

CO³ : The first test case Newsletter no. 2.2012

CO³ or Collaboration Concepts for Co-modality is spreading a new message breaking the complexity of horizontal collaboration. A thorough study describing the dimension of an innovative business model is now available (see below), while the first test case showed encouraging results both in terms of cost and emission reduction. Practitioners all over Europe are familiarising with CO³, as the massive presence and feedbacks at CO³ presentations reveal. Among the many outcomes, CO³ can announce:

1. **Launch of CO³ video:** Dr Silvia Rossi speaks to Dr Andrew Palmer about the CO³ project and how it aims to increase the efficiency of transport in Europe through increased horizontal collaboration. Andrew also runs through the characteristics of individuals who enable collaborations to succeed.
2. **Conferences:** after presenting at Cranfield University (UK), Hinterport Alliance WG Meeting (Poland), EyeForTransport and Association of young lawyers (Germany), ITENE (Spain), and Logistik Transport (Sweden), ECR Europe (Belgium), ELUPEG (Germany) the CO³ consortium will be presenting at the:

*[European Supply Chain and Logistics Summit 2012](#), 20th and 21st June 2012, Berlin,
[Supply Chain Council Conference](#), 21st -23rd October, Madrid
More to come in Autumn 2012..*

Please contact us at contact@co3-project.eu if you need any further information about the conference.

3. **Characteristics of collaborative business model:** As part of the CO³ project a report has been produced by Heriot Watt, Zaragoza MIT, Mines ParisTech and Eindhoven University of Technology which identifies those characteristics that can contribute to a successful collaborative business model. It focusses specifically on the cultural, philosophical and operational aspects of companies who currently collaborate horizontally in one form or another, and compares this with companies who have yet to consider, or have rejected, this approach. From discussions with many companies it became clear that certain elements had to be in place to make a successful outcome more likely, in particular transparency and trust. An [executive summary](#) is available on the CO³ website and the full report is on request.
4. **Second High Level Industry Board Meeting:** Amsterdam, 17th April - the very first CO³ Road transport partnership between 2 or more shippers from JSP and Hammerwerk in Germany and Czech-Republic was presented – a stunning 10% logistics cost reduction against 30% carbon reduction.
5. **Call for test cases.** Companies who want to organize 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.

www.co3-project.eu

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Watch the video! Silvia Rossi (Cranfield University) speaks to Andrew Palmer (Heriot Watt) about the CO3 project and how it aims to increase the efficiency of transport in Europe through increased horizontal collaboration.



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