

Marco Polo

by Elliot William Allsop

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Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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International Logistics

Carl Singleton

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1 Introduction to Marco Polo

The Marco Polo programme was launched in 2003 to encourage/legislate more intramodality transport from road to others such as sea, air and waterborne transport methods. By doing so businesses could receive funding from the European union for shifting modes of transport as it was a more sustainable move and cleaner for the environment (Ec.europa.eu, 2019). Typically, a way to incentivize transporters to shift towards less congesting transport methods and with this came other Good point ts such as less pollution, increased economy and efficiency essentially (Efta.int, 2019).

It followed two years after the white paper on transport was released in 2001 which also proposed at aiming to increase intermodal shift in transport methods, by essentially refining and ensuring the European transport system was also capable of these intentions Mobility and Transport – (European Commission, 2019). There were “60 measures” proposed by the European commission to combat the effects spurred from road transport including heavy congestion and pollution ideally being the main issue to rectify or at least reduce. Mitigation areas to target the problem were to “revitalise the railways, controlling the airborne growth” as well as promoting more seaborne transport and inland water ways and essentially increase overall transport modal shifts.

The Marco Polo programme is continually revised at specified intervals to ensure targets are being met and to keep up with the latest statistics. Whilst keeping in mind the forever changing climate, which has a knock-on effect with the ever-increasing pollution. Evidentially being revised in 2006 and 2013 for the second instalments of the program which will have more up to date and revised facts and principles to adhere to (Welcomeurope.com, 2019). Europa.EU also logically indicates that one main reason for Europe’s road system becoming so congested is essentially down to not exploring or adopting the other modes of transport and so are only now switching to these cost-saving, more eco-friendly modes to mitigate a forever increasing issue.

2 Our Common Future- 1987 (The Brundtland Report)

Despite the Marco Polo programmes now taking more of the focus within today's society there was however a prequel report beforehand. The Brundtland report was produced by the World Commission on Environment and development (WCED) and was released in 1987. This was because new generations had become more aware of the ever-increasing environmental worries. It was essentially the beginning of a new era that focused more towards the sustainable side of development rather than only developing the world. This is because vast development was impacting the world detrimentally (Encyclopaedia Britannica, 2019). It is also called our common future and it was developed to understand and comprehend the factors that contributed to environmental degradation. These mainly focused on the depletion of the Ozone layer and increasing levels of the earth's temperature, more commonly referred to as global warming. As well as "deforestation, species loss, toxic wastes" (Agnt.org, 2019).

2.1 Main Polluters

Other tasks involved with the Brundtland founders were to increase the knowledge of the concept essentially and incorporate its understanding and procedures within other countries to encourage knowledge of resource use and developing processes in which all countries could adopt to suit the needs of their own whilst sustaining growth. It identified that the increased degradation of the land and environment was not due to the increasing human population especially in poorer countries. It was essentially those who were richer or of middle-class life whom were and currently still increase global warming and damage the environment because of using fossil fuels (Union of Concerned Scientists 1999). The issue only came to light due to the amounts of natural resources being depleted because of the rapid development, essentially being unsustainable due to the speed of infrastructure being produced in the industrial world. Especially in terms of transport in this case.

2.2 Thought for the Future

Another reflective approach on the report was essentially to maintain a stable world via the environment and other contributing factors to ensure a healthy life currently as well as for those of future generations too. Idealistically the great impact that this report has had on society is that there is more of a sustainable mindset approach to how things are undertaken in today's world. As if this is not the case then individual or offenders who avoid being somewhat sustainable and knowingly pollute the environment will eventually be penalized when caught. Since there are stricter laws and regulations that need to be followed. Which means great news for the environmentalists as the earth will live another day in an ideal perception and be able to sustain future generations to come by mitigating highly pollutive road freight.

3 The White Paper 2001

Looking at the contents list of the white paper (Figure 1) there were great intentions to drastically reduce road transport for the better from a relatively early perspective. As well as trying to positively increase mindset for more sustainable and less costing methods of transport such as sea and airborne.

https://ec.europa.eu/transport/sites/transport/files/themes/strategies/doc/2001_white_paper/lb_com_2001_0370_en.pdf

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Figure 1

Source: <https://ec.europa.eu/transport>, (2019)

