

CO³ or Collaboration Concepts for Co-modality held the third High Level Industry Board last November in Amsterdam. The HLIB members, together with various practitioners that CO³ speakers met at various conferences around Europe, provided invaluable insights for the project, including the upcoming multi-lateral test cases. However horizontal collaboration is still perceived as complex, time and resource consuming - the toolbox CO³ is developing will be able to tackle the main challenges and obstacles companies are facing to set up inter-firm collaborations for freight logistics. These challenges are connected to partner search and agreement negotiation, and fair equal gain sharing. Among the many outcomes, CO³ can announce:

1. **Deliverable collaboration challenges for co-modality:** European Union's target for modal shift is hardly going to be met in the next decades. Co-modality is considered by single firms as slower, less reliable and more expensive. The integration of two or more transport modes is contextualised into a collaborative environment, defining the characteristics of a novel business model for co-modality. An [executive summary](#) is available on the CO³ website and the full report is on request.
2. **Conferences:** CO³ is going to present horizontal collaboration at key conferences in Europe in early 2013:
 - a. [SCALE Conference](#), Cranfield University, 22nd January 2013
 - b. [ELUPEG Group Meeting](#), Amsterdam, 31st January 2013
 - c. [Dinalog – CILT UK – CSCMP CO³ meeting](#), Breda, 28th February 2013
 - d. [Retail & Consumer Goods Supply Chain Summit](#), Dusseldorf, 11th-12th April 2013
 Please contact us should you need any further information about the conferences.
3. **Mars case study:** Manufacturers United Biscuits, Saupiquet, Wrigley and Mars, who led the project, began a freight logistics collaboration in France to reduce the total transport impact to retailers Carrefour, Auchan and Système U. An in-depth [description](#) is available to find out how the collaboration for logistics bundling worked. Please email Frans Cruijssen (Argusi) f.cruijssen@Argusi.org should you require further information.
4. **Online Workshops:** Online workshops will soon be launched. If you or someone in your company wants to know more about the CO³ toolbox, please get in touch (contact@co3-project.eu).

www.co3-project.eu

More test cases are going to be launched: stay tuned to find out more!

The CO³ consortium wishes you all a Happy New Year!

CO³ POSITION PAPER:
**CHALLENGES OF CO-MODALITY IN A
COLLABORATIVE ENVIRONMENT**
By Silvia Rossi, Cranfield University



The research leading to these results (Deliverable D2.3) has received funding from the European Union's Seventh Framework Program ([FP7/2007-2013- SST-2011-RTD-1-7.6]) under grant agreement n°284926

Deliverable D2.3
September 2012

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