

Marco Polo

by Christopher Thomas

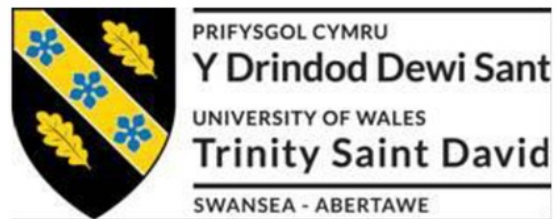
Submission date: 18-Mar-2019 08:46PM (UTC+0000)

Submission ID: 102663543

File name: 4931_Christopher_Thomas_Marco_Polo_162355_2051214217.docx (731.1K)

Word count: 3125

Character count: 17884



Christopher Thomas

P151891

Service logistics

Carl singleton

Does the EU Marco Polo program encourage a modal shift in the movement of freight?

1.0 Introduction

The report will first look at Contextualizing sustainability, and a good place to start was the Brundtland report as Un-documents.net (2019) will explain it was the first look towards sustainable development, and the objectives of the report, which shows many similarities with the spheres of sustainability. After the report on sustainable development Aei.pitt.edu (2019) shows many more reports followed including the European common transport policy, which sets out aims including a plan to stop lorries running empty. The second document will explain how Europe is committed to a shift in mode of transport, not only benefiting companies, but society through more options and competitive prices on air travel.

The Marco Polo program encourages companies to be innovative when it comes to being sustainable through a subsidy scheme, as Ec. europa.eu (2019) explains the program objective is to ease freight transport on the roads of Europe. The program has had many success stories since its induction. To be eligible for funding there are five routes a company can go, which are discussed in more detail in the report. One of those categories is the motorways of the sea, which can help reduce congestion and avoid any potential bottlenecks as discussed by Lkw-walter.com (2019) and Guardian (2019) in regards to French restriction on driving, and the 1999 Alps tunnel fire.

The next section will look at projects which have proven to be a success with the help of the program, such as RO-RO past France. Which will help explain how the bottleneck of French driving restrictions can be avoided with the introduction of a service that carries unaccompanied trailers. Figure 3 helps show how the use of this type of service is at its highest since the recession in 2008. Another positive project came in the form of Shortsea XML, which set out a goal to help standardised shipping messages, and help reduce the overall costs.

With many projects being successful the report will discuss how the program has limitations such as the amount of emissions saved from Marco Polo I and

Good Intro.

2.0 Contextualizing sustainability

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”
(Un-documents.net, 2019)

As discovered by Un-documents.net (2019) In 1987 former Norwegian Prime Minister Gro Harlem Brundtland produced a report was the first movement towards a shift in global sustainable development, called the Report of the World Commission on Environment and Development: Our Common Future. The 300-page report sets out an agenda which is;

1. to recommend long-term environmental approaches for achieving sustainable development by the year 2000 and beyond.
2. The report is also meant to aid countries of different development and economical standing to work together to achieve their environmental goals together.
3. To contemplate strategies so that the international community can deal with any environmental concern.
4. Finally, help define a shared perception of any detrimental long term environmental issues, alone with a plan to combat any problems successfully therefore enhancing the global environment.

3.0 Three spheres of sustainability

As shown in figure 1 below there are three factors in becoming sustainable; social, economic, and environmental.

1. **Social** – as INSS (2019) social sustainability is defined as;

Social sustainability occurs when the formal and informal processes, systems, structures and relationships actively support the capacity of current and future generations to create healthy and livable communities. Socially sustainable communities are equitable,

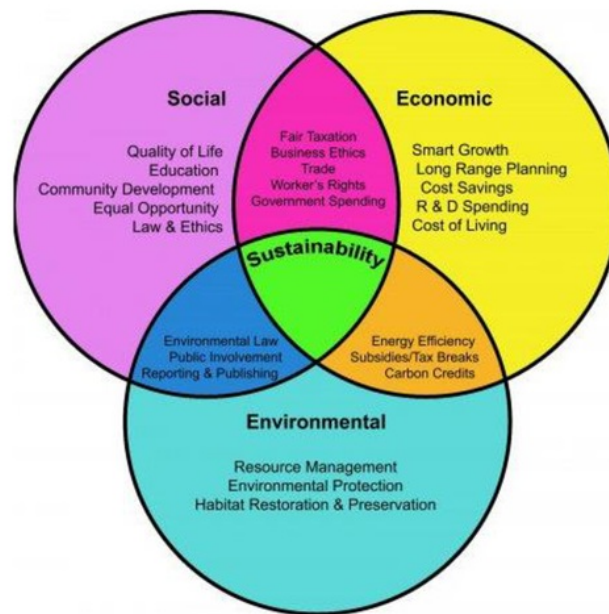
diverse, connected and democratic and provide a good quality of life (INSS, 2019).