3.1 Main Contributors

So perceptibly one of the main reasons behind the release of the Marco Polo programme in 2003 was to essentially mitigate the forever rising emission levels into the environment, it was noted that from a transport vision that road haulage was a large contributing factor in tremendously high levels of pollution which still is and would have been a valid point to notice at the time. It can be noted from the following article from (The Independent, 2019) which also highlights how contradicting that the government continues to destroy natural land to produce road infrastructure still. Also, the congestion it caused which would have a chain reaction essentially due to the fact road users would basically be on the road for longer journeys which would increase levels of pollution further (European Environment Agency, 2019). So, the main aim was to move away, or some may consider to at least use road haulage as a last resort and use more sustainable, less pollutive sources of transport primarily air, sea or rail. Maybe even using road transport for the last few miles of delivery fundamentally as sometimes this is unavoidable due to remote areas and the price of it being flown in with today's specialised technology is not comprehensible to those with less finances essentially and additionally more could go wrong for example if using next generation drones which Amazon hinted at. However, there is a lot of controversy regarding this with multiple issues. Such as being hit by birds or even disrupting flights etc.

4 Contribution to Pollution

Chart — Contribution of the transport sector to total emissions of the main air pollutants

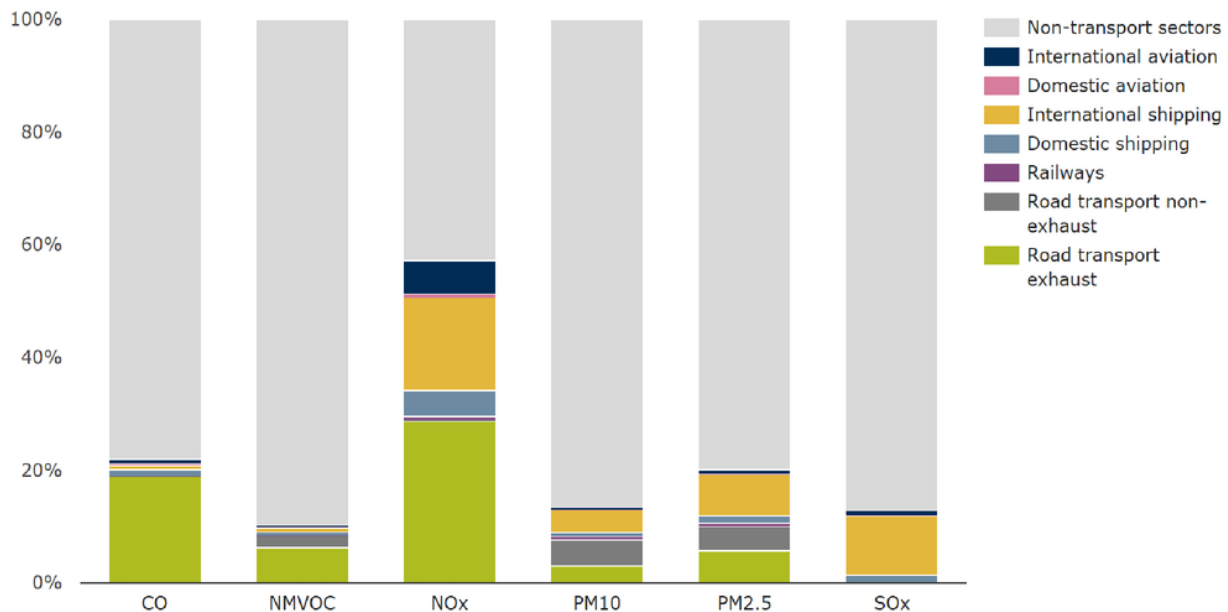


Figure 2

Source: (European Environment Agency, 2019)

It can be seen rather clearly that road transport has a detrimental effect on the environment with the pollutive gases it emits compared to the likes of domestic aviation and railway shipping, however domestic aviation is not respectable in some instances either as it can be seen by the yellow segments. It is also the biggest polluter for the two commonly known as well as damaging greenhouse gases Carbon Monoxide and Nitrous Oxides, these are known to be heavily emitted by diesel engines alongside other equally damaging gases (Union of Concerned Scientists, 2019). So, these statistics or similarly to this would have posed the great need for some strategic plan or project to be developed to combat the forever growing and damaging problem caused by us essentially. That's where the European commission came in with the Marco Polo programme which has been effective to date overall.

