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FREIGHTWISE

Management Framework for Intelligent Intermodal Transport

Integrated Project (IP)

Sustainable surface transport - Rebalancing and integrating different transport modes.

Evaluation of Survey during the e-Freight Conference 2009

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Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	
PP	Restricted to other programme participants (including the	
RE	Restricted to a group specified by the consortium (including the	
CO	Confidential, only for members of the consortium (including the Commission Services)	<input checked="" type="checkbox"/>

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1 Process of e-Freight Conference Survey

During the e-Freight Conference on 17. February 2009 in Brussels a quick feed back survey on the event's content was conducted.

The aim of the survey was to see whether the main aspects of the presentations got across to the audience and at the same time to get a feedback on their opinion on certain aspects. The aspects put forward reflected what the event's responsible person is most interested in and/or considers most relevant.

TuTech Innovation GmbH and New Rail jointly facilitated this survey.

In order to set up such a survey the following procedure was followed:

TuTech and NewRail designed a so called questionnaire which contained 6 statements covering commercial aspects and transport policy aspects regarding e-Freight. For each statement the participants were asked to say whether they "absolutely agree", "mostly agree", "mostly disagree" or "completely disagree". TuTech and NewRail laid out the form of the survey and the printed forms were put into the conference pack.

The forms were handed out with the conference pack at the beginning of the event and collected after the presentations.

The quantitative evaluation of the answers and selected written answers were presented to the participants after the syndicate sessions

2 The survey form:

A survey form as seen to the left with the following 6 statements was handed out to the participants. For every statement the respondent had to tick a box stating whether he/she absolutely agreed, mostly agreed, mostly disagreed or completely disagreed. The survey was divided into two areas of aspects: commercial and transport policy.



Survey on the opinion of the audience of the e-Freight Conference in Brussels 17th February 2009

Dear conference participants,

In order to get a clear picture whether the e-Freight Conference is on the right track to support electronic documentation across all modes and borders for freight transport in Europe we would like you to tell us how much you agree or disagree to the following statements.

Please tick the boxes between 1 (I absolutely agree) and 4 (I completely disagree) depending on your opinion of the statements. The dissemination team will evaluate all answers and present an aggregated overview of the result.

1. Organising a transport chain is very complex. I can see how the e-Freight concept can make it simpler for me to organise transport.

1 I absolutely agree 2 I mostly agree 3 I mostly disagree 4 I completely disagree

Free text box for further comments on the issue of the statement.

2. The advantages in advertising our services on the internet using the e-Freight concept outweigh the disadvantages of our competitors being able to see the services we are offering.

1 I absolutely agree 2 I mostly agree 3 I mostly disagree 4 I completely disagree

Free text box for further comments on the issue of the statement.

3. ICT development and take up will increase during the present recession.

1 I absolutely agree 2 I mostly agree 3 I mostly disagree 4 I completely disagree

Free text box for further comments on the issue of the statement.

Survey form as used during the e-Freight Conference in Brussels 17. February 2009

Commercial aspects:

1. Organising an intermodal transport chain is very complex. I can see how the e-Freight concept can make it simpler for me to organise transport.
2. The advantages in advertising our services on the internet using the e-Freight concept outweigh the disadvantages of our competitors being able to see the services we are offering.
3. ICT development and take up will increase during the present recession.

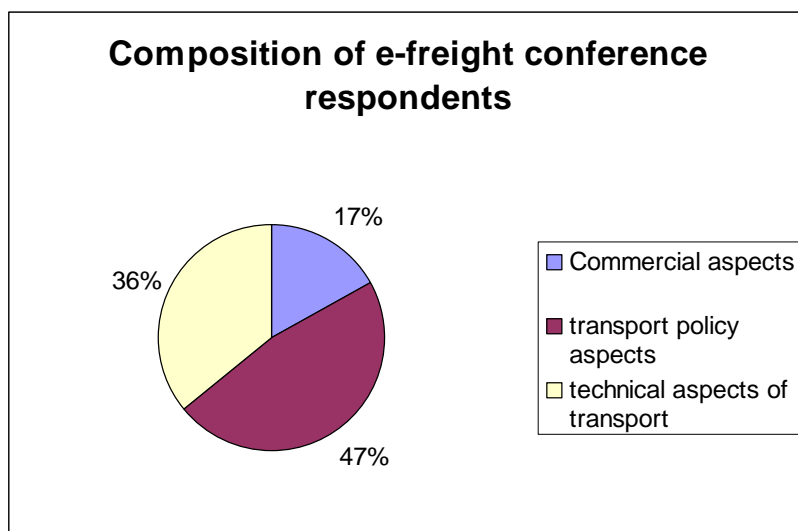
Policy aspects:

4. I understand how the e-Freight concept enables transport policy implementation.
5. An open standard will simplify the exchange of information between the different IT-systems within the transport chains.
6. The European Commission should take the initiative to develop e-Freight and the Freightwise Framework into a CEN standard. Industry will follow.