This includes the availability of key services such as health care, education and transport.

2. **Economic** – a good example of a company becoming more sustainable can be seen if a company was using the method of just in time as a way of production, and with the growing concern over congestion there may be financial penalties for any late deliveries.
3. **Environmental** – as discussed by Wong, Trautrim and Grant (2017) the responsibility of the environment is a task every person should take, none the less there are a number of strategies that can help reduce the problem. They explain one solution is to move current freight mainly road onto an alternate mode such as rail, or water, nevertheless there has been some neglect in such areas and is in need of investment. López-Navarro (2019) describes the effects of globalization has made a higher demand on production, and with many organisation operating a just in time system a greater pressure is placed upon transportation, which is having a significant impact on the environment.

Three spheres of sustainability

(figure 1)



Good point

(price, price and profile, 2019)

4.0 Common transport policy

As Aei.pitt.edu (2019) The first steps made by the European union in terms transport development came in 1992 when a white paper was published. The aim of the paper was to assess the opening of the European transport market. The paper discussed that there was once a time when all lorries after making a delivery within the EU had to legally return empty, they can now pick up and deliver to other member states without any restrictions. The paper also discusses how air transport has been open to competition leading the EU to

having the best safety levels in the world, which has benefited consumers by increasing their personal mobility, which was helped by the reduction of the cost of flying and the increases of locations available.

The second white paper was published in 2001 titled; European transport policy for 2010: time to decide. This document main focus is on a modal shift. As the documents discusses that shifting the balance between each mode requires looking beyond its current position. The use of water based transport is nothing new in Europe after all major cities and towns were born on rivers, and estuaries, also leading large trade fairs being held in the middle ages at large sea ports having an economical benefit. Even though rail is cheap and has a smaller impact to the environment than road usage the paper discusses that the lack of connections between each mode is a missing link which is hindering its adoption. This is not helped by people becoming more reliant on fast delivery, and a shortage of sailors which since the 1980's there has been a decrease of 40 percent leading to a shortage of 36,000 merchant officers. The paper also discusses that the European union receives two billion tons of goods from the global market, on contrast there has not been the same growth in cabotage between European countries, even though it would ease congestion particularity by avoiding the Alps and the Pyrenees. The white papers proposal is to launch a large scale program to help with intermodal switch through initiatives until they are commercially viable, this program is called Marco Polo.

5.0 Marco Polo

As discovered in Ec.europa.eu (2019) The Marco Polo aim is to road congestion throughout the union, and by doing so prompting a switch to a greener more sustainable transport for European freight traffic. The program has discovered that there is capacity on other modes of transport such as; Rail, Sea-routes and inland waterways, and any company that takes the opportunity can seek funding from the program, and from the beginning of the program more than 500 companies has benefited. It should be remembered that to get funding the

project has to be a cross border route. The program has set out five funding categories that a company can get funding for. They are as stated below;

1. Modal shifts from road to rail and waterborne systems

Factor 1

will look at a company's intentions on moving freight. As discovered most of the applications submitted are for a direct change of mode of transport, but the program is not against inter-modal projects.

2. Catalyst actions which promote modal shift

This aspect of selection looks towards how innovative the applying companies are being. As Ec.europa.eu (2019) explained that there must be some sort of technology being used to encourage and aid the modal shift.

3. Motorways of the sea between major ports

As discovered by Europarl.europa.eu (2019) over 3 billion tonnes per year pass through European ports, which is vitally important for international trade, and also within the union. It is explained that the characteristics of the ports, which would include standardised equipment throughout all ports, also the way goods are transported in a container which is helped with ISO 6346:1995 which standardised the shipping container as discovered in Iso.org (2019), and of the infrastructure linking ports is very important if there is to be a shift to this mode of transport. The Marco Polo program in regards to the motorway of the sea offer efficient ways Good point big volume of freight onto ships, and to ease congestion.

4. Traffic avoidance

As stated the program believes that the cleanest journey is the one that does not happen, therefore the program seeks to fund project which plan on reducing, or avoiding congestion completely.

One example of this can be to avoid empty running when possible. Ec. europa.eu (2019) explains that for every 25 KM avoided

Good point

5. Common learning actions

Unlike the other categories that focus on being innovative to gain funding the common learning action helps projects improve their understanding towards shifting to a different mode, and has different conditions when applying.

