



## CO<sup>3</sup> : First steps – Newsletter no. 1.2011

The mission of CO<sup>3</sup> is to **encourage a structural breakthrough in the competitiveness and sustainability of European logistics** by stimulating horizontal collaboration between European shippers through the definition of a new independent and neutral actor, the trustee. The introduction of the trustee is meant to overcome the traditional barriers to multi-lateral and horizontal collaboration by guaranteeing neutrality and compliance to antitrust regulation. The CO<sup>3</sup> project was launched last 1st September 2011. Since then, significant progress has been made to make the project well known in the logistics and supply chain practitioners arena.

1. **Kick-off meeting**, 5<sup>th</sup>-6<sup>th</sup> September 2011, Brussels (Belgium). The project was launched in the presence of the European Commission project officer Joost de Bock, who confirmed that the EC sees horizontal collaboration as one of the solutions to reduce congestion and CO<sub>2</sub> emissions. The full consortium attended to define and formally agree on the activities to carry out in the following months.
2. **Promotion Conference**, 1<sup>st</sup> November 2011, Den Hague (Netherlands). The first Promotion Conference was hosted by the project coordinator, Dirk 't Hooft, at the Annual Meeting of the HIDC (Holland International Distribution Council), where around 200 practitioners were shown the innovative content of the CO<sup>3</sup> project on horizontal collaboration.
3. **Breakfast Seminar**, 13<sup>th</sup> October 2011, Breda (Netherlands). The first seminar described in detail the world's first horizontal collaboration among pharmaceutical companies Baxter and UCB, initiated by network orchestrator TRI-VIZOR and with close support from logistics service provider H.Essers. The result is a bundled supply chain which is synchronized by TRI-VIZOR and executed by H.Essers with full truck loads and trains.
4. **High Level Industry Board (HLIB)**, 9<sup>th</sup> November 2011, Amsterdam (Netherlands). The first meeting of the HLIB represented a real milestone for the CO<sup>3</sup> project: the presence of 25 directors and senior managers representing shippers and logistics service providers from across Europe, and from a wide range of industry sectors, enabled a deeper understanding of the challenges faced by the industry for horizontal collaboration. The HLIB meetings will guarantee the adherence of the project to the actual challenges of practitioners.

Shippers who want to transport their goods across Europe with “fewer and friendlier miles”, can make use of the services of the CO<sup>3</sup> consortium to **identify potential bundling partners and to set up test projects**. To achieve this, CO<sup>3</sup> will provide these companies with the necessary **operational building blocks** and provide **active coaching** during the implementation of the horizontal collaboration. For example, in addition to **standard multi-lateral transport contracts**, innovative concepts for gain sharing will be developed and tested.

The first test projects and seminars for CO<sup>3</sup> are currently already being prepared. Companies who want to join a test project or who want to learn more about horizontal collaboration, as well as candidate conference partners, are invited to contact us at [contact@co3-project.eu](mailto:contact@co3-project.eu).

[www.co3-project.eu](http://www.co3-project.eu)

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