

# 7th European Conference on ICT for Transport Logistics

Title: Abottom up approach to meet the needs  
of Logistics operators

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# Content

- Innovation in Logistics: LOGINN approach
- Three pillars of innovation
- Identification of drivers and barriers
- Consensus building and knowledge sharing
- Collaboration platform to support open innovation





# Is innovation possible in Logistics?

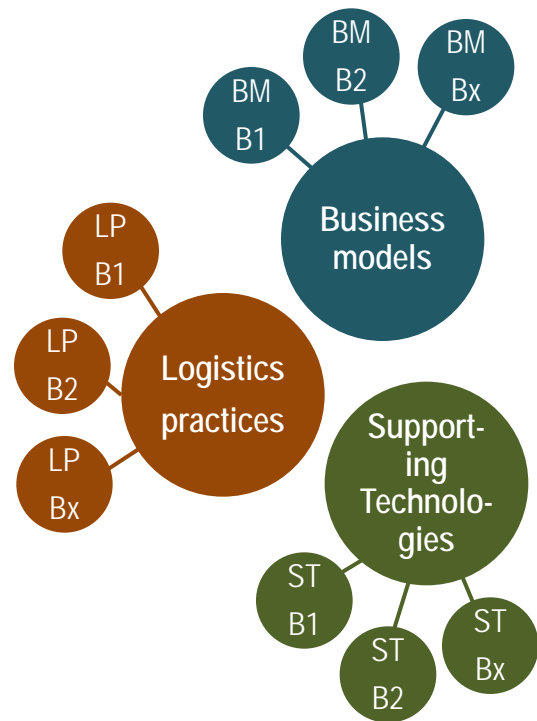
“Logistics Innovation is the implementation of a new or significantly improved **organisational method, process or technological application** within the context of planning, implementing, and controlling procedures for the efficient and effective transportation and storage of goods including services, and related information from the point of origin to the point of consumption for the purpose of conforming to customer requirements”<sup>1</sup>

- **three interlinked and mutually reinforcing dimensions:**
  - **innovative business models** within the supply chain,
  - **innovative logistics practices,**
  - **innovative technologies.**
- not only for investigating sources and causes of innovativeness in logistics but mainly for
  - achieving stakeholder’s mutual agreement for innovation boosting
  - proposing a research model of logistic innovation for competitive advantage in Europe

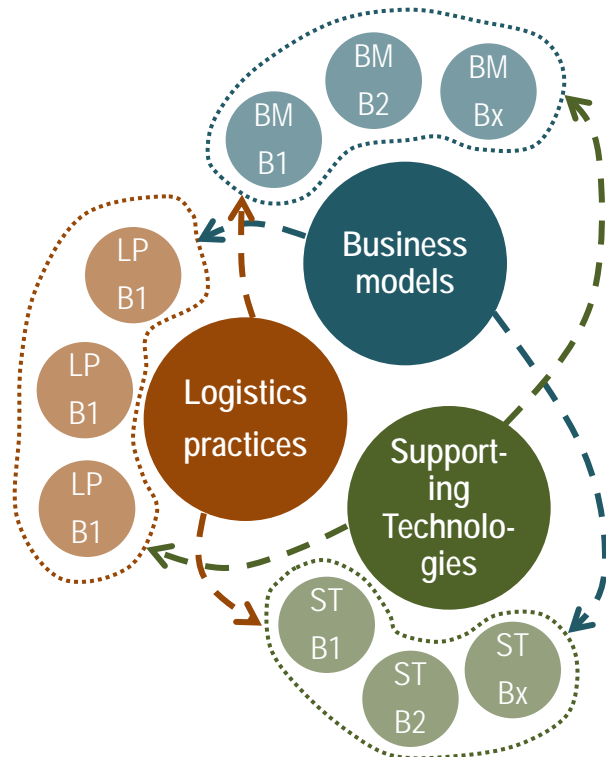
1) Council of Supply Chain Management Professionals



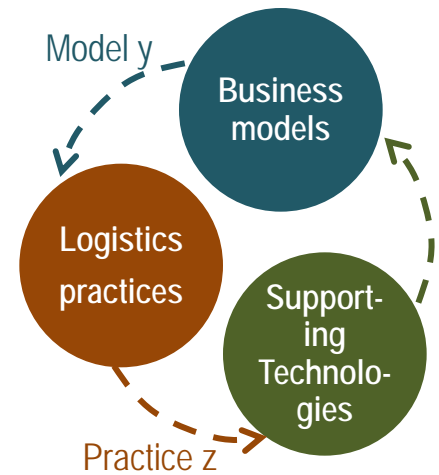
# Barriers identification alignment process



