



CO³ : Pushing forward - Newsletter no. 2.2013

Horizontal collaboration is quickly moving from the conceptual level to the Boardroom agenda. Inspired by several successful projects presented at CO3 High Level Industry Board (HLIB) meetings, an increasing number of large shippers are showing interest to apply freight flow bundling in practice and set up test cases on their own. One of the biggest mental barriers that remain is the issue of creating logistics synergies without violating EU anti-trust legislation. This is especially the case when the candidate partners are very large shippers or competitors in the same market. As such, the role of an intermediary party or 'neutral trustee' who acts as matchmaker and legal firewall between the shippers, has been put forward by CO3 as a crucial new building block of horizontal collaboration.

1. **European Market Breakthrough - 9 Leading Multinationals Agree to Pursue Logistics Horizontal Collaboration:** At a kick-off workshop in Bratislava on June 27th, supply chain representatives from Baxter, Beiersdorf, Kimberly-Clark, Mondelez International, PepsiCo Europe and Procter & Gamble discussed the legal and other practical aspects of cross company freight flow bundling. The workshop confirmed that there are no legal barriers to logistics collaboration as long as the CO3 methodology is followed and a neutral trustee is involved to support the partnership process. As a result, the companies in the Bratislava workshop agreed to look for logistics synergies and set up bundling test cases as soon as possible. The Bratislava workshop was organized by CO3 partners TRI-VIZOR and Giventis International, who will as a next step analyse network synergies between the shippers, follow up on opportunities and try to implement pilot projects in a market context. Philips, Heineken and Unilever have also joined this European pilot group. Other European shippers who wish to participate in this initiative are encouraged to contact CO3! Contact contact@co3-project.eu

2. **Inter-modal Test Case:** The [Executive Summary](#) describes the creation and management of an orchestrated horizontal community for collaborative intermodal transport between 4 shippers (Baxter, Colruyt, Eternit, Ontex), 2 logistics service providers (Corneel Geerts Transport and Transfennica) and a neutral trustee (TRI-VIZOR). In terms of sustainability, the community achieved a substantial carbon emission reduction of more than 30% compared with individual road transport before the collaboration. In terms of service level, the shippers experienced no significant transport problems or delays. Email contact@co3-project.eu to have the full report.

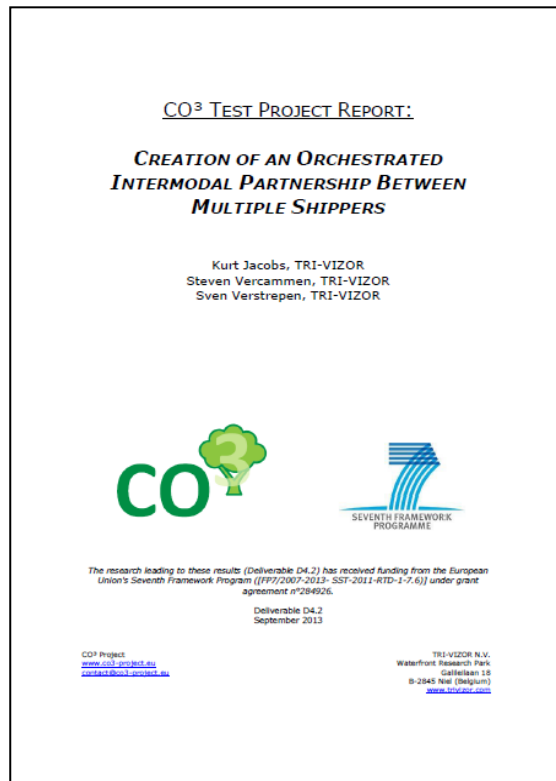
3. **Conferences:** CO³ will present at:
 - a. [Transport&Logistics Antwerp 2013](#) – Antwerp (Belgium), 17th October 2013.
 - b. ELUPEG at [Norsk Industri Transport & Logistikk Conference](#) - Oslo (Norway), 21st and 22nd October 2013. [Register](#) to ELUPEG meeting and have free access to the Conference for free.
 - c. [ECILT](#) - 6th European Conference on ICT for Transport Logistics – Zaragoza (Spain), 23rd-25th October 2013.
 - d. [EasyFairs Logistics](#) – Madrid (Spain), 14th November 2013

4. **Video interview on challenges of supply chain collaboration:** Drs Marko Bastl (Marquette University, US) and Silvia Rossi Tafuri (Cranfield University, UK) discuss supply chain collaboration, its current state and ways to achieve success. Click [here](#) to watch the video.

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$$\varphi_i(v) = \sum_{S \subseteq N} \frac{|S|!(n - |S| - 1)!}{n!} (v(S \cup \{i\}) - v(S))$$

Download the Latest Report [Exec Summary!](#)



Watch the video-interview!



**Supply Chain Collaboration:
Current state and ways forward**

Dr Marko Bastl
Senior Research Fellow

Dr Silvia Rossi Tafuri
Senior Research Fellow

Transforming
knowledge
into action

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