



WELCOME BACK

Parallel focussed work groups

10th September 2018; GS1 Industry & Standards Event 2018; Dublin



How does it work?



- We split into two groups:
 - City Logistics: Key to excellent Customer Experience
 - Emerging Parcel Standards: GS1 initiatives
- You choose which one you want to join
- Speaker/s will provide food for thought (40 minutes)
- Each WG will then work in small groups (5-8 people) on topics presented by speakers.
- **Objective:** capture ideas, comments, plans etc. from each small group
- Group Leader will present results for all attendees (incl. Q&A) for 15"



Smart City Hubs thrive on standards

Birgit Hendriks; Managing Director, Eco2City

10th September 2018; GS1 Industry & Standards Event 2018; Dublin



How does it work?



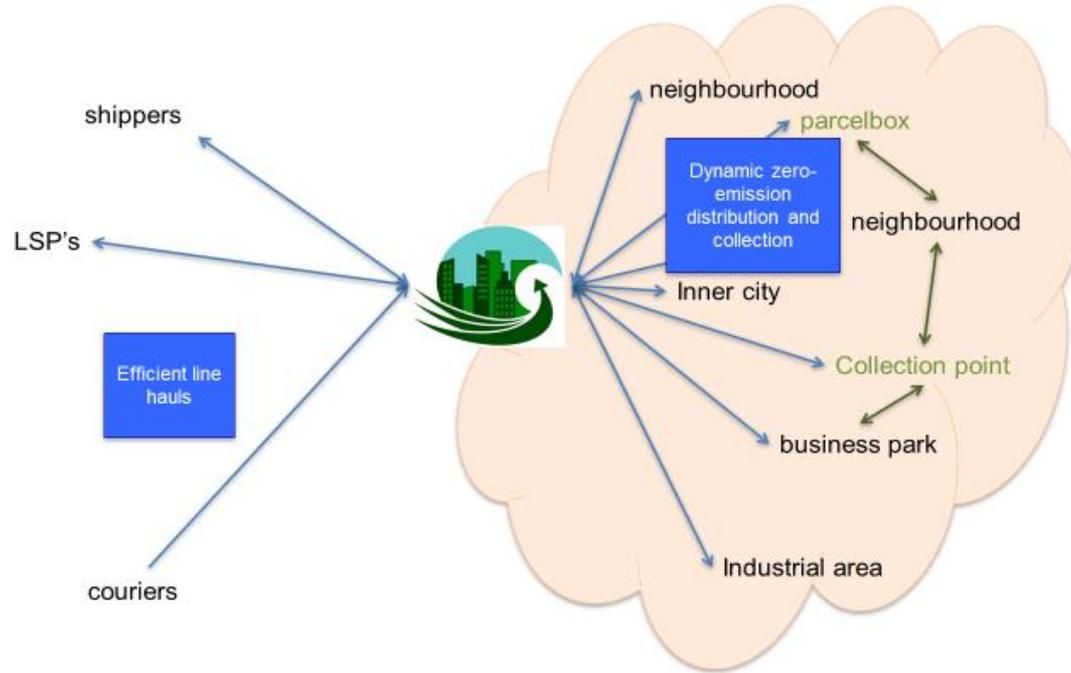
- Birgit will provide food for thought (40 minutes)
- Each WG will then work in small groups (5-8 people) on Birgit's food for thought
- **Objective:** capture ideas, comments, plans etc. from each small group
- Group Leader will present results for all attendees (incl. Q&A) for 15"

Introduction Eco2city



- NGO Eco2city was founded in 2008 to invent and promote citylogistics
- Founder of the Dutch Binnenstadservice, a commercial company
- Partner in research and development projects (both NL and EU)
- Founder of the CitylogisticsNetwork.eu
- Initiator of the European Citylogistics Experience Exchange meetings
- Coaching citylogistic hub developments in several cities in Europe

