



PLANET – Final Advisory Board Meeting

8 March 2023, 10:00-14:00 (CET), Virtual

On the 8th of March 2023, the final Advisory Board Meeting of the **PLANET project** took place as the closing event to the final consortium meeting of PLANET and under the moderation of the **European Shippers Council** and **JustAsk**.

About ESC

The European Shippers' Council is a non-profit European organisation representing cargo owners i.e., freight transport interests of around 100.000 companies throughout Europe, whether manufacturers, retailers, wholesalers (import and export, intercontinental). Collectively they are referred to as 'shippers' as neutral user of transport (all modes: air; road, rail, waterborne). ESC was established in 1963.

The global ESC network consists of national shippers' associations, European commodity trade association (e.g. chemical, steel, paper) and corporate members among which well-known multinational brands (e.g. FMCG and food sector). ESC aims at creating a level playing field in Europe and between continents.

Internationally, the ESC works closely with the Asian Shippers' Association (ASA) and the American Association of Exporters and Importers (AAEI), together forming the Global Shippers Alliance (GSA).

About PLANET's Advisory Board

What is the PLANET's AB?

The PLANET's Advisory Board is an independent group of external advisors from academia, business and public administration. More specifically, it consists of 23 external members, located all over the world, from the USA to China, with scientific and business experience in global Trade & Logistics networks, thus embracing a wide range of knowledge and expertise in PLANET's areas of interest.

What is the AB's aim?

The main objective of the AB is to offer impartial scientific advice and support on most relevant factors (social, environmental, technological, legal and economic) may influence the innovation management of PLANET, providing comments and recommendations to the project consortium.

The Final PLANET's Advisory Board Meeting

The March 2023 Advisory Board discussions centred on 2 key aspects of the PLANET project: **commercialisation** and **experimentation**. The purpose was to develop ideas & recommendations to improve the project's business plan and support (possible) future implementation by fine-tuning the workings and modus operandi of the Living Labs (LLs). In this sense, the Advisory Board generated a solid set of ideas & recommendations and established a clear direction for maximizing the impact and reach of final results.

The meeting, attended by nearly 40 participants, began with an introductory note by the ESC thanking the participants and highlighting:

- The international nature of the Advisory Board, composed of members from Europe, the USA, China, Colombia and Malaysia.
- The Advisory Board's added value to the project as a platform to foster discussions on the evolution of the project, on the practical use of the innovations being developed and on their possible integration in the market, despite the low TRL of some of the innovations.
- The focus of the meeting: commercialisation and experimentation via the different LLs.

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Then, the event proceeded with a presentation of selected sections (**commercialisation** and **experimentation**) of the PLANET project:

- **Commercialisation and business plan development** based on input and feedbacks for the design of PLANET technologies and a viable business solutions.
- **LL1 – Physical Internet and blockchain for optimised door-to-door Asia-Europe corridors – Mediterranean Corridor.** LL1's key objective is to evaluate how novel technologies and concepts such as Blockchain, Artificial Intelligence, Internet of Things, Machine Learning or Physical Internet can enhance the efficiency of the processes and operations performed along the door-to-door (D2D) transport and logistics in the link between the Maritime Silk Road and EU internal corridors.
- **LL2 – Synchromodal dynamic management of TEN-T & intercontinental flows promoting rail transport.** LL2's focus on the synchromodal management of TEN-T and intercontinental rail freight flows, utilising the Port of Rotterdam as the principal smart EGTN node centring rail focused transport chains. It focuses on intercontinental rail freight between China and the EU, but also on linking China and Russia through Rotterdam to/from USA and the UK (shortsea and ocean freight).
- **LL3 – IoT for Silk Road Route – reliable, transparent and fully connected corridor from China to the EU.** LL3's focus on streamlining logistic processes in flows from China to Europe along the Silk Road by implementing Internet of Things (IoT) technologies (based on the Electronic Product Code Information Services, EPCIS, platform) and GS1 standards that facilitate transmission of data between the partners involved in the e-commerce operations.

Some of the **key takeaways of the March 2023 Advisory Board meeting:**

- Data and knowledge exchange between different actors in the value chain, in a competitive and cooperative manner, are at the heart of the technological developments explored;
- PLANET's Key Exploitable Results must be well defined and directly connectable to the innovations;
- Some of PLANET's great innovations already have real life applications. One of the examples is PLANET's solution to reduce bureaucracy in commercial transactions with non-EU countries, extremely valuable to automate such exchanges and allow for cross-referencing;
- New technological evolutions must be finely tuned to their usability. For example, blockchain technology is better used for registering key documents;
- In the near future, automated data exchanges between governments and businesses will involve automated data pull models not requiring further intermediaries. This idea is supported by relevant literature and recent experimentation in other EU projects.

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