

**7<sup>th</sup> Joint CORNET Call for Transnational Collective Research Proposals**  
**--- Project Idea ---**

|                             |   |
|-----------------------------|---|
| <b>Subject:</b>             | <b>SUSET (SUSustainable European Transport)</b>   |
| <b>Coordinator:</b>         | BVL (Bundesvereinigung Logistik), Germany   |
| <b>Other applicant(s):</b>  | HLA (Hungarian Logistics Association), Hungary<br>CEL (Spanish Logistics Association), Spain<br>LODER (Turkish Logistics Association), Turkey<br>Technische Universität Berlin, Bereich Logistik, Germany<br>N.N., Hungary<br>ITENE (Transport and Packaging Institute), Spain<br>OKAN University, Turkey<br>Min. 5 SMEs from Germany, Hungary, Spain and Turkey  |
| <b>Sector/target group:</b> | Transport sector  |
| <b>Proposal summary:</b>    | <p>Sustainable logistics is a high priority of European Governments and of the European Commission.</p> <p>Small and medium size companies are of critical importance in achieving more sustainable supply chains since</p> <ul style="list-style-type: none"> <li>a) the logistics market is highly fragmented (leading among other reasons to underutilisation of the transport fleet and logistics infrastructure in general)</li> <li>b) Small and medium size shippers are major customers of less than transport load (LTL) logistics services which are particularly bound to underutilisation</li> </ul> <p>At the same time it is currently difficult for small and medium sized companies to implement sustainable logistics solutions. On the one hand it is difficult for them to assess the economic and environmental impact of measures to improve their CO2 footprint. And on the other hand there is little incentive beyond legal obligations as there is currently little visibility of any such measures in the market.</p> <p>This is becoming critical for them as larger shippers and service providers increasingly publish sustainability reports and begin to select their suppliers and sub-contractors on the basis of sustainability criteria.</p> <p>In Europe, there is currently no standard, easily applicable system which can be used by the transport industry across Europe, to measure their environmental performance.</p> <p>In the USA, the Environmental Protection Agency (EPA) has implemented the SmartWay scheme to improve fuel efficiency in transport. Smartway has today 1100 partners who assess the environmental impact of their transport in an</p> |

|                                    |  |
|------------------------------------|--|
|                                    | <p>online tool and can use the SmartWay logo in their marketing material. The programme simple to use and shippers can make use of the information which has been given by carriers to calculate their combined CO2 footprints. No such system is available in Europe</p> <p><b>The European Solution: SUSET Scheme</b><br/> The SUSET project aims to develop a simple scheme which consists of:</p> <ol style="list-style-type: none"> <li>1. tools available through the internet which can be used by firms to <ul style="list-style-type: none"> <li>• Assess the economic benefits of implementing environment-friendly transport solutions</li> <li>• Calculate the total emissions from all transport operations</li> <li>• Track progress in the reduction of emissions of a fleet</li> <li>• Include the emissions of subcontractors/ service providers in their own emissions calculations</li> </ul> </li> <li>2. a membership approach by which firms who have applied the tools (carriers and shippers) mentioned can use a SUSET brand logo in their marketing campaigns</li> </ol> <p>The system shall cover all transport modes starting with road transport.</p> <p>Research is needed as the US SmartWay programme cannot be simply adopted in Europe. Europe is different in that there is diverse legislation, cross-border issues, cultural and language barriers and other issues which need to be resolved.</p> <p>The project has 3 work-packages<br/> <b>WP1</b> –System Definition<br/> The Scheme will be designed on the basis of the available solutions from the US and on the basis of previous research (Sulogtra, bestLog, Eutralog, Protrans....)<br/> <b>WP2</b> – Testing of the System<br/> Includes applying the scheme to all SMEs which are project partners<br/> <b>WP3</b> – Preparation of the Implementation<br/> This includes the assessment of options for roll-out and continuation, and the preparation of a business plan for the continued operation of the system</p> |
| Advantages for trade and industry: | <p>As described above large companies increasingly engage in sustainability reporting. This poses a threat to small size suppliers and service providers who can not afford to comply with complex rules for sustainability auditing. A simple and standard scheme would therefore help SMEs in this situation. The scheme will therefore help to protect jobs at SMEs.</p>  |
| Dissemination concepts:            | <p>Dissemination will be mainly by means of</p> <ul style="list-style-type: none"> <li>• a website with information for download and a user forum for open discussions</li> <li>• a regular newsletter (one every quarter)</li> <li>• articles in the relevant professional media – online and offline (Logistik Heute, Logpunkt, Deutsche Verkehrszeitung, Reliantnews, A-plus-SC, TransPress, AMD Press...)</li> </ul>   |
| Contact:                           | <p>Name: Peter Franke<br/> Organisation: Technische Universität Berlin<br/> e-mail: <a href="mailto:franke@logistik.tu-berlin.de">franke@logistik.tu-berlin.de</a><br/> Tel: +49 30 314 23917</p>  |