

<b>Grant Agreement Number:</b>	234200	<b>Document type:</b>	Panel meeting 3 (Minutes)
<b>Project start date:</b>	01/01/2010	<b>Project end date:</b>	31/12/2011

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## POSMETRANS

**P**OLICY measures for innovation in **T**RANSPORT sector with special focus on **S**mall- and **M**edium sized **E**nterprises  
- factors and recommendations for success and sustainability -

### Deliverable 5.2

*Panel meeting to validate the outcomes/analysis by experts (Minutes)*  
*Impact of policy measures on innovation in the field of transport and logistics*

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Dissemination Level		
<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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## List of attendees

POSMETRANS partners	Experts
<b>SEZ</b> Robert Gohla Aude Péliesson-Schecker Samantha Michaux	Joachim Zacher - Regionalverband Neckar-Alb (Germany) Roland Frindik - MARLO Consultants (Germany)
<b>ACCIONA</b> Juan Sáenz-Arostegui	Raimond Aronietis - University of Antwerp, Faculty of Applied Economics (Belgium)
<b>CUT</b> Andrzej Szarata Bogna Grochola Katarzyna Nosal	
<b>EGE</b> Prof. Cengiz Akdeniz Mustafa Cakir Aykut Gülalanlar	Prof. Dr. Okan Tuna - 9 Eylül University / Marine department Logistics (Turkey)
<b>URCCPIE</b> Martha Serrano	Mauro Chiotasso, C.I.M.S.p.A. – Interporto di Novara (Italy) Antonio Piserchia - Piserchia Perspective s.r.l. (Italy)

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<b>List of participants - Expert Panel 3</b>	
Person	Organisation
Antonio Piserchia	Piserchia Perspective s.r.l.
Joachim Zacher	Regionalverband Necker-Alb
✓ Karol Koneczny	Przedsiębiorstwo Transportu Samochodowego S.A.
Mauro Chiotasso	C.I.M. S.p.A. - Interporto di Novara
Prof. Dr. Okan Tuna	9 Eylül University - Marine department (Logistics)
Raimond Aronietis	University of Antwerp, Faculty of Applied Economics
Roland Frindik	Marlo Consultants GmbH

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## Introduction

### Background information about the project

POSMETRANS is a Coordination and Support Action funded by the European Commission within the scope of the Seventh Framework Programme (FP7). It aims at promoting sustainable surface transport by providing policy support for innovative technologies and processes in transport. On the basis of an international network consisting of five partners from five different countries, POSMETRANS will explore the efficiency of European policy measures for innovation in the transport sector with special focus on Small- and Medium-sized Enterprises (SMEs).

POSMETRANS partners:

- Steinbeis-Europa-Zentrum (Germany)
- ACCIONA (Spain)
- Cracow University of Technology – Technology Transfer Centre (Poland)
- EGE University (Turkey)
- Unioncamere Piemonte (Italy)

## 1. POSMETRANS Expert Panel Meeting – Background Context

### 1.1. Objectives

The POSMETRANS Expert Panel Meeting III about “the impact of policy measures in the field of transport and logistics” is enshrined within the framework of the activities foreseen in WP 5. The main aim of organising the POSMETRANS Expert Panel Meetings is to present before a competent panel of experts the results from the survey emerging of the implementation of four different questionnaires by the POSMETRANS partners in order to critically analyse and complement them.

The main objectives of the Expert Panel Meeting are identified as follows:

1. Validation of the findings presented;
2. Foster dissemination of POSMETRANS and its results.

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### **1.2. *Experts invited***

This Expert Panel Meeting was composed by independent experts coming from five different European countries. In order to have a balanced composition of experts, POSMETRANS partners coordinated their efforts in order to invite experts covering different – and complementary – fields of expertise. The experts of the Panel Meeting can be grouped in four main categories, namely:

- Researcher /Academics
- Industry
- Networks
- Public Bodies

### **1.3. *Methodology followed***

In order to give the experts a general overview about the project and the results of the questionnaires implemented, they were provided in advance with a drafted SWOT analysis summarising the main findings from the questionnaires' implementation.

The methodology used for the Data Collection was:

a.) List of policy Measures

Objectives: Analyse of policy measures in the surface transport sector both at EU and national level to find out how these measures can influence the market take-up of innovation technologies and processes.