6.o Motorways of the sea

Ectri.org (2019) explains that the term motorways of the sea are relatively new, and its meaning is to avoid any bottlenecks that may arise around the Alps and Pyrenees, and act as a substitute for land, or to help avoid troublesome areas, and to help countries that are within the EU, but can only be reached by sea such as the United Kingdom. As discussed one of the objectives is to avoid any bottleneck that may present itself. An event such as the Mont Blanc tunnel fire in 1999 in which 35 people died. As shown in the Guardian (2019) At the time of the fire there was a truck with flammable liquid, which could have fueled the fire. In 1998 766,000 lorries used the route, which links France with Italy, and it is becoming implausible to continue to allow heavy good vehicles said Michel Charlet, the mayor of Chamonix. Many countries in Europe look to ease congestion on weekends as Lkw-walter.com (2019) explains. France has a driving ban which starts on 10pm Saturday night and is in operation for 24 hours for most heavy goods vehicles over the weight of 7.5 tonnes. The motorways of the sea offer a possible alternative, as shown by Ec. europa.eu (2019) in figure 2 below.

spelling

7.0 Roll on – roll off past France

(figure 2)



(Ec. europa.eu, 2019)

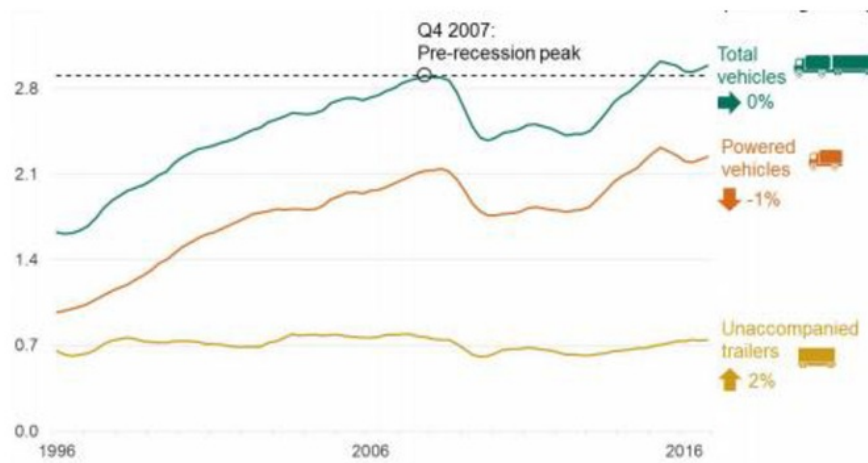
As shown in figure 2 above the Marco polo program named Ro-Ro Past France, which had a program grant in the period of September 2007 to December 2011. The white line through France show the route a lorry would travel through France, with the alternative being on water through the English Channel, and into the Bay of Biscay. The ship has the capacity of carrying 200 unaccompanied trailers. Which Ec. europa.eu (2019) explained did not come with problems. Many of the trailers were not properly equipped for the journey, in regards to ferry eyes, which is used to secure the trailer while in transit. The program also ensured that all of the companies using the service would be well educated in its functions. Through the duration of the program there has been many benefits seen, including the reduction of goods shifted off the roads of Europe with a total of 8.4 billion tonne – kilometers, with an average of 4.3 billion over the duration of the program with an estimated environmental benefit of 211 million euros. A

Good point

Assets.publishing.service.gov.uk (2019) figure 3 below shows since the recession in 2008 unaccompanied trailers are at their highest.

Road goods vehicles travelling from Great Britain to mainland Europe, rolling 12-month totals to December 2016

(figure 3)



(Assets.publishing.service.gov.uk, 2019)

8.0 Shortsea XML

Very much like incoterms which are used as a set of pre-determined commercial terms which help bridge the gap between languages, the Short Sea XML project, which is fronted by NorStella a Norwegian non-profit organisation, which gained funding through the common learning category has standardised the way all of its users communicate to facilitate the exchange of data, leading to a better level of service and reducing costs. Ec. europa.eu (2019) explained that the cost of administrative paperwork can account for 30 percent of the overall fee, and developing a e-solutions became an obvious step in the correct direction. Not only did they help reduce the cost of shipping, but being innovative,

and getting funding through the program exposed the company to clients it would not usually meet, and helped grow their brand. They now have 27 partners in eight countries.