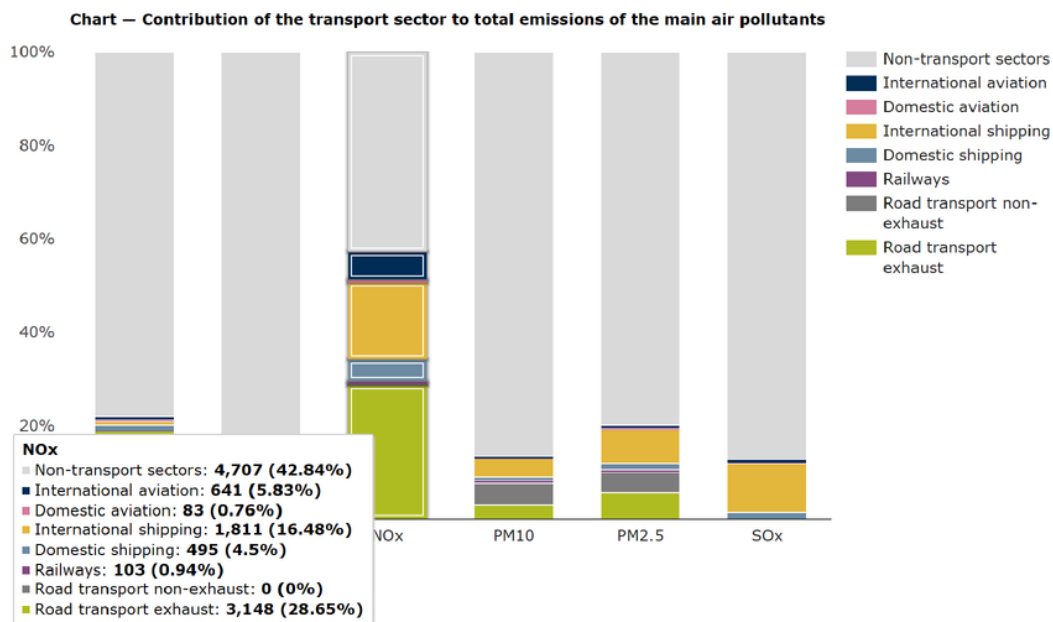


Figure 3

Source: (European Environment Agency, 2019)

This just puts it into perspective (figure 3) of how highly pollutive road freight is and if you recollect, it is rather noticeable that there are lots of lorries, wagons and trucks on the roads daily and this is severely impacting the environment as well as causing lots of congestion too. Hence the purpose of the White Paper and now the recently refined Marco Polo two Programme. Additionally, although non-transport sectors are the highest contributors they are irrelevant due to being non-related to transport. It is very clear to see why road freight has been targeted as it is a very unhealthy polluter as some of it will also come under international shipping too. Since it will usually be completed by the cheapest price by far and sometimes road freight will qualify in parts of it or it will be a mixture of sea, air and road transport. In addition to the above, due to it being [somewhat outdated](#) [explanation required](#) information it does pose a worry of what the actual figures are in the present, this is because there a lot more shipping or transport happening now than ever before. So, it would be hoped that most businesses are adhering to the Marco Polo two programme as required. This is what will be found out later in this report.

4.1 Revitalising Infrastructure

Existing structure there for inland waterways etc so wouldn't be too costly switching to airborne and waterborne means. Support Consumers essentially becoming needier, so this will always increase transport needs, but this needs to be prioritised otherwise roads will always be clogged up essentially and the answer isn't always increasing the infrastructure as this can also be pollutive and so inevitably not resolving or environmentally benefiting the situation. The purpose was to ideally implement a mindset of sustainable development as well and maybe paint an ideal setting for future generations to adopt. By releasing this programme, it does show consideration from a heavily environmental perspective as well economically and socially. Which a lot of followers will appreciate heavily especially in terms of conserving the planet and reducing emissions.

4.2 Regulations

Look at the penalties and appraise them in intermodal shifting. i.e. how they served their purpose in decreasing road transport.

Within the original White Paper document, it enlists regulations to mitigate or positively work towards reducing road freight or even limit at peak travel times. These regulations although seem simple are also produced in terms of increasing safety too and are as follows:

- Capping driving hours to 48 per week
- Weekend bans on lorries
- Introducing legislative “Drivers certificate”
- Initial and ongoing regular training of goods and people drivers

Mobility and Transport - European Commission, (2019)

Although these may not seem directly linked to shifting road freight to air or sea. They do however initialise the limit of lorries or wagons on the roads therefore congesting less and less polluting to the planet and this can also be backup by the ongoing training so long as it provided by a credible company with ethical and sustainable behaviour. Essentially by improving driving skills to more sustainable driving essentially by maintaining speed limits, no aggressive driving or harsh breaking and so on (Matteroftrust.org, 2019).