Implementation: Elaboration of a list of policy measures, each partner being responsible for given policies at European level and for given European countries at national level.

b.) List of policy measures on EU and national level

The list consists on following EU and national levels:

- funding programmes
- laws and/or regulation
- white papers, action plans, guidelines

The results were presented on slides (cf. D5.1) with graphs and tables in order to make them more understandable. The Expert Panel Meeting III was conducted in three main blocs:

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1. General presentation of POSMETRANS
2. Presentation of the results of the survey
3. Discussion with experts

## **2. Summary of Expert Panel Meeting discussions**

Short introduction by Robert Gohla (SEZ)

### **- Presentation of POSMETRANS project (Robert Gohla)**

- ✓ POSMETRANS objectives
- ✓ POSMETRANS Work Packages
  - WP 1 → Definition of methodology, identification of technologies and policy measures
  - WP 2 → Identification of key players in innovation
  - WP 3 → Analysis of how innovation spreads into the market
  - WP 4 → Analysis of how innovation could be stimulated in networks
  - WP 5 → Analysis of the impact of policy measures
  - WP 6 → Conceptual framework for policy measures
  - WP 7 → Promotion and Dissemination
  - WP 8 → Management

### **- Objectives of the Expert Panel Meeting**

The main objectives and expectations of the Expert Panel Meeting were explained to all participants.

#### **2.1. Short introduction of participants**

In this section all participants briefly introduced themselves. All participants mentioned their field of expertise as well as the organisation they were representing.

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## **2.2. Presentation of the findings of the survey**

In this section, Aykut Güllalanlar presented the findings of the POSMETRANS survey. The topics of the analysis provided a background for the following discussion (cf. Slides in the appendix)

## **2.3. Contributions of the participants**

Different questions have been discussed. Questions and personal comments of the participants are shown as follow:

### **1. What are the information channels that are used in your country? What can be done in order to improve accessibility to the information?**

- In all other EU countries, there are many information changes and information nodes (web, telecom etc.) → services towards companies. But there is a lack of certification of quality.
- Problem of coordinating public authorities to give some kind of quality certification.
- Idea of having a broadcast with inventions / companies to introduce the product and services.
- Now, other solutions may be introduced and for example in collaboration with actors such as EEN.
- Such information events are needed, but a certain caution has to be set to avoid confusion if too many of these information events take place.

### **2. What are the main administrative barriers in your country regarding reasons for not taking part in EU Funding Programmes?**

- In Italy, there are too many actors for some services → the user doesn't know which information is the most reliable. Other barriers are:
  - Insufficiency of Governance / Government rules.
  - Lack of financial resources to cover not funded part of project
  - Difficulty in finding / defining subject
  - Lack of coordination of projects

For instance: The contact with SMEs should already exist before EC diffuse the funding programme. Directives must have precise roadmaps with a date at which government must implement it.



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- Feedback / position in NCP / SME Participation. SME should / maybe focus more on national funding programme first, rather than EU Funding Programme.

**3. Mandatory level is so high in EU while other countries have low tendency, what needs to be done for adaptation to EU?**

A possibility is to overview such countries which have low tendency. It will be necessary to show these countries the advantages for adoption to EU level.

**4. What is your recommendation regarding law / regulations to encourage stakeholders (companies, R&D institutes, public bodies, networks) to increase their R&D activities relevant with Greening?**

- In Turkey, there are not many incentives for greening. Anyway, many changes occurred over the last 5 years. Universities and companies are willing to do something for greening (e.g. solar boat constructed with hydrogen use at universities). However, problems persist with: funds, the coordination of activities and framework is not really clear for the public bodies.

- Funding is not focussed enough.

- One must distinguish between the interventions. Customer – market adoption → market analysis should be made compulsory; risk management (life cycle management)

- There are tenders for which the price is the sole criteria to choose the offer → wouldn't this be an idea to encourage SME participation?

- Loss of municipal transport in the region road (less expensive) / rail → difficult to oblige people to use the rail! SMEs have more chances in the economy than in the public sector.

**5. Which methods need to be applied as law / regulations to increase SME participation regarding greening policies? Can this be integrated to other countries?**

- Subsidies or taxes are the two solutions. Subsidies are the correct solution, taxes the wrong one. This is a political choice.

- The situation is the same in Germany. Greening is also related with “good feeling” of action.

- Once “benefit” + “good feeling” > costs → the investment is done

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- SME, Innovation, Logistics keywords → not much encouragement than with other keywords. SMEs need to be encouraged. The SME participation must be increased in transport and logistics in Turkey. Maybe, SMEs do not know how to use the incentive system and are concerned about bureaucracy.

- "Transport avoidance" is not likely to be seen because it destroys the business.

- Information issues about policy measures have difficulties to reach SMEs → policy could help them to create networks and access to this information.

- "Greening action plans" may be an alternative.