9.o Limitations of the Marco Polo program

According to Ec. europa.eu (2019) and Eca.europa.eu (2019) found that the programs were ineffective, and did not achieve the set targets, and had minimal impact in moving freight away from the roads. It should also be remembered that there is no data to assess in regards to it environmental impact, congestion and improving safety Good point

TARGETED, COMMITTED AND REPORTED VOLUMES OF FREIGHT
SHIFTED FROM THE ROAD BY THE MARCO POLO PROGRAMMES IN
BILLION TKM

(figure 4)

	Annual target	Committed shift ²	Reported shift (by EACI)	% achieved ¹
MP I				
2003	12,00	12,40	7,25	58,51
2004	12,00	14,38	6,33	43,99
2005	12,00	9,53	4,95	51,94
2006	12,00	11,40	3,55	31,17
MP I Total	48,00	47,71	22,08	46,28
	average for MP I			46,00
MP II	4			
2007	20,50	27,83	10,02	36,00
2008	20,50	16,33	3,40	20,82
2009	20,50	15,68	2,82	17,98
2010	20,50	14,15	3,40	24,03
2011	20,50	13,70	0,00	0,00
MP II 2007–11	102,50	87,69	19,64	22,40
	average for MP II 2007–10 (31.12.2012)			19,16
Grand total	150,50	135,40	41,72	

(Ec. europa.eu, 2019)

Figure 4 shows how both Marco Polo programs failed to reach its desired reduction in Tonne-kilometer, and as the documents states the program anticipated to at least reach its annual target, which it fell short every year. The data for Marco Polo I shows that the program removed 1,230,000 journeys of 1,000 km each with a payload of 18 tons which was not even half of it. Good analysis

9.1 Deadweight

as Eca.europa.eu (2019) explains the term deadweight is used to describe projects which received funding from the program, but would have made the same choices in its absence. The impact of this is that any reduction cannot be credited to the program, because it would have been achieved nevertheless, and the subsidy paid has no impact. As Ec.europa.eu (2019) shows results of a survey where 33 respondents gave their view on beneficiaries. 14 of the 33 said the project would have proceeded without funding. The European commission were aware that the program had many shortfalls, however the program has been useful for the transport sector to test new innovative solutions to help with the modal shift.

10.0 Conclusion

As discussed in this report sustainability was first discussed in the Brundtland report, and later on the European union produced white papers which helped companies become more sustainable which was shown in Aei.pitt.edu (2019) when the European union withdrew restriction on returning lorry's so that they could reduce their time running empty. The white paper of 1992 on European transport also targeted every member of society by enforcing safety levels that have not been seen before, this gave the public faith in flying and has greatly improved one's mobility.

The second white paper aimed to shift freight off the roads onto a more sustainable mode of transport, which as discovered this way of thinking is nothing new for hundreds of years' rivers and ports have been areas which thrived off trade brought in by water, and many of those locations are still around today. even though many believe the answer lies in water based transport there is now a shortfall in qualified merchant sailors of 36,000.

The Marco Polo is a program which this report shows have been a big factor in companies shifting mode, or improving their knowledge of sustainability as discussed by Ec. europa.eu (2019) more than 500 companies have benefited by the subsidy program. As the report points out there are five categories for funding. One of which being motorways of the sea, which Ectri.org (2019) express that the tern can mean to avoid any potential bottleneck in forms of delays, which Guardian (2019) and Lkw-walter.com (2019) showed such events by discussing the restrictions on French driving hours on weekends and an unfortunate fire in the Alps. Ec. europa.eu (2019) showed the ro-ro past France can still enable companies to avoid France and continue traveling without delay, which could be important depending on the cargo. Another potential bottleneck can be paper work especially when dealing with the language barrier. Ec. europa.eu (2019) discussed a solution to standardised all messages leading to smother communication of data, which help reduce costs and improve services.

Ec. europa.eu (2019) and Eca.europa.eu (2019) discovered that the Marco Polo have failed in many ways, such as it commitment to its annual target towards tonne kilometer which is shown in figure 4, where the program failed to reach its target from 2003 to 2011. Another failing the European court of auditors found that the program had deadweight which adjusted the results of the program.

References

Aei.pitt.edu. (2019). [online] Available at:

http://aei.pitt.edu/1139/1/growth_wp_COM_93_700_Parts_A_B.pdf [Accessed 3 Mar. 2019].

Assets.publishing.service.gov.uk. (2019). [online] Available at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/592505/roro-october-to-december-2016.pdf [Accessed 4 Mar. 2019].

Ec.europa.eu. (2019). [online] Available at:

https://ec.europa.eu/transport/marcopolo/files/calls/docs/faq/faq_mp_programme_updated_for_call2013_july2013.pdf [Accessed 3 Mar. 2019].

