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EDITORIAL

The project eKnow IT, through sharing and fostering the structured analysis of modal shift best learning practices, aims to contribute to raise the awareness among practitioners, researchers and other stakeholders of the benefits and difficulties associated with the creation of reliable alternatives to less environmental and less societal friendly road transport solutions.

The case studies that we have already prepared demonstrate the positive impact of modal shift initiatives and highlight the number of obstacles that the projects have to overcome to reach the desired success. Recognizing and anticipating the obstacles will improve the success rates of future projects. The diversity of the projects chosen illustrates the different possibilities that organizations and governments are facing, requiring well prepared human resources to develop and support new projects.

Dissemination is crucial, and so is the project's reach, as the road transport negative externalities on society are a worldwide problem. To enable a wider dissemination of these modal shift case studies, we have developed an e-learning system where gamification mechanisms such as instant feedback, scoring and voluntary participation will be used aiming to increase user motivation and learning success, paired with a compelling visual "game like" interface. This will be developed over a Moodle software platform base.

Teachers and lecturers interested in using a case-based approach in an innovative, interactive and virtual environment can enhance their traditional programs thus reaching a larger universe of students and trainees.

Recognizing that professionals in the transport sector (for instance, seafarers) are frequently asked to work in locations and hours that are not consentaneous with the rigid structure of conventional courses proposed by universities, training centers, etc., we also allow individual users to gain eknowIT modal shift knowledge, accessing documents and participating in the global forums.

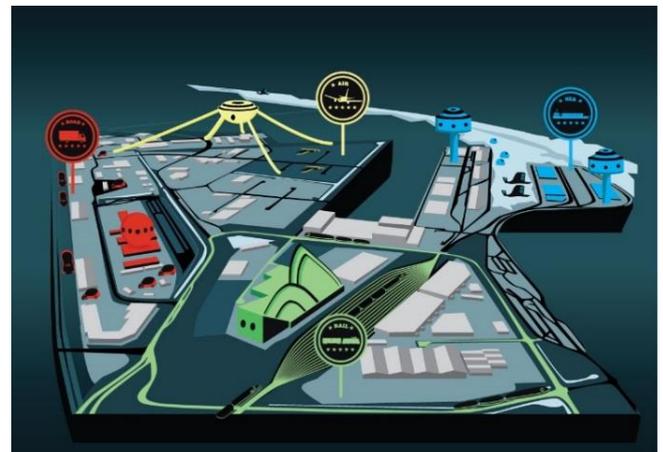
Shortly, all those interested in knowing more about modal shift and modal shift success stories will be able to participate in the courses that we have prepared.

In this newsletter you will know more about the Port of Gijón and the specific contributions that Port of Gijón is bringing to the project. ISL describes how the project addressed the choice from a large number (more than 300) success stories and best learning practices of modals shifts. Finally, Uniovi (Universidad de Oviedo) brings us a description of the first original case studies and thus briefly illustrates how case studies can be used to raise awareness and prepare professionals for successful implementation of new modal shift projects.

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Port Authority of Gijón: implementing intermodal transport solutions

The Port of Gijón is one of the key European Seaports in the Atlantic Arc, a leader in the movement of solid bulks under the Spanish Port System. It is connected to over 200 ports around the world through an extensive network of scheduled routes, offering a privileged position in the Cantabrian Area of the Iberian Peninsula.

The Port of Gijón brought into service, in September 2010, the first Motorway of the Sea of the European Union between Spain and France, with three weekly departures in each direction, connecting the port of Gijón with the Port of Montoir in Nantes - St. Nazaire. A route which connected two terrestrial motorways through a safe, comfortable, fast and economic shipping service. Nowadays the line is discontinued, however negotiations over its relaunching are currently progressing.

Port Authority of Gijón main contribution was related with this Motorway of the Sea service between Gijón (Spain) and Nantes (France). The case was developed in collaboration with the University of Oviedo, providing the analysts with all the data and information regarding trade flows, statistics, costs analysis, infrastructure used and interviews with main stakeholders involved in the service. All this information collected directly from the real case allowed us to identify the main characteristics and also the gaps of the project.

The final aim of studying the MoS Gijon-Nantes Case was to identify a series of best practices in order to demonstrate the possibilities of the development of maritime legs within the Multimodal Transport Corridors integrated in the Trans-European Transport Network. The promotion of this type of multimodal corridors will allow to offer alternatives to road transport and full use of transport infrastructure.

The expected result is the definition of multimodal links included in the Atlantic Corridor as defined in the TEN T Guidelines and being completely directed towards the needs of the European market, industry and logistics and integrating the regional interests into a European vision. The support for the promotion of a Multimodal Atlantic Corridor will contribute to a modal balance in freight transport so that rail and maritime transport increase and provides complementary modes to road transport.

The backbone of the project is the MoS line between Gijón and Nantes Saint-Nazaire and their strategic partnership in developing short-sea shipping services on the Atlantic Arc. This

corridor focuses on long-distance flows in order to optimize the benefits of shipping and rail transport in the supply chains. The corridor is part of the solution for easing one the Pyrenees bottleneck, with more than 18,000 trucks crossing daily on the two coastal motorways.