#### **6. What precautions need to be considered in order to foster SMEs to adapt their researches in greening actions?**

- A company is optimising for profit → if there are no financial advantages, the company will not invest in greening

- Stress keywords: "SMEs / innovation / logistics" → there are no logistics / master action plan in Turkey. But the objectives are focussed in exports / imports.

- "We have a master plan in Germany but it is fake".

- Logistics platforms are a good start. SMEs are keen on using this kind of platforms – would be good in Turkey. As for other technologies, which need investments, incentives are needed.

**Best practices from Italy:** "Freight Village": New innovation platform has been created to check and organise all the modes in intermodal transport. Depth of e-logistic platform:

- Device to map all the vehicles inside but no RFID label since it means costs → sensor on the cranes instead and GPS module to map the vehicles / containers.
- At the entrance, video check of all the vehicles → kept 1 week (inspection, no human workers, all automatic).
- Graphic map of terminal with all control devices.

- Who developed the technology? → SMEs were software partners for the development of the new company now funded. The technology transfer to other countries would be possible.

#### **7. What kind of coaching services can be given to stakeholders for an easier implementation of Law / Regulations?**

- Example of support freight, scheme called "Force" → give label to company that apply the legislation. Company are passing audits, 1/3 of company fail but then

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advantage for companies who succeeded → no transfer to city of Bologna and Region of Emilia Romania (Italy)

- Active lobbying concerning regulations in Brussels. In Germany: Chamber of Commerce are busy reading all these regulations. No one has time to read these papers but it is needed to make lobbying before new white / green papers are emitted by the EC. Important to integrate SMEs

### 3. Additional questions and comments:

- In infrastructure, the situation is different; very often, the innovation is taken from other fields and applied for infrastructure → national and EU support should be different. Innovation = doing application in a proper way (not developing the innovation). Experience: current work with 400 SMEs to make this application in the “freight village”. Need support on both sides (invention and market adoption)

- There are cases where companies avoid using the innovation, keeping it hidden and applying for funds instead. Market adoption is important → would a market analysis be required when applying for financial support?

- Maybe. But it depends on the situation – risk level is not the same (e.g. ≠ the development and application of innovation). For application → need for coordination in term of laws at a national level.

- Any experience cases that show benefits that are gained by complying with regulation (for companies)?

E.g. of company receiving subsidiaries.

### 4. Conclusions

- The sample size of survey is too small for evaluation. But it each partner has deep knowledge, experiences and accessibility in their country with respect to transport and logistics sector.
- Greening and co-modality are the main drivers in transport sector.
- The main administrative barriers in each country regarding reasons for not taking part in EU Funding Programmes are mostly common.
- All experts emphasized on the importance of necessity that showing these countries regarding the advantages for adoption to EU level.
- Importance of greening technologies need to be supported by necessary funding programmes, law/regulations and action plans.
- SMEs have lack of knowledge regarding how to use the incentive system that concerned about bureaucracy.

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- Mainly, there are some reliability problems and lack of precise roadmaps related with reaching information channels regarding EU Funding programmes.
- There are lots of information channels in each country. But experts stressed on the quality of the information which is not under control in most of the cases.

## 5. Recommendations

- ✓ Precise roadmaps and guidelines need to be published by European Commission for these kinds of programmes, especially directives and regulations.
- ✓ Comprehensive policy approaches needs to be added for a successful policy framework.
- ✓ For funding programmes, leading the subjects and lack of coordination problems in the projects should be resolved.
- ✓ Idea of having a broadcast which companies can share their researches and products is recommended.
- ✓ EU and national policies should complement each other in the most effective possible way in order to find out how these measures can influence the market take-up of innovative technologies and processes.