Ec.europa.eu. (2019). [online] Available at:

https://ec.europa.eu/transport/sites/transport/files/facts-fundings/evaluations/doc/2011_marco-polo-programme-2003-2010.pdf [Accessed 3 Mar. 2019].

Ec.europa.eu. (2019). [online] Available at:

https://ec.europa.eu/transport/marcopolo/files/success-stories/motorways_of_the_sea_ro_ro_past_france_en.pdf [Accessed 3 Mar. 2019].

Ec.europa.eu. (2019). [online] Available at:

https://ec.europa.eu/transport/marcopolo/files/success-stories/common_learning_short_sea_xml_en.pdf [Accessed 4 Mar. 2019].

Ec.europa.eu. (2019). [online] Available at:
https://ec.europa.eu/transport/sites/transport/files/facts-fundings/evaluations/doc/2011_marco-polo-programme-2003-2010.pdf [Accessed 1 Mar. 2019].

Ec.europa.eu. (2019). About the programme - Transport - Marco Polo. [online] Available at: https://ec.europa.eu/transport/marcopolo/about/index_en.htm [Accessed 4 Mar. 2019].

Eca.europa.eu. (2019). [online] Available at:
https://www.eca.europa.eu/Lists/ECADocuments/SR13_03/SR13_03_EN.PDF [Accessed 2 Mar. 2019].

Ectri.org. (2019). [online] Available at: <https://ectri.org/YRS05/Papiers/Session-2ter/haralampous.pdf> [Accessed 3 Mar. 2019].

e-puertobilbao. (2019). Completion of first phase of project to develop standardised messages for Short Sea Shipping - e-puertobilbao. [online] Available at:
<https://www.epuertobilbao.com/en/completion-of-first-phase-of-project-to-develop-standardised-messages-for-short-sea-shipping/> [Accessed 2 Mar. 2019].

Europarl.europa.eu. (2019). [online] Available at:
[http://www.europarl.europa.eu/RegData/etudes/STUD/2015/540350/IPOL_STU\(2015\)540350_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/STUD/2015/540350/IPOL_STU(2015)540350_EN.pdf) [Accessed 3 Mar. 2019].

INSS. (2019). Defining social sustainability. [online] Available at: <https://pages.uncc.edu/inss/what-is-social-sustainability/> [Accessed 1 Mar. 2019].

Iso.org. (2019). [online] Available at: <https://www.iso.org/obp/ui/#iso:std:20453:en> [Accessed 4 Mar. 2019].

Lkw-walter.com. (2019). Public holidays with driving ban - LKW WALTER. [online] Available at: <http://www.lkw-walter.com/en/carrier/useful-info/public-holidays-with-driving-ban> [Accessed 3 Mar. 2019].

López-Navarro, M. (2019). Environmental Factors and Intermodal Freight Transportation: Analysis of the Decision Bases in the Case of Spanish Motorways of the Sea.

price, s., price, s. and profile, V. (2019). Blog Post 6 - The Three Spheres of Sustainability. [online] Shawnpricedpp.blogspot.com. Available at: <http://shawnpricedpp.blogspot.com/2014/02/blog-post-6-three-spheres-of.html> [Accessed 1 Mar. 2019].

the Guardian. (2019). 35 die, 1 Briton missing in Mont Blanc tunnel fire. [online] Available at: <https://www.theguardian.com/world/1999/mar/27/6> [Accessed 3 Mar. 2019].

Un-documents.net. (2019). [online] Available at: <http://www.un-documents.net/our-common-future.pdf> [Accessed 1 Mar. 2019].

Wong, C., Trautrim, A. and Grant, D. (2017). Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management. Kogan Page, pp.53-54.

FINAL GRADE

65/100

GENERAL COMMENTS

Instructor

Very well-researched and good use of information.

A sound appreciation of Marco Polo demonstrated with good knowledge and understanding.

Good analysis but discussion of key arguments could have been developed further to achieve higher marks in the area. Nevertheless, the report arrives at a good conclusion from the research conducted.

Well structured and presented. Arguments conveyed inn a clear, coherent manner.

Good work, well done.

PAGE 1

PAGE 2



Good Intro.
Good introduction

PAGE 3

PAGE 4

PAGE 5



Good point
Good point

QM

Good point

Good point

QM

Good point

Good point

QM

spelling

spelling

Additional Comment occur

QM

Good point

Good point

QM

Good point

Good point

QM

Good analysis

Good analysis

