



Corridor

Hitra case: set up of an intermodal food corridor

Hitra - Zeebrugge

Definition of a corridor

Corridors are characterised by a connection between a region of origin and a region of destination. In the ideal situation a balance of flows in both directions is obtained. In the framework of Food Port, a **green** corridor is considered in a broad way. In terms of “sustainability” it combines on the one hand environmental and climate criteria and on the other hand economic (cost-efficiency) criteria. Setting up a corridor which is green in the (narrow) sense of being environmentally friendly, but not price competitive, will not be sustainable and could not be developed on a structural basis.

Map



Description

In Mid-Norway (region Hitra/ Frøya) a lot of salmon is produced. As the flows are considerable, the opportunity arises to bundle the flows and consolidate them for transportation towards Zeebrugge.

The overall goal is to develop a balanced intermodal corridor between Hitra/ Frøya and Zeebrugge. A short sea shipping solution with RO/RO coasters has been investigated: 2000 Lane Meter (LM) vessels have the most potential and it allows an optimal use of the existing assets (current trailers of Norwegian logistic service providers).

General objectives

In a start-up phase it is important to create a mental shift: “Yes, short sea shipping is a viable alternative for road transportation” and establishing a connection between the Norwegian West Coast and Zeebrugge is a viable option.

As the new Coastal Port in Hitra is still under construction, a start-up scenario via other ports (Kristiansund-Risavika) is being investigated; however the structural scenario is to set up a new intermodal transport corridor from the new port in Hitra to Zeebrugge.



Process

- Market consultation and exploration;
- Logistics concept development;
- Detect return flows – Northbound;
- Development of the transport scenarios;
- Initiating shippers' community among salmon producers and initiating shippers' community among logistics service providers;
- Discuss logistic concept and scenarios;
- Fine tuning business case – indicative calculations;
- Pilot project time frame;
- Return workshop in Zeebrugge;
- Choice LSP/ Shipping Company by shipper's community and initiating pilot; ...

Results

The most important project results are the new insights in the potential (food) flows between Zeebrugge and Hitra. An in-depth and solid business case has been worked out, taking into account different scenario's in with respect to volumes (fresh salmon, dried cod fish, vegetables), sailing speed, handling speed of RO/RO-trailers; competitiveness of SSS in comparison to road transportation prices.

A business case calculation tool has been developed, based on actual market information. It calculates the different potential scenarios and helps in the decision making process, especially focussing on the shippers.

Lessons learned

1. Setting up a new corridor (logistics SSS service) is time consuming and extremely challenging;
2. A well-considered combination of content and process skills is absolutely required;
3. Working out an integrated total logistics concept / offering is crucial for the shippers, only a SSS solution is not enough for receiving commitment;
4. A constant focus on the win for each stakeholder is of crucial importance.

Case initiated by



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Full corridor report is available on www.food-port.eu/downloads