



THIRD BESTUFS WORKSHOP

The fourth BESTUFS workshop was held in The Hague on the 10th and 11th of May at the Chamber of Commerce. The topic of this workshop was 'Changing urban transport due to E-commerce and E-logistics. The primary objective of the workshop was to gain access to various national schemes, projects and experience of the introduction of new E-commerce and E-logistics concepts in practice. A brief summary is given below.

The workshop was opened by Dr. Dieter Wild, PTV AG who outlined the structure and aims of the BESTUFS project and this particular workshop focused specifically on the E-commerce and E-logistics themes. The intention of the workshop was to identify the major developments in the areas of E-commerce and E-logistics and their observed and potential impact on urban goods movements. The impact of these technologies in terms of public policy initiatives, the private sector's requirements and the potential conflict between these was seen as an area of interest. The attendance at the workshop of representatives from research institutions, private operators and public organizations was recognised as demonstrating the high level of interest in these topics.

The first session was focused on New E-commerce in Europe. Dr Marcel Kleijn NEA Transport Research & Training presented the results of a study on the impact of E-commerce on energy consumption in The Netherlands. The impact of e-commerce on possible traffic substitution, enhanced efficiency or possible additional traffic generation as a consequence of the wide spread adoption and use of e-commerce and e-logistics was reviewed. As yet the

impact of the e-technologies on fuel and energy consumption in transport is difficult to predict and will need to be monitored and the subject of on-going research.

The preliminary output of research on B2C E-commerce in the Paris area was the focus of a presentation by Mrs Laetitia Deblanc GART. The research was based on household surveys and focused on specific retail purchasing and delivery practice in the Paris city districts which varies in detail from that of other French cities. The key impact of E-commerce is still unclear as to whether this market development will generate more traffic (Cars & vans) or less. Key issues of delivery time, reliability and security remain to be resolved. Expectations from users on the integrity of delivery services are high but may be difficult to sustain. Alternatives to direct home delivery in the form of deliveries to local stores or other recognised collection points are already under consideration or development.

Mr. Schacke, Danish Road Directorate presented a review on expected changes in transport as a consequence of e-commerce. A Euro-CASE study completed in 1999-2000 indicated e-commerce will only be one of many influences on the shape of transport services in urban areas but a significant one nonetheless. The Euro-CASE study looked at obstacles to change, opportunities for change and recommendations on measures to improve European competitiveness and environmental compliance. E-commerce could replace trips, promote rationalisation of delivery services and possibly lead to the re-establishment of local delivery /collection points. Barriers to e-commerce were also identified. The need for a pro-active public policy research role and the ability to implement policy initiatives was reinforced.





The results of a study undertaken in the UK relating to the structure of e-commerce and the UK food retailing industry was presented by Dr Alan Lewis. The various organisational models employed by the retail stores, the method and effectiveness of home delivery methods and the reaction of other market sectors to e-commerce developments were reviewed. The use of in-store order picking or the use of specialised facilities was reviewed. Future developments may well include a mix of models as experience and user preferences emerge. Additional traffic as a result of e-commerce was predicted either as a result of delivery services, missed deliveries or additional 'free' driving time made available to service users.

Two presentations were made in the second session. Dr Dieter Wild presented his research on the B2C market in relation to trip planning of goods requiring the use of specialist services or agents resources. . The variants of trip planning and the method to effect trip planning were presented. The communications and organizational aspects are all feasible but the physical delivery aspects require further attention to ensure credibility and reliability. Alternatives to direct home delivery may offer options for further development to minimise the mismatch of planning and delivery of products and services.

Mr Kasiske presented output on the effects on transport of trends in logistics and supply chain management which has resulted from the EC funded SULOLOGTRA project. The objectives of the programme (supply chain integration at the EU level/provision of information to industry on supply chain trends and policy implications) were detailed. Different segments of e-business were identified and defined. Developments in supply chain trends, transport efficiency indicators and identified future trends and prospects were also reviewed.

Day 2 of the workshop opened with a presentation by Mr JH. Dujardin of UPS about developments involving technology, emergent trends, globalisation and customer requirements and expectations. Developments in the structure of e-commerce service provision in the small lot logistics sector were described. Specifically in the B2C sector the development of services using petrol stations as delivery points was reviewed in detail by deploying

B2B techniques to minimise problems of failed deliveries.

Short presentations were given by Mr P Sonnabend of Deutsche Post and Mr J.P Duurland of Van Gend en Loos on the activities of their respective organisations. The implications of e-commerce on DP were outlined and include more drop points, smaller sizes and higher frequencies, the use of smaller vehicles, the integration of physical services with telematic initiatives and the development of wholly new service concepts and structures. Mr. Duurland gave a presentation on trends in e-logistics, bottlenecks in the B2C market and possible solutions to these.

The final presentation was made by Mr G. Wesselink on the position of regional and city policy planners to developments in transport and logistics in the Randstad regions. The use of shared facilities, inter-organisational co-operation, harmonised time delivery windows and other initiatives were proposed.

Each of the sessions triggered intensive debate and questions to the individual speakers as well as debate amongst the delegates. Dr Wild brought the conclusions to a close and gave details of the next Bestufs activities.

NEXT ACTIVITIES

5th BESTUFS Workshop

The 5th BESTUFS workshop is planned to take place on 30 & 31 August 2001 in Dresden, Germany. More information about it will be available on the BESTUFS website www.bestufs.net

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