The smart city freight hub; Goodhub



The three layers of the Goodhub service



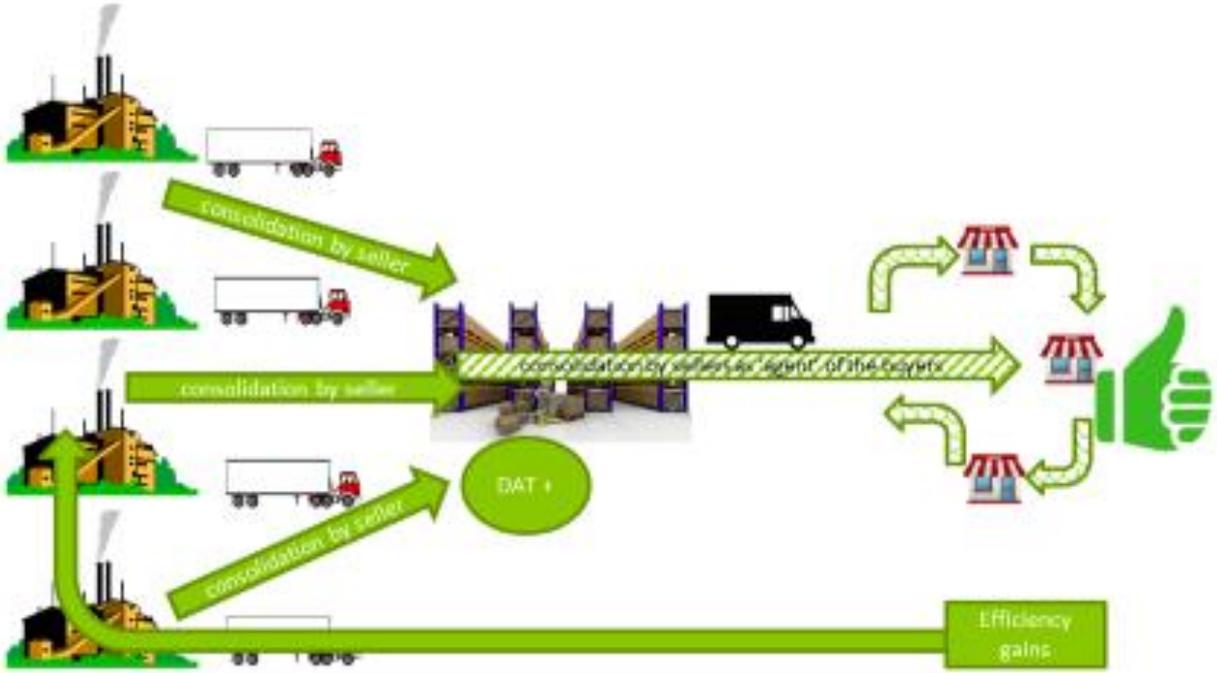
To make city logistics services work for shippers, the hub decouples three flows while at the same time keep shipper connected to customer:

- The physical flow
- The financial flow
- The information flow

The physical hub, the flow of goods



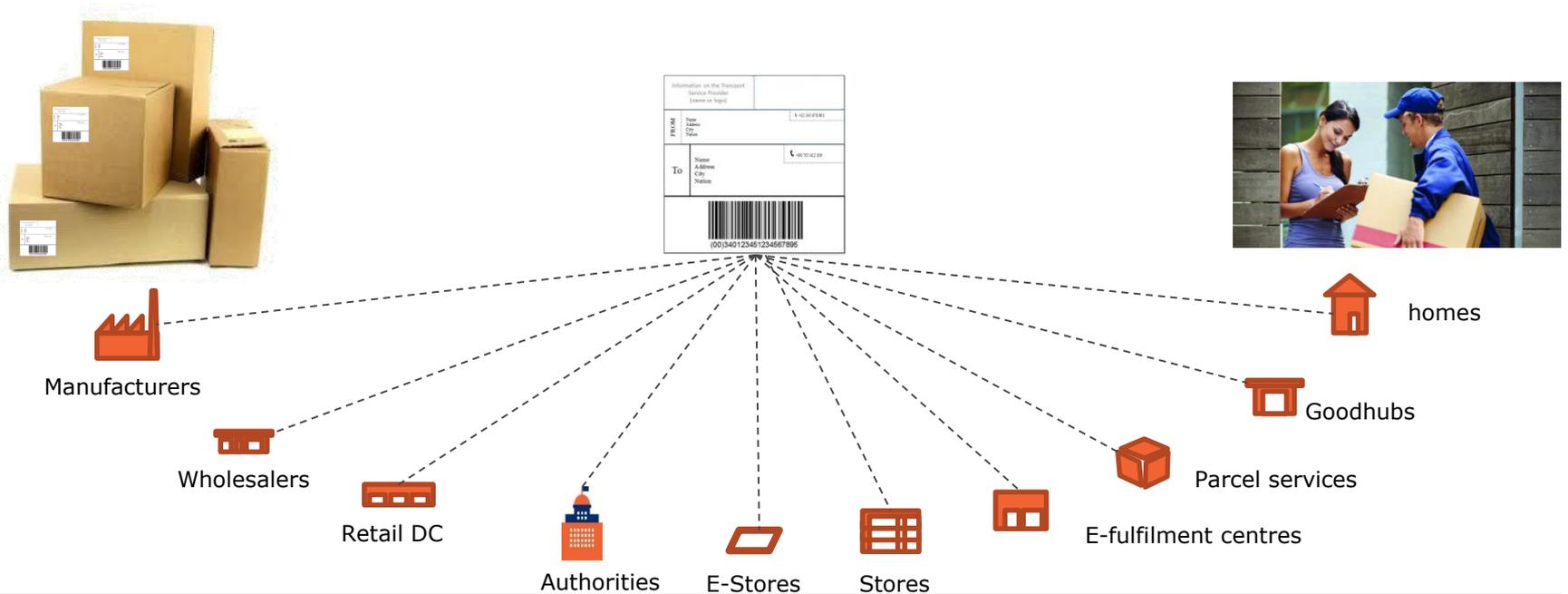
Financial flows; the DAT+ commercial term



The information flow, harmonised label used by all



Created and attached by SHIPPER at origin



Experiences of 'the old days' of Goederenhubs

Goederenhubs receives goods **from multiple shippers** and forwards the goods, bundled on area and/or address, **to multiple end receivers.**

In order to keep shippers informed about our deliveries we:

- Took the devices (PDA) of the long haul service provider or the carrier with us on the delivery round to keep information flow connected;
- In some rounds the delivery man had to handle 3 PDA's to deliver to shops;
- He had to seek for the right PDA matching the codes on the labels of the boxes, pallets of roll cages;
- **Receiver had to sign of on 2 or 3 devices**

The up- and downsides of using the IT system of LSP's

The use of the IT system and PDA of the initial LSP has some upsides:

- The shipper/LSP is in control
- Our customer (LSP or shipper) received real time proof of deliveries
- Hubs could prove their excellent service

But there are downsides as well:

- The delivery takes a lot of time because of multiple scanning and signing, thus more costs
- Goederenhubs were working in an IT system that was not open for them
- Goederenhubs did not have the POD in their own system, so could not prove deliveries themselves

Today: use of open platform and standards



The experiences with multiple PDA's were useful to define the specifications of the IT platform Goederenhubs needed to get rid of the downsides.

- Today we have an IT partner company, MixMove, that provides us with an open information pipeline called MixMoveMatch
- Shippers, carriers, hubs, last mile carrier and end receiver all provide the pipeline with relevant information concerning the movements of goods
- **They all use the initial ID (preferably SSCC) and label (preferably harmonised) that the shipper attached at the origin**
- One single device can scan and read the information
- Only one device and one signature is needed at the end receiver
- All parties involved can take their information from the pipeline

Shippers send their orders to GoodHubs IT platform



Shippers attach harmonised parcel label



Figure 5 — Figure 5 — Postal-item label example, including the UPU S10 and GS1 SCCC compliant standard

Transport companies deliver at GoodHub > scan 'into hub'



If parcels are not yet labelled

> hubs attach label to parcels themselves



Bundled delivery in the city: one device can scan all parcels for deliveries





Experience with city logistics in 16 hubs
in The Netherlands

Now we have the ambition to build
and be partner in **Goodhubs Europe**
to **connect 500 independent hubs**

Why Goodhubs Europe



- More and more cities trying to ban freight trucks and vans due to: air quality, safety, congestion, noise, energy and 'place'
- When it comes to Sustainable urban logistics plans, cities tend to 're-invent the wheel', rather than learn from the experience available in other cities
- Uniform measures and standards are preferable for the industry
- Counselling and implementing the knowledge and experience of the hubs group can bring solutions to the cities in an efficient way

Goodhubs Europe, connecting local City Logistic hubs



- In several countries local City Logistic hub initiatives exist or arise
- All deliver more or less the same services
- **All struggle with: little impact, low volumes and income**
- Contracting shippers on European level to provide service in the affiliated cities solves the above challenges
- Goederenhubs Binnenstadservice and Eco2city have this experience on national scale
- Cooperation in Europe can provide win for existing hubs and kick-start new hubs

Key activities of Goodhubs Europe



- Sales of City Logistic hub services to shippers/LSP's
- Account management and customer service
- Consultancy and coaching to cities
- Development and helpdesk of Goodhubs IT platform
- Support connection of existing and additional hubs to the network of Goodhubs Europe 500
- More?