3 The quantitative and qualitative evaluation of the survey

After the syndicate sessions the analysis of the compiled questionnaire provided the following results, summarized in a slideshow. 57 out of the 153 participants of the conference responded to the questionnaire which is a response rate of 37%.

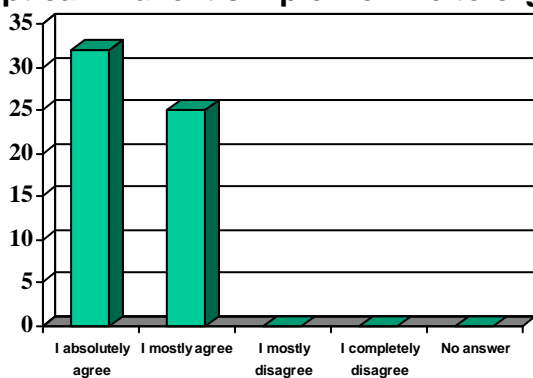
3.1 The composition of the conference participants



57 respondents in total.

3.2 Commercial aspects

1. Organising a transport chain is very complex. I can see how the e-Freight concept can make it simpler for me to organise transport.



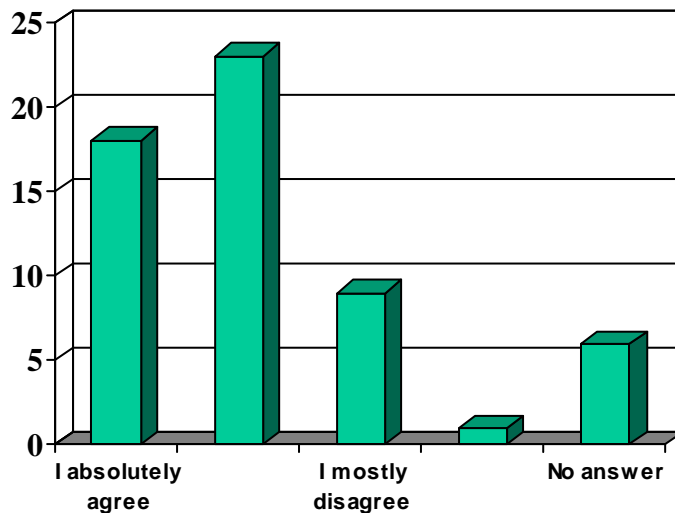
The written, more specific answers to this statement were as the following:

- As a large user I choose my own system, as a small user I want a public system, this will generate a large aggregate.
- I do not agree with the idea of 1 generic message (nowadays 200 EDIFACT messages exist).
- eFreight is only one tool.. combined with incentives..
- .. necessary to have a reference model ..

- .. not very clear on the role of each supply chain actors ..
- .. I also see the risks of failure due to commercial and competitive barriers.
- .. How could eFreight provide the KPI side of business ..
- .. will only work if members states sign up..

All respondents agreed or mostly agreed to the statement that they can see how the e-freight concept could ease the organisation of an intermodal transport chain. At the same time the participants had concerns about the details. Both of these findings are not surprising but it is important to note that the problems are seen in the details. This can be regarded as a very normal situation at the beginning of the development of new solutions.

2. The advantages in advertising our services on the internet using the e-Freight concept outweigh the disadvantages of our competitors being able to see the services we are offering



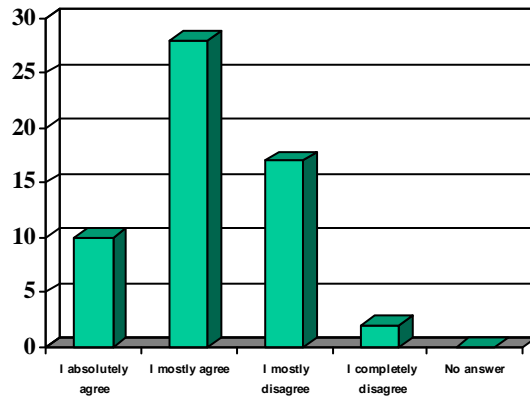
The written, more specific answers to this statement were as the following:

- No incentive to co-operate. Compliance with competition law dominates
- I want to be sure that information is circulated to trusted partners.
- eFreight is more suited to the mass/spot market
- Commercially sensitive services will not be revealed to public eFreight systems
- .. solve issue of rail prices across EU..

Although the agreement vs. disagreement ratio is not 50:50 it can be said that there is a strong opposition to this statement. It probably depends on the side you are on: If you are a shipper you are in favour of this feature of e-Freight, if you are a transport service provider you are not in favour of this feature.

It is probably the hardest point of e-Freight when it comes to market proliferation that the transport companies are not in favour of market transparency.