4.3 Alternatives

Despite modal shift from road to more sustainable modes of transport such as rail, sea and air being the one of the many aims of the Marco Polo programme. There are other ways in which road freight can become or be made even more sustainable. Michelin tyres proves this when one of their relatively large customers Biker Group from the construction industry switches its tyre supplier and notices massive “savings of up to £80,000 a year on fuel costs and tyre-related downtime” which just speaks for itself as it indicates Michelins tyres are made from more longer lasting materials and are so good also saves motorists fuel (UK Haulier, 2019). Which pollutes the planet even more essentially as there will be less usage and demand for fuel as well as tyres. So essentially although the main objective is to essentially eradicate road freight as much as possible, there are however alternative ways to ensure it is at its most sustainable. In addition to this article states and verifies that Michelin had enough test data which showed the rolling resistance of the tyres and furthermore backed up the savings that could be made by using these tyres instead of cheaper, less efficient alternatives. Overall the Biker company has saved over “209 tonnes” in CO₂ emissions, which is a great stat to becoming more sustainable essentially.

4.4 Driver Behaviour

Again, although this document is looking at how effective Marco Polo programme has been, there is yet another element in which has been focused on a lot in respect of fuel, maintenance savings especially when associated with road freight and this is driver behaviour. Additionally, there are business who aim to make their road freight a lot more sustainable likewise in this news article by The East Anglian Times (Vincent, 2019). Anglia freight in Suffolk launched a driver reward system called ProDriver in which the more sensible the drive the more incentives the driver got. It was developed to attract, train and rewards good drivers. The whole aim for the projects is to become safer as well as more efficient and by doing so this will have had less effect on the environment. The rewards are “enhanced rate of hourly pay, once performance and safety requirements have been achieved each month”.

5 Modal Shift Success

So, after all the developing of The Brundtland, The White paper and especially the Marco Polo 1 & 2 there has been increased modal shift with incentivisation from the Marco Polo grant which can be seen in the following article (Ec.europa.eu, 2019). It is very clear to see from this article that Marco Polo had hit home explanation required companies or at least the mindset to becoming more sustainable had due to the cooperation of “125 projects” during the first phase of Marco Polo. It does go to show that a lot of companies do care about their corporate sustainability as well as the environment of course. In addition to this the funding from the Marco Polo grant may have aided the transition from one modal freight to another as it would have been very costly to do so without it. In addition to this the it was stated that “losses incurred during the start-up period can be covered by the Marco Polo grant” which in turn pays for itself really, as businesses are essentially being rewarded or essentially backed up to turn more sustainable as this is what the project wants.

5.1 2007

Although during the second phase (Marco Polo 2) it is noticeable that there are less projects involved it was estimated that there would be approximately “54 billion tonnes less of road congestion” of freight congestion on the roads and this would also continue over the three years. Which if proven successful would be very astonishing as well as a great move towards sustainability and would also have less impact on the environment negatively. The other benefits that come with large scale results such as this are: less congestion on the roads, less pollution into the atmosphere and essentially this would affect the health of the public in great circumstances as less of these harmful and hazardous elements would be inhaled. In turn this would have less effect on the NHS etc. Further saving money as well as becoming more efficient for the forever developing world. Additionally, preserving the land and environment for future generations.

5.2 2010

The number of projects during the 2010 for Marco Polo have noticeably fell to just 32. It was also stated that only 26 of these were said to be modal Good pointd, however on an appraising note that the rest although were not too innovative they did ensure that procedures followed via road freight were increased in efficiency and more sustainable. Of these projects it was noted to be one “traffic avoidance route” and “motorway of the sea action”. This shows there was some thought to becoming more sustainable if some businesses couldn’t just move directly from road to rail, sea or air. Instead they compromised to avoid distributing at busy times and therefore pollute the environment less as well as congest the roads less too. As well as the motorway of the sea element who only used road freight as the last few miles as a final resort. Overall at least it reduced the amount of road freight that the company used, highlighting less usage of fossil fuels essentially. All this information can be seen in figure 4 below.

