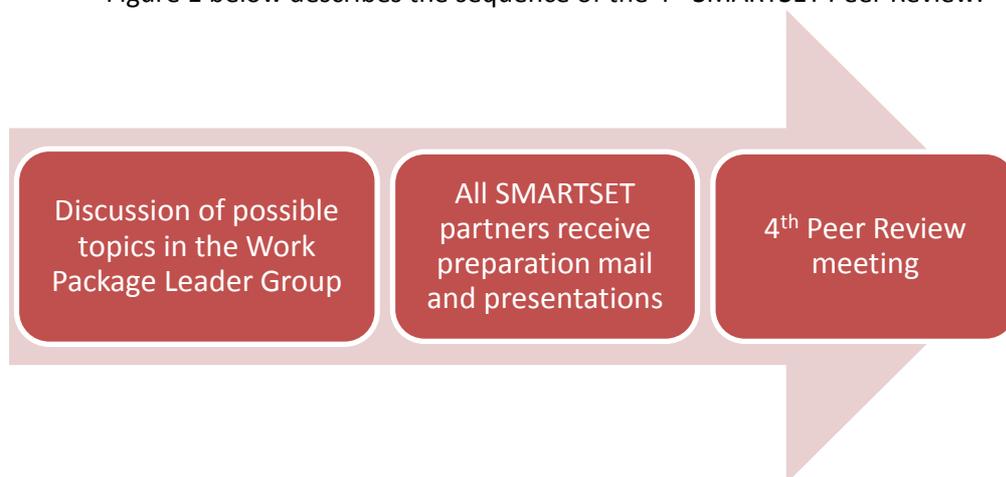


Figure 1: Sequence of the fourth SMARTSET Peer Review

2. FIRST PART: BERLIN – LOCAL NETWORK RELATIONS

2.1 Introduction

Every application site within SMARTSET has the task to set up a freight committee. A report on that was under development at the time of the peer review meeting.

2.2 Presentation at the Peer Review

Julius Menge from the City of Berlin presented the Berlin approach for setting up freight committee relations. See presentation *Annex I SMARTSET_Berlin_Peer_Review 2015-04.pdf*

At the end he raised following questions to the SMARTSET peer review group:

- How did you describe benefits for participants?
- Are you always involving all the stakeholders?
- Are you exchanging ideas or discussing in detail?
- What about regular participation (no show rate)?

2.3 Points discussed

Following points were discussed after the presentation:

Berlin:

- It is necessary to take out all risks and reasons for complaints from the beginning
- The question of housing is critical for a growing city
- Thematically oriented freight committees are important
- There were already 20 workshops on e-mobility organized by different players since the beginning of 2015 in Berlin.
- The ones who can make decisions are hard to get involved

Gothenburg:

- In Gothenburg there are 3 meetings per year of freight network - as an obligation from the city
- Thematically oriented meetings are important

Forlì:

- Identification of the key stakeholders was the first step
- Mainly local associations of city shops were involved, but now also residents
- The 3rd group are local environment agencies
- Small groups are important, also because of different agendas

Interporto Padova

- It was mandatory - the committee involves the chamber of commerce, trade associations, transport operator association
- Small groups are better

Sundsvall

- How to define a freight committee? Is this a decision board or just a network?
- It is important to have a small group, but with strong stakeholders

3. SECOND PART: INTER-MODAL BUSINESS CASE IN SUNDSVALL

3.1 Introduction

Sundsvall started within SMARTSET with its intermodal solution but had not yet attracted enough clients until the time of the peer review. With this example and with Sundsvall's questions and discussion topics to the peer review group, it was envisaged to provide feedback to the Sundsvall approach and ideas on how to organise customer segments, customer channels and relationships as well as on how to create revenue streams.

3.2 Presentation at the Peer Review

The representatives of the Sundsvall application site (Tomas Widenfalk and Malcolm Lundgren) presented the Sundsvall approach to a collaborative business model in intermodal transport, also addressing questions raised to them by FGM-AMOR before the peer review meeting.

See presentation *Annex II SMARTSET_Sundsvall_Peer_Review 2015-04.pdf*

3.3 Points discussed

Sundsvall

- Intermodal offer has to be transparent
- Forwarder are key players
- How to make an intermodal offer more visible and transparent?

Berlin and FH Wildau

- The industry is too little to focus on these offers
- The concept of intermodality needs to be sold like an object of utility, which means that people have to meet with stakeholders

Gruppo CLAS

- Customers are interested in reliability and costs

Berlin

- The so called coffee-train in Berlin has the highest revenue stream because the demand is very special

Interporto Padova

- Innovation is key
- New services have to be promoted (e.g. also at international transport logistics fairs)

Graz

- Graz will provide the contact of the Cargo Center to Sundsvall

Gothenburg

- The main reason why trains, and not trucks, are reliable, is because of the costs
- How can small companies make use of this service, when looking at the fact that only 20 % of small companies are using the train as logistic transport offer, but 80 % of all big companies?

Sundsvall

- The good will of involved actors is probably the most important key
- It is sometimes better to regulate than to cooperate, which is the main aim of the involved actors
- Municipality, costumers, who are paying the service should make a joint business
- The involvement of citizens and the media is key

What to consider for costumer channels

- Direct meeting with involved parties
- Specific needs have to be considered
- It is important to show benefits, e.g. costs vs. reliability
- LTZ, place and time are important issues to consider
- Work with the “carrot and stick” approach and highlight EC’s regulations
- City logistics should focus on whole city and you have to argument it
- Learn from best practice examples, such as the ENCLOSE project

4. THIRD PART: NATIONAL NETWORK MEETING IN GRAZ

4.1 Introduction

Graz had scheduled its first National Network Meeting on the 11th of May 2015 in Graz, Austria (one day before the First SMARTSET International Network Meeting).

4.2 Presentation at the Peer Review

Our colleagues from Graz will present the agenda foreseen for the National Network

See presentation *Annex III SMARTSET_Graz_Peer_Review 2015-04.pdf*

The final slide of the presentation contained following questions raised to the SMARTSET peer review group:

- Did you already have your national “workshop”?
- Whom did you invite to reach what goals?
- How was the response in your country?
- How to ensure sustainability after 2 national meetings?
- Are there “killer arguments” concerning a logistics hub?

4.3 Points discussed

Trafikverket

- Prepare for “killer arguments”, such as the one from Carlo Castagnetti

Forlì, Interporto Padova, Rome

- In Italy, the 3 Italian partners will organise the National Network Meetings together

Newcastle

- Co-organise the meeting with other projects
- Organise that the policy level is presented by someone who really knows about this topic

Berlin

- Put it on an educational level and make a national workshop

5. ANNEXES

- Annex I SMARTSET_Berlin_Peer_Review 2015-04
- Annex II SMARTSET_Sundsvall_Peer_Review 2015-04
- Annex III SMARTSET_Graz_Peer_Review 2015-04