

# Strengthening Sustainