CO³ - Collaboration Concepts for Co-modality Final Conference Programme

28th May 2014 Venue: P&G BIC - Temselaan 100 (visitors entry from Boechoutlaan), 1853 Strombeek Bever, BELGIUM

Time					
9:30 am – 10:00 am	Registration				
10:00 am – 10:20 am	Opening Ceremonies Dirk 't Hooft – CO³ Project Coordinator Silvia Rossi Tafuri – CO³ Spokesperson and Master of Ceremonies **Keynote Address: Prof. Alan McKinnon, Head of Logistics in the Kuehne Logistics University -** The Future of Collaboration in Europe				
10:20 am - 11:20 am	**CO³ Showcases – Details to follow** • Procter & Gamble and Tupperware – Mr. Koen Muylaert (PG) • Nestlé, PepsiCo, and STEF – Mr. Christian Doome (STEF) • Mondelez, SCJ, Colgate, and Nestlé (TBC) • ECR Italy - Intermodability				
11:20 am – 11:35 am	Coffee Break – Semi-formal speed dating				
11:35 am – 11:45 am	**CO³ Award for Horizontal Collaboration – Alan Waller to chair and present the winners**				
11:45 am – 12:25 pm	**Q&A Session – Dirk 't Hooft moderating** Panel: Showcases presenters and Award Winners				
12:25 am – 12:35 pm	**Steps Forward – Jos Marinus,** ELA (European Logistic Association)				
12:35 pm – 12:45 pm	**The importance of Collaboration for the future of the EU Logistics – Joost de Bock,** EC project officer.				
12:45 pm – 1:30 pm	Lunch				
1:35 pm - 2:30 pm		**Parallel Seminar 1 - Trustee**	**Parallel Seminar 2 - Legal**	**Parallel Seminar 3 – Business Model**	**Parallel Seminar 4 – 3-STEP**
2:30 pm – 2:45 pm	Coffee Break – Semi-formal speed dating				
2:45 pm – 3:45 pm		**Parallel Seminar 1 - Trustee**	**Parallel Seminar 2 - Legal**	**Parallel Seminar 3 – Business Model**	**Parallel Seminar 4 – 3-STEP**
3:45 pm – 4:15 pm	**Interacting Feedback and Closing Session -** Dirk 't Hooft				

$$\varphi_i(v) = \sum_{S \subseteq N} \frac{|S|!\,(n - |S| - 1)}{n!} \big(v(S \cup \{i\}) - v(S)\big)$$

Participation is free and it is on a first come first serve base (max 150 participants) – online registration only is accepted and two people per company maximum.

Afternoon sessions

1. Trustee: During this session you will be challenged to get your hands dirty in the role of a trustee yourself. You will be put in a situation where you have a group of ten companies that have shared their transport data with you, and in principle are open to collaboration. It is your challenge to maximize the synergy created during then 20 rounds, find the optimal consortium, make sure that the consortium remains stable etc. May the best trustee win!

2. Legal: An unique aspect within the CO3-project is that it contains a total legal framework. During this session several 'legal holdups' will be reviewed and clarified. If you are about to combine your freight lanes with other shippers (or are already involved in horizontal collaboration), to what extent is that allowed? Different areas of law are involved, such as general contract law, competition law, international private law and international transport law. During this session we will guide you through the legal world of what we have developed in the CO3-project insofar. For example, we will discuss the 3 model legal contracts between the various parties involved in the collaboration, tell something about the competition law aspects of the collaboration (i.e. role of the trustee, efficiency gains, (in)direct information exchange et cetera) and give advice on how you can 'take the plunge' into horizontal collaboration. On the one hand this might help companies to identify and clarify the potential pitfalls, and on the other hand can take away concerns companies generally and sometimes unnecessarily have in respect of horizontal collaboration.

3. Business model: There are many individuals in companies who believe that horizontal collaboration would be beneficial to their supply chain. However, certain companies may have business models which inhibit this initiative. This session discusses the outcomes from 70 company interviews across Europe, as well as an internet survey, to understand the attitudes of companies towards horizontal collaboration together with commercial factors, the drivers and enablers, and has resulted in the identification of a range of successful horizontal collaboration business models. We will discuss a structured methodology which provides the core elements necessary to define successful business models for horizontal collaboration and to help those attending this session understand the factors that need to be in place to achieve a successful conclusion.

4. 3-STEP: this session will focus on making horizontal collaboration "real" by embedding it into the logistics organization and daily operations of your company. To this effect, CO3 has developed a highly effective 3-step methodology that enables shippers to build scalable and profitable collaborative networks from the ground up. In the first step of the CO3 methodology (Identification), a neutral trustee applies advanced solutions for network synergy analysis and matchmaking to help shippers find compatible partners. In the second step, (Preparation), the neutral trustee guides the shippers towards a solid business case by collecting and processing all relevant individual information in an anti-trust compliant manner. The trustee will then help the community to develop joint 'rules of engagement', covering a.o. multilateral legal agreements, collaborative LSP selection including "Black Box" (anti-trust compliant) procurement, cost/benefit sharing and shared operational processes. In the third step of the CO3 methodology (Operation), the neutral trustee hands over the community to the selected 3/4PL for daily execution, or switches from an "offline" to an "online" mode for real-time planning and synchronization. Based on real-life CO3 test cases and success stories (with companies JSP, Hammerwerk, PepsiCo, Nestlé, Kimberly-Clark, Baxter, Colruyt, STEF, Ontex) this session will cover important topics such as the setup of a multifunctional external collaboration team, finding the right partners, the role of big data and ICT, process & quality management, avoiding operational pitfalls, etc. This will be an interactive session with ample time for Q&A.

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