

Naples/Nola, Italy, October 19, 2010 - Workshop summary

The first regional SuperGreen project workshop took place at Interporto Campano in Nola, Italy on October 19, 2010. The workshop was the first in a series of regional workshops associated with the project benchmarking task and it attracted around 100 participants. The workshop entailed an overview of the project progress, including the selection of pilot corridors and the initial set of Key Performance Indicators (KPIs) that will be used for benchmarking the selected corridors and a consultation session with the stakeholders present. Despite its complexity, the concept of green corridors was welcomed and the potential of the SuperGreen project was recognized by stakeholders.

The audience of the workshop consisted of logistics service providers, shippers, carriers in all surface modes, intermodal terminals and transport companies, policy makers, researchers, environmental organizations and other stakeholders interested in green logistics.

As one of the most important events at the workshop, the consultation session with stakeholders was carried out in two groups – in Italian and English-speaking groups. The discussion was focused on the benchmarking methodology and selection of the Key Performance Indicators. The outcome of discussions in the consultation sessions can be summarized as follows:

- The overall concept was warmly welcomed and there was a feeling that pilot cases can probably help to better understand the scope of the project. In fact, this will be accomplished in subsequent phases of the project and presented in future events.
- The proposed methodology for benchmarking was in principle accepted as complete. However, it was recommended to leave the weighting task of the KPIs out of the benchmarking exercise. This was justified with the fact that different stakeholders have different approaches and criteria towards the proposed KPIs (for instance, some participants said that only two KPIs count, cost and service).
- One of the groups highlighted the need for identifying the specific end-users of the KPIs and the benchmarking methodology as it was not clear for whom the project aims to develop the benchmarking methodology.
- The general impression was that the presented KPIs are thoroughly studied but a further selection of the KPIs should be carried out in order to ensure full operability. Many participants said that an operational example of how the KPIs will be used should be developed as a matter of priority.
- Stakeholders expressed their opinion on the evaluation of the free access to the infrastructure and found that the project should not look at it at this stage. The general opinion was that it is a precondition which is already regulated at the EU level and must be applied by the Member States.

In addition to the input from the discussion, stakeholders made their contribution in writing by filling in questionnaires on the selection of the KPIs and the development of the methodology for benchmarking.

The event closed with a panel discussion where experts from the logistics industry gave their opinion on the project and the concept of green corridors. During the panel discussion several problems in Italian logistics emerged which were first considered to be regional but, as concluded at the end, are likely common to the whole of the European Union.