



Corridor

Scandinavia platform - setting up a food corridor

West Flanders - Västra Götaland

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

The overall goal is twofold:

1. To develop a balanced intermodal short sea corridor for food products between West Flanders and Region Västra Götaland;
2. To create an integrated logistics platform both in West Flanders and Västra Götaland sustainably connected via an intermodal short sea corridor between Port of Zeebrugge and Port of Göteborg.

General objectives

During the start-up phase, the pilot focusses on strengthening the existing intermodal short sea corridor between Zeebrugge and Göteborg and this more specifically with respect to food products. During this phase it is important to create a mental shift: “Yes, short sea shipping is a viable alternative for road transportation regarding food products (ambient, fresh and frozen)” and “It can be competitive regarding price, service and sustainability.”.

In a second phase, we will focus on strengthening two integrated logistics platforms both in Zeebrugge and in Håby, with a dedicated approach for food products and added value for shippers, logistics service providers and retailers i.e. a distribution process with chain optimization, vertically integrated and with horizontal consolidation.



Process

- Market consultation and exploration;
- Logistic concept development;
- Detect return flows – Northbound;
- Development of a structural short sea transport scenario;
- Initiating shippers' community food (West Flemish) producers. Discuss short sea transport concept;
- Fine tuning business case – indicative calculations;
- Pilot project time frame;
- Initiating pilot;
- Evaluating pilot;
- Establish Scandinavian work shop in Zeebrugge;
- Expanding pilot to Belgian and Swedish retailers by initiating shippers' community for Belgian and Swedish retailers.

Results

- Receiving insights in the potential (food) flows between West Flanders and Göteborg / Håby region;
- Shifting temperature controlled cargo from road to SSS: making the existing port-to-port corridor between Zeebrugge and Göteborg more diversified and thus competitive;
- Elaborate an in-depth and well-considered business case taking into account different scenario's regarding volumes; impact of 45ft. Reefer units instead 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 process, especially focussing on the shippers.

Lessons learned

1. Setting up a new logistics concept (a joint platform) is time consuming and above all extremely challenging;
2. A step-by-step approach is of crucial importance – first learn how to walk before you can run:
 - First work out a pilot case (test and evaluate!) of a SSS corridor;
 - Then work out a pilot case (again test and evaluate!) regarding a joint logistics platform;
3. A well-considered combination of content and process skills is absolutely required;
4. A constant focus on the win for each stakeholder is of crucial importance.

Case initiated by



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