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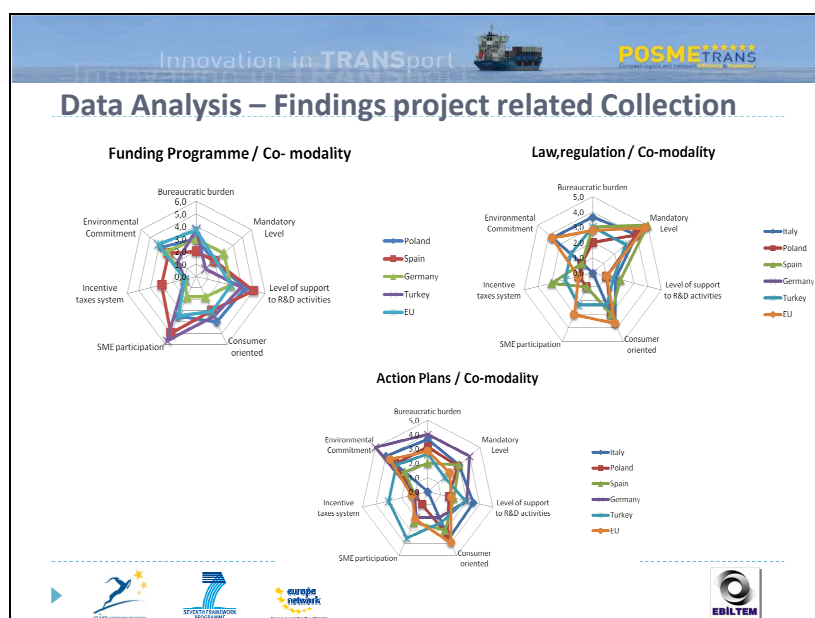
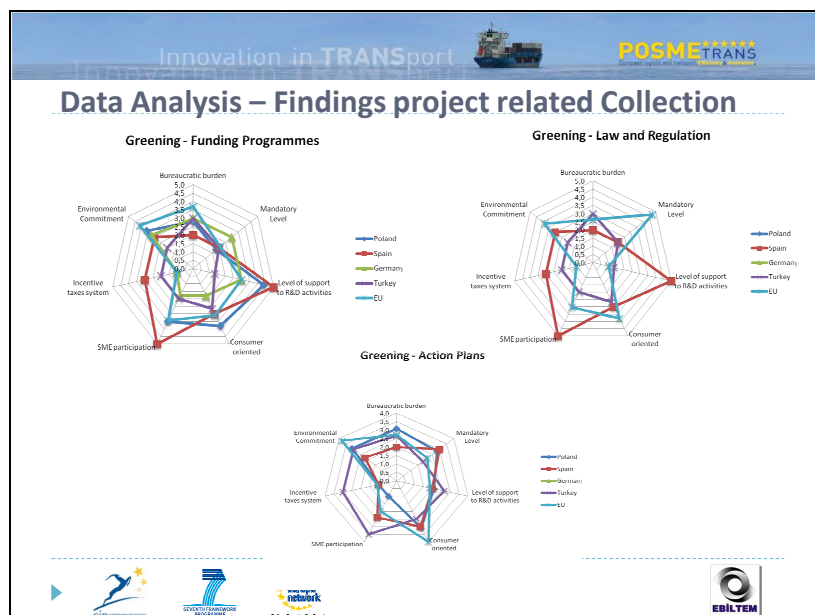
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## Appendix

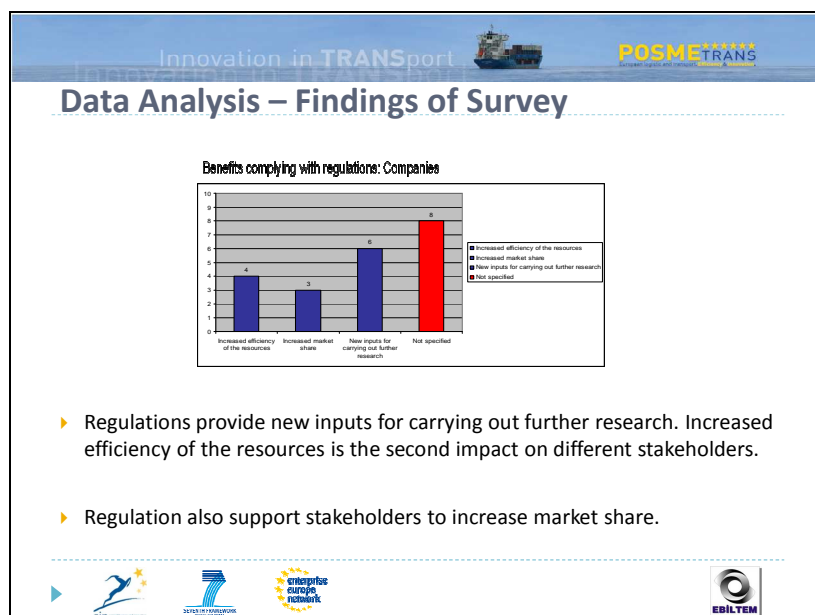
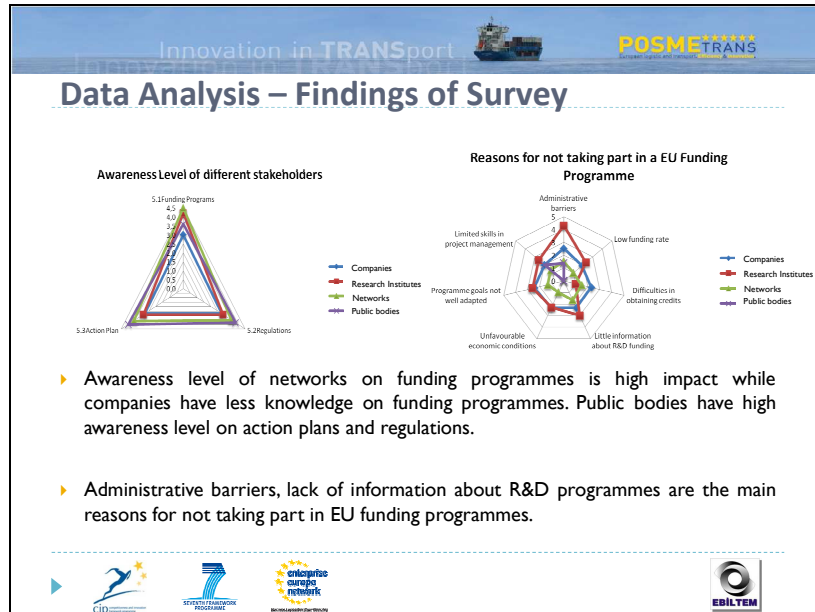