Next steps

On a second phase of eKnow IT project, the Port Authority of Gijón will be focused in adapting the case study as training material addressed to a specific audience.

Based on stakeholder's characteristics and their specific cultural profile, the training contents developed will be adapted into solutions to each target group, taking into account the training needs and gaps identified on previous activities thus improving their performance at individual and organizational level.

First step should include the identification of the target audience which can be: students, professionals, conferences, forums and so on.

Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate manner. Identifying the audience through extensive research is often difficult, so audience adaptation often relies on the healthy use of imagination.

Second important step is to adapt the already developed cases to specific interests of the target groups. Adapting a speech to an audience is not the same thing as simply telling an audience what they want to hear. Audience analysis does not mean 'grandstanding' or 'kowtowing' to a public. Rather, adaptation guides the stylistic and content choices a speaker makes for a presentation. Audience adaptation often involves walking a very fine line between over-adapting and under a distinction that can be greater appreciated by understanding the general components of this skill.

Each case study will be followed by training activities, e-seminars, FAQs and other actions to promote the good practices, sharing ideas, reflection, solving problems and to confront theory with empiric knowledge.

Due to their important role in the transport network development, EU ports have to take on fully their profile as enablers for growth and multimodality. The Port Authority of Gijón contributes to eKnow IT project mainly as an actual part of the European network, contributing with its own expertise and background.

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Uniovi investigate innovative transport solutions

The primary role of Universidad de Oviedo (UNIOVI) in the eKnow IT project is to produce 6 case studies to be used as training materials with high academic standards and scientific value. But before being able to dive deeper into the insights of innovative transport solutions, Universidad de Oviedo analysts had to research about target audience's interests, set the foundations of how to choose among a vast number of potential case studies and tackle the issues caused by business reluctance to disclose some information about the cases.

The purpose of this project is not only to develop training tools with high academic standards and scientific value, but also to offer valuable and innovative learning solutions adapted to different training levels and courses according to the needs of the project's stakeholders and potential users. In this sense we firstly performed online searches of transport stakeholders including universities, business schools and transport research institutes obtaining a comprehensive database containing more than 450 institutions.

In a following step UNIOVI team supported CEGE in the elaboration of an on-line survey designed to find out target groups' preferences in terms of the main topics and learning objectives covered by the case studies and the skills to be developed. Motorways of the sea (MOS) projects, modal shifts from road to rail and waterborne systems, road traffic avoidance projects and technology-driven projects which promote modal shift were the most appealing themes to the survey participants.

Once we had a clearer picture of the interests of the target audiences we developed a framework built to help eKnowIT partners in the identification of the most suitable transport projects from an extensive database of European projects, business best practices and intermodal initiatives. For this purpose, our proposal to support the selection process was based on a Multi Agent Multi Criteria framework that was flexible enough to be adapted to one of the main challenges of the eKnow IT project, the lack of public information. The proposed procedure was then applied to the database and finally we selected 6 transport solutions to be developed as case studies.

The first case study was written in close collaboration the Gijón Port Authority and studies the Motorway of the Sea between Gijón (Spain) and Nantes (France).

The first case study was written in close collaboration the Gijón Port Authority and studies the Motorway of the Sea between Gijón (Spain) and Nantes (France). Motorways of the Sea are

regular ferry lines connecting ports in different countries within the EU. European Commission is willing to promote this sort of transport mode in order to support the creation of multimodal transport chains that alleviate road congestion and take advantage of underutilized ports infrastructure. In this case, despite the promising figures of activity of the route, the line operator ceased operating the service in a controversial decision that makes the case more appealing as an example of opportunistic behavior.

This case study involves an up-close, in-depth, and critical examination of Motorways of the Sea (MOS) and Short Sea Shipping (SSS) as real alternatives to road transport. We expect students to discuss the advantages and drawbacks of MOS and with this in mind we also included particular information about the main factors that ruled MOS Gijón-Nantes route that might explain why the service was discontinued. Relevant information about the European Commission MOS policy, trade flows, traffic restrictions in roads, costs and tools to measure CO2 reductions is also provided to solve the case.

In the second case, we introduce a very innovative transport solution: horizontal collaboration in logistics. We focus on a joint project between Procter & Gamble and Tupperware in which these companies try to solve efficiency issues in their supply chains between Belgium and Greece. In particular, the problem was that vehicles of one of the companies were running fully loaded in terms of weight but not in terms of volume while cargo of the other company filled the space of its vehicles but had low weight figures. Following the framework provided by a EU-funded project on horizontal collaboration (CO3 project) both companies consolidate their shipments adapting their supply chains and making them more efficient.

This case study discusses the potential problems of horizontal collaboration in logistics and analyzed the solutions proposed by CO3 project from a theoretical point of view. The case problem asks students to identify the main points in this sort of collaboration following the theoretical framework in an exercise that might induce their critical thinking and learn more about ground-breaking business practices.