**Step 1: Identify direct barriers, i.e. barriers affecting the market uptake of innovations of each dimension**



**Step 2: Identify indirect barriers, i.e. barriers perceived as issues/ requirements that are related to the innovations of the other two dimensions**

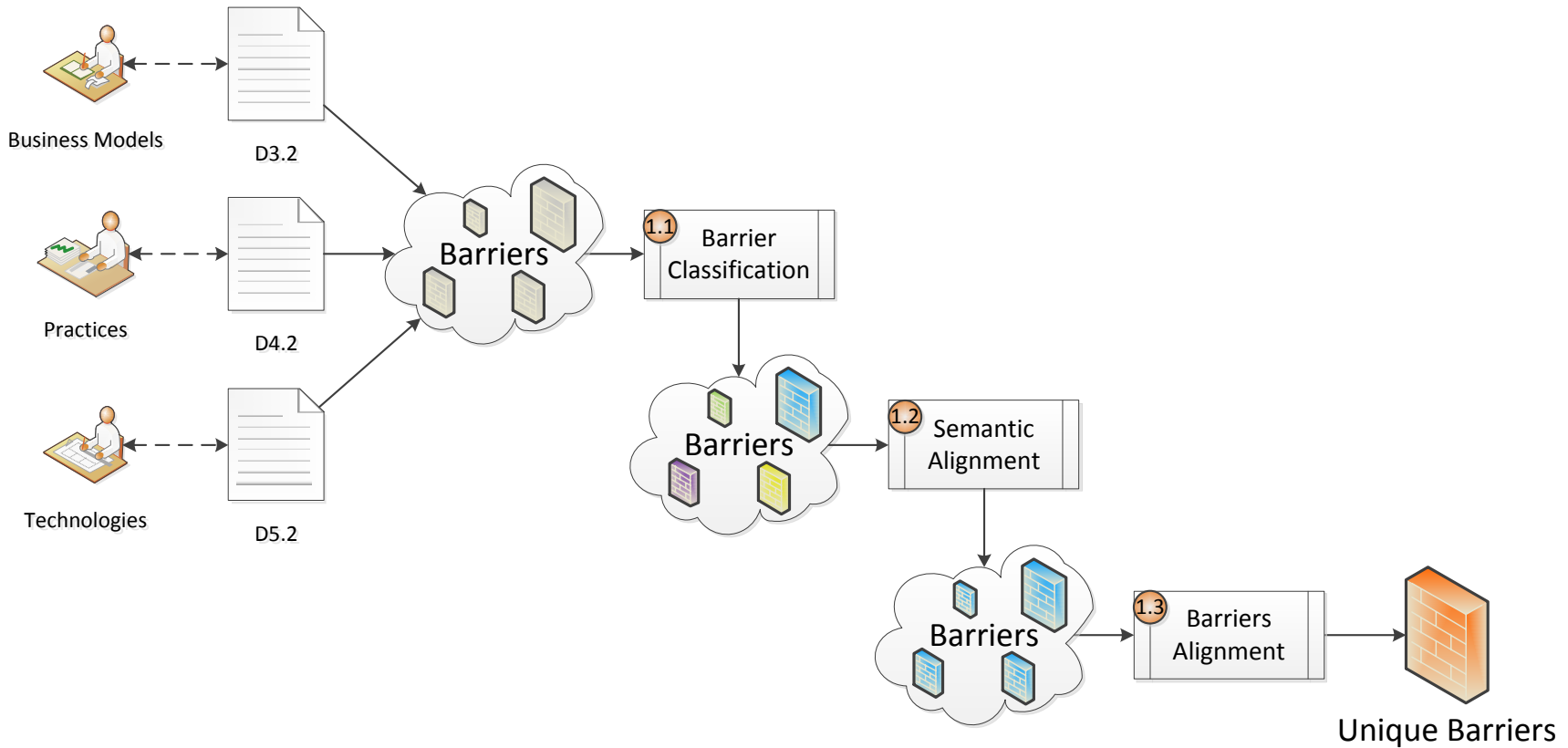


**Step 3: Identify how specific innovations can overcome barriers, e.g. how specific technological innovations can overcome business model barriers and vice versa**