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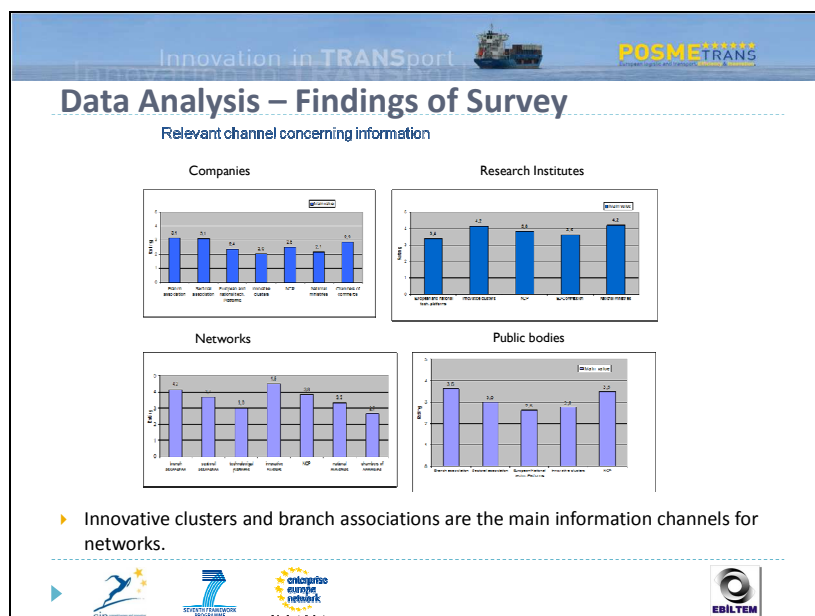
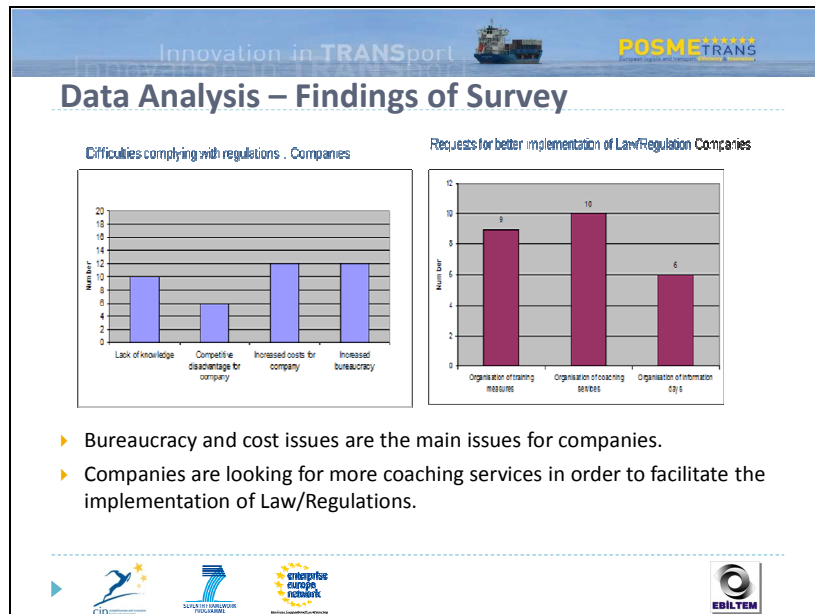


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