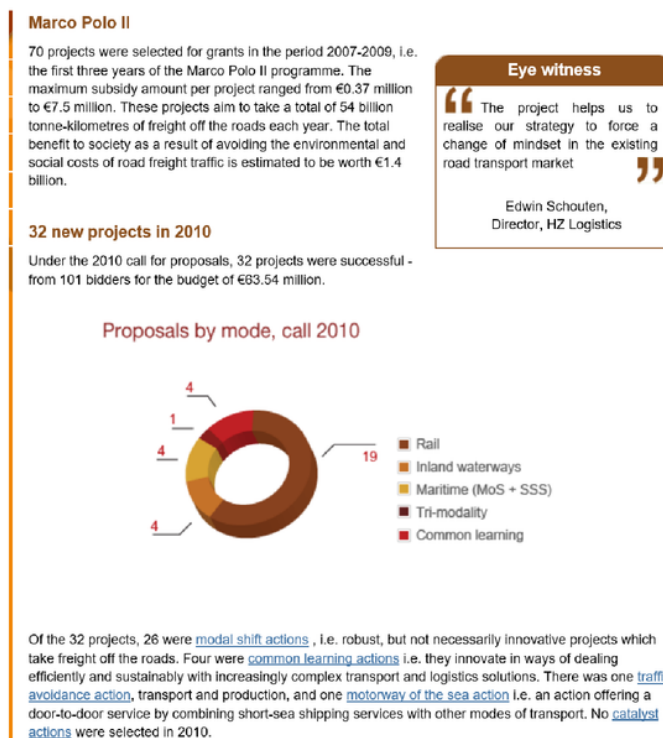


Figure 4

Source: <https://ec.europa.eu/transport/marcopolo>

6 Conclusion

It is very clear to see that from the early days that a sustainable mindset has been long waiting for developments in transportation to become more efficient and less pollutive (Encyclopaedia Britannica, 2019) along with other factors especially in the Brundland report, it was just a matter of time to implement policies and procedures in place to encourage those that highly pollute the environment to actually act upon themselves with a little support via funding. The Marco Polo therefore focused itself on mitigating one of the highly pollutive elements that being road freight (Efta, Good point). Therefore, the best way that European commission sought out to battle the forever popular road transport was to incentivise business to shift modes of transport essentially and so covered their initial losses in the transition using funding set aside in the Marco Polo grant, which explanation required (Welcomeurope.com, 2019) evidently sets out. It is clear to see that the Marco Polo programmes have been effective especially when reviewing Welcome Europe's findings. It is also clear to see that switching to rail was highly popular, this could be due to many reasons, however a high factor could be due to the infrastructure already being existent so less costs associate essentially. Another reason for this could be due to the rail network being so under used by freight companies which the Transport Network article highlights and so it may have proved advantageous to some businesses (Transport-network.co.uk, 2019). Even despite those business who cannot shift directly to other modes of freight transport, there have been other routes taken to ensure maximum efficiency and sustainability such as using higher quality tyres and enforcing sensible driving behaviour as talked about above (Matteroftrust.org, 2019) (UK Haulier, 2019).

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Good source 

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FINAL GRADE

45/100

GENERAL COMMENTS

Instructor

Well-researched but sources could be used more constructively to really address the question head-on. For instance, you have referenced the European Court of Auditors report from 2013 which assesses the success of Marco Polo so is absolutely critical to answering the question, but this is not discussed in the report or referenced in the conclusion.

A good knowledge and understanding of the topic demonstrated but more in depth reading of the sources identified would have led to a much better understanding.

Limited analysis. Conclusions are drawn on the success of Marco Polo from minimal discussion and analysis of the evidence presented. Important data / information is referred to without detailed discussion or comment.

Well referenced but structure could be improved to convey main arguments to the audience.

PAGE 1

PAGE 2

PAGE 3

QM

Good point

Good point



Comment 1

This is the wrong way around. Climate change is a consequence of increasing pollution levels.

PAGE 4

PAGE 5

QM

Good point

Good point

PAGE 6

PAGE 7

PAGE 8

PAGE 9

QM

explanation required

explanation required

Additional Comment

This needs to be expanded on as it's essential to answering the question

PAGE 10

QM

explanation required

explanation required

Additional Comment

When do these figures date from? This must be defined.

PAGE 11

QM

Support

Support Needed:

A well-written paper will include strong support for its thesis. Support for your thesis should come from primary (original documents, interviews, and personal experiences) and secondary (information that has been processed or interpreted by someone else) sources. To use your support effectively, you must elaborate upon the information, quotations, and examples taken from your sources and connect them to your thesis. It is also important to remember to cite the sources of the evidence and support you use in your paper.

PAGE 12

PAGE 13



explanation required

explanation required

Additional Comment

This needs to be discussed in more detail as it's essential to answering the question



Good point

Good point



Good point

Good point



explanation required

explanation required

Additional Comment

This must be discussed in greater detail because it's essential to answering the question



Good source

Good, reliable source

Additional Comment How has this source been used in the report? It says that the Marco Polo programme has not been successful? This is critical to answering the question effectively!