Value proposition



- Shippers:
 - Sustainable first and last mile to their customers, cost efficient
 - End-to-end control: IT platform based on GS1 standards (SSCC)
- Cities:
 - Efficient smart city logistics based on a proven model of success, that continues to evolve by 'learning' what works elsewhere
 - Coach to kick-start city logistic hubs
 - CO₂ and air pollution reduction
- Carriers:
 - Outsource costly city deliveries to specialised service providers

Why, How, What and Who



We have some ideas why we need Goodhubs Europe, but we do have a lot of questions too:

- What should the governance of Goodhubs look like?
Key challenge is to develop a constructive and effective collaboration between the individual local hubs and the European organisation;
- Who should be involved in Goodhubs Europe? Industry? Government?
- How do we balance the interests and input from stakeholders?
- What services does Goodhubs need to offer to each stakeholder?
- We need standards, but which ones?
- How can Goodhubs be funded?
- What should be the legal form?

Goodhubs Europe 500 workshop



Endorse our slogan whilst creating answers to the issues we raised:

If you want to go fast, go alone.

If you want to go far, go together!

For more information or ideas:

birgit.hendriks@eco2city.eu

Work Group reports

Q&A and Discussions



Reports by Group Leaders



Each reporter has 15 minutes e.g. 5 for report and 10 for Q&A

- Emerging Parcel Standards – Garry & Agata
- City Logistics – Jaco & Birgit

Wrap-up & Close



Make the SSCC on parcels
even more successful than the
GTIN on products



Logistic Label developments



- Many Supply Chain stakeholders including Logistic Service Providers of all kinds are reviewing and updating their Logistics Labels
- More and more are including 2D barcodes on their labels using proprietary approaches
- GS1 is currently working to provide guidance to stakeholders so all can make use of 2D barcodes generated by others
- WR 18-000160 (enabling 2D barcode on Logistics Label) is in Community Review since 4th September
- WR 18-000207 (standards for 2D barcode content) looking for participation

Coming Soon



Last Mile Executive White Paper will be published around end of the month

Transforming the Last Mile

Emerging innovations and solutions in the challenging world of customer-centric logistics





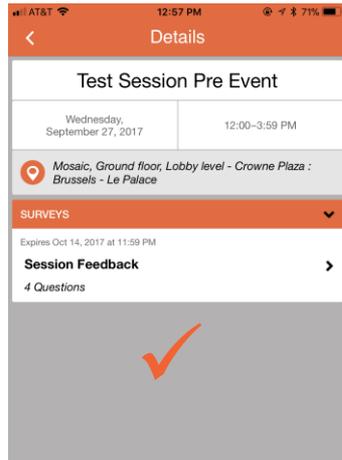
- Thank you all for being here
- Hope you found the T&L session useful
- Please do not forget to register in case you haven't done so yet.
- Please do not forget to rate the session using the Event App.
- Wishing you lots of success in your efforts in Last Mile and T&L in general
- But for now enjoy your lunch

Bon Appétit

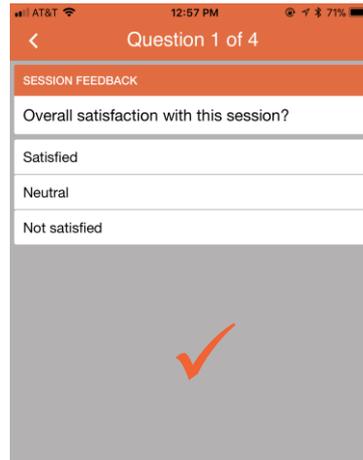
Event App – How to rate sessions



- 1 Within each session, you will see “surveys” listed at the bottom



- 2 Select your rating and enter comments



- 3 A confirmation appears