The third case study tries to shed some light on the efforts to make Inland Waterway Transport (IWT) a more competitive transport mode. The project under study, named RISING, tries to tackle one of the main problems of this transport mean: its lack of integration in supply chains.

IWT is particularly important along the great rivers in central Europe, which usually run through different countries. RISING detected that each country was developing its own River Information Services (RIS) systems in an uncoordinated way causing difficulties in the planning and operation of supply chains using IWT. This case is expected to make students aware of the importance of technical solutions supporting transport modes while gaining more knowledge about how the European Union still has to struggle to reduce the lack of coordination among EU members in many policy issues.

The last case that has been developed so far is the Viking train. This is an outstanding project that aims to efficiently connect the Baltic seaports of Lithuania, through Belarus with the Black Sea ports in Ukraine. Besides out-of-date infrastructure and existing bottlenecks occurring in many points of the route, the major problem was occurring at border stations. While Lithuania is an EU member, Belarus and Ukraine are members of the Commonwealth of Independent States (CIS), so border clearing was subject to complex and uncoordinated customs procedures causing congestion at border gates. The solution achieved involves shortening the time that trains spend on

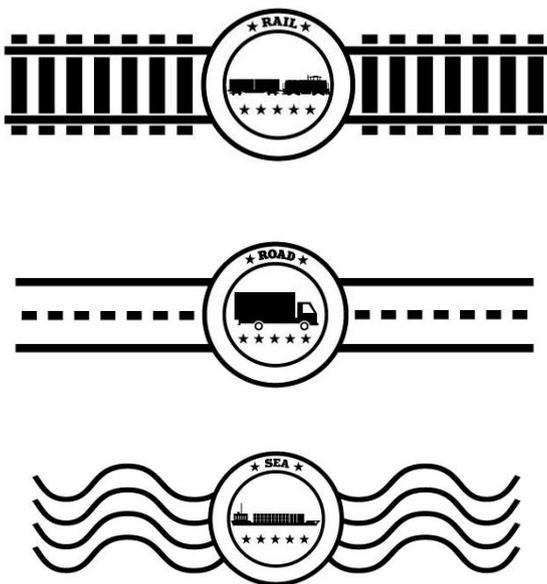
international borders while cargo checked. To do so, trains are instantly checked for radiation, wagons weight and content (X-rays) while customs procedures have been integrated in a common system.

This case study shows the importance of willingness to collaborate among different governments and institutions to overcome difficulties caused by inflexible procedures inherited from the past. In addition, students will learn about bottleneck identification and have a better understanding on the type of bureaucracy that threatens the feasibility of international shipments.

The remaining two cases are still under development process. Gulfstream.MOS is a comparative study of a more successful Short Sea Shipping initiative alternative to road transportation between Portugal and Spain with United Kingdom and Ireland and Weastflows is an intermodal route planner that tries to enhance the integration of different transport modes to support the creation of multimodal chains.

A train that crosses the borders between the EU and CIS countries overcoming all kind of bureaucratic obstacles, a Short Sea Shipping line operator that takes advantage of financial grants and then stops operating once these are gone or two leading companies that partner together to make their logistics more sustainable. These are some of the stories that University of Oviedo researchers have been studying in the framework of the eKnow IT project to create case studies that make transport and logistics students passionate about some of the most interesting transport projects recently created within the European Union.

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ISL search for learning practices in modal shift in Europe

The primary role of Institute of Shipping Economics and Logistics (ISL) in the eKnow IT project is to search for learning practices in modal shift in Europe and identify six outstanding examples from a big pool of success stories and best-practice cases. These examples will be developed into Case Studies and provided as training tools for University Courses, seminars, Associations' workshops and International fairs. The selected cases should promote intermodal transport as an alternative to pure road transport and show the benefit of the modal shift while not whitewashing the obstacles that had to be overcome in the process.

The first step was to build up the pool of potential cases. The goal is to have the final case studies showing a wide variation of different best practice approaches and providing a broad scope of learning benefits. Via various sources we collected more than 300 success stories and 'Best Practise' cases of modals shifts. To be selected a case should promote modal shift actions from

road to short sea shipping or to inland waterway transport or to rail either directly or in an indirect way, i.e. as part in a new strategic approach.

In the second step we started to narrow down the potential cases by evaluating each applicant case via several criteria, ranging from more general to case specific parameters, resulting in a final selection of ten potential candidates for the case studies. Examples for these parameters are public or private funded, up-to-dateness, transferability, availability of test cases or pilot cases and access to further sensible information, especially about obstacles or financial issues, via stakeholders.

As result we received a balanced set of selected cases well suited for the purpose of eKnow IT and with a good variation of different best practice approaches.

eKnow IT ISL-team
Holger Kramer

The purpose of eKnow IT is to share best practices and success stories in modal shift in Europe between the intervenient and potential Target Groups like Universities, Transport Institutes and Professional Associations.

A newsletter prepared by



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