CO³ - Collaboration Concepts for Co-modality Final Conference Invitation

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

After almost 6 years, of which formally 3 years as an EU funded project, the CO^3 journey will soon come to an end.

CO^3 has been a pioneering project that has started some systemic investigation on the success and failure factors for Horizontal Collaboration. As CO^3 is closing the sipario we are very proud of having helped the creation of ALICE (European Technology Platform), the new instrument for a systemic European approach to Logistic Research and Innovation. A few weeks ago ALICE announced its Vision aimed at the creation of the Physical internet. Horizontal Collaboration will be seamless in a Physical Internet world, but to get there we need to start today with what we have.

What CO^3 has found out is that:

- Collaboration is possible, but it is not a trivial exercise.
- Collaboration creates more efficiency and sustainability
- A strong legal framework can pave the way to sustainable agreements
- We need the emergence of a trustee based business model to bring some scale and reduce the transactional barriers to Horizontal Collaboration
- Gain Sharing is not negotiated in a horizontal setup. A Nobel prize has been assigned 2 years ago to the person that solved this problem. We had identified the Shapley formula already!
- And all of these have been substantiated with a lot of test projects, some directly supervised by CO3, some independently using some of the tools we have developed.

Our Final Conference is your chance to being exposed to the best of our learnings.

We hope to meet you at the conference on 28th May at P&G in Brussels, access the program and all the details here. Email contact@co3-project.eu to register.

On behalf of the project team CO^3,

Dirk 't Hooft, Project Coordinator   **Sergio Barbarino, Research Fellow, P&G**

www.co3-project.eu

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