3. ICT development and take up will increase during the present recession



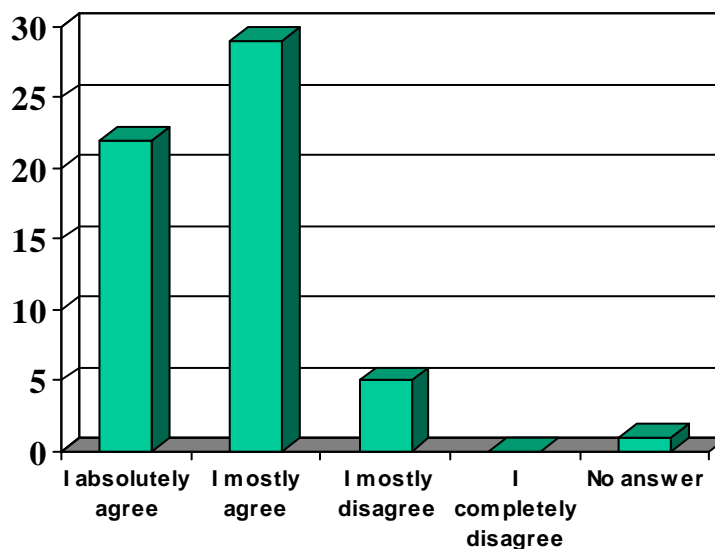
The written, more specific answers to this statement were as the following:

- Development may vary but unless the cost/benefit is clear then take up will be slow
- It is a hope rather than a trend
- Provided eFreight outputs are optimised to produce cost savings

Two thirds of the respondents agree or mostly agree to this statement. That means it leaves a considerable third who do not agree. For them apparently the recession has not a big influence which becomes obvious in the written answers.

3.3 Transport Political Aspects

4. I understand how e-Freight concept enables transport policy implementation

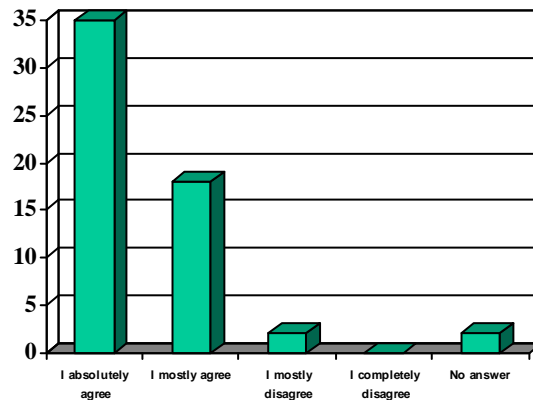


The written, more specific answers to this statement were as the following:

- It produces .. Less congestion, more safety and security, less bureaucratic burden..
- .. steps and instruments to achieve implementation in next 5-10 years not visible..

An overwhelming majority of 90% of the respondents understand or mostly understand how the e-Freight concept enables the implementation of EU transport policy. But at the same time there is a small group of respondents who request more visibility of steps and instruments to achieve the implementation in the next 5-10 years. So it can be concluded that the good will can be seen but the will for implementation has to be emphasised.

5. An open transparent standard will simplify the exchange of information between the different IT-systems within the transport chains

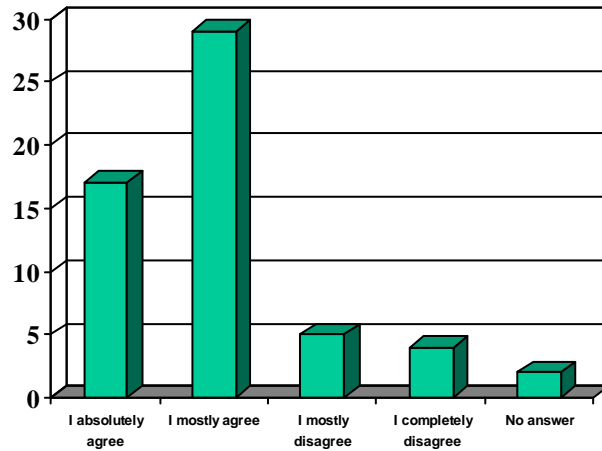


The written, more specific answers to this statement were as the following:

- I am not sure, what kind of standard?
- If .. you mean a platform that does not go “inside” technical solutions then I agree
- Scalability should be considered. It is important that all players, even very small, can afford to access e-freight
- .. But the verification of the data is a huge problem
- Proven in ICT and public transport
- Interoperability simplifies, not standardisation
- Standards should define the “minimum” exchanges of data

Here as well the vast majority of respondents of 93% agrees to the statement that an open transparent standard will simplify the exchange of information and of course there are some skeptics. This is good because the idea is far from being operable so there will be a lot of details problems to be solved.

6. The European Commission should take the initiative to develop e-Freight and the Freightwise Framework into a CEN standard. Industry will follow



The written, more specific answers to this statement were as the following:

- Develop? EC is enabler..
- Everyone in the supply chain is AFRAID of too much EC involvement
- ..but industry should be involved ..
- eFreight = standards required
- EC should support an industrial (all stakeholders) led initiative
- Standardisation is the starting point
- It would be counterproductive to develop a single standard

Although there is a big majority of 80% of respondents who agree that the EU Commission should take the initiative to develop a CEN standard, there are still 20% sceptics. The main concerns are that the initiative should be led by the industry rather the EC and that this can only be a start.