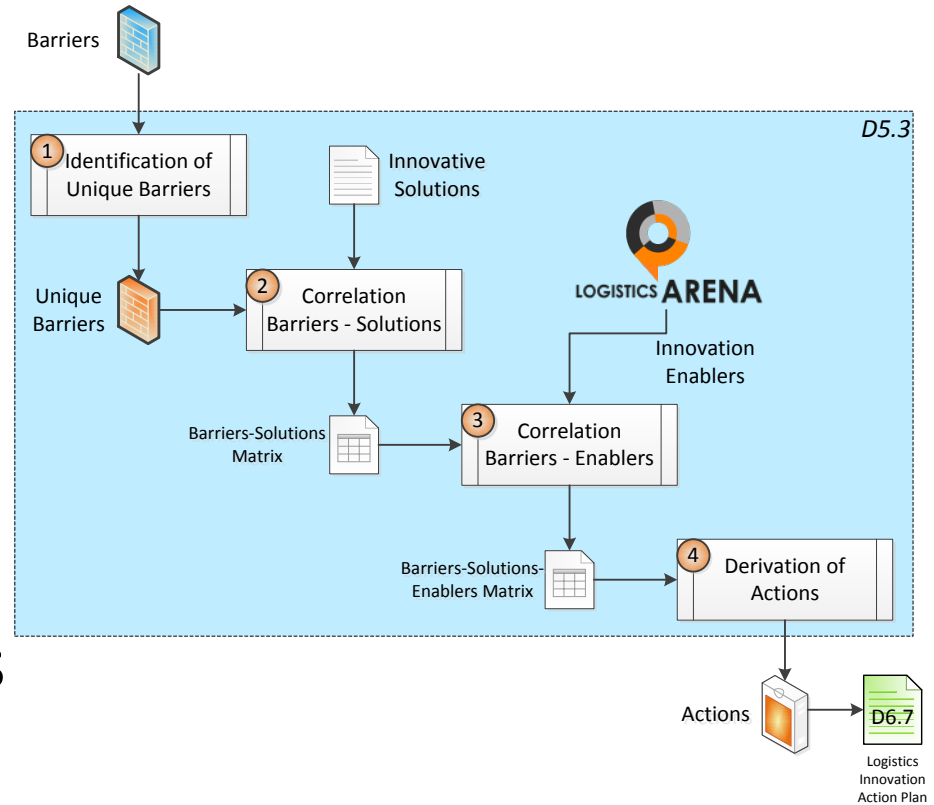


# Identification of unique barriers



# Innovative approaches

- Apply innovation management and open innovation paradigms
- LOGINN innovation enablers
- Barriers and enablers have been validated through different channels





# LOGINN Innovation enablers

1. Education
2. Coaching
3. PLATFORM as an interface for developing synergies with other initiatives
4. PLATFORM as an innovation monitoring tool (dashboard)
5. PLATFORM as an intermediary for innovation services
6. PLATFORM as an innovation ecosystem
7. PLATFORM as consensus building platform
8. PLATFORM as a sustainable innovation facilitator





# Open innovation

- “...in a world of widely distributed knowledge, companies cannot afford to rely entirely on their own research, but should instead buy or license processes or inventions from other companies. In addition, internal inventions not being used in a firm's business should be taken outside the company”.
- **open innovation** as innovating in partnership with those outside your company by **sharing** the **risks** and **rewards** of the outcome and process
- Co-Creation as a winning mechanism to increase efficiency as it allows the producer to meet the needs of the customer by involving the customer in the production phase

Support SME to reach the necessary economy of scale to compete and benefit from opportunities coming from Single & Global Market

SMEs represent 99% of European business they involve almost 70% of total work force and contribute to more than half of the total value-added created by businesses in the EU.







# Social network for Logistics

- Collaboration platform to support open innovation
- The LogisticsArena ([www.logisticsarena.eu](http://www.logisticsarena.eu)) is THE platform
- It provides a neutral environment to help Logistics stakeholders (namely SMEs) to create their own network
- Access information based on the three pillars





# LogisticsArena

- Share success stories, address challenges and common problems
- Contribute to consensus building and knowledge sharing
- Integrate different channels
  - Social networks like FB and LinkedIn
  - Traditional communications (interview)
  - Serious game supporting open innovation like Kahoot that has been use for the validation of barriers
- Close the gap between the vision and reality



# Thank you

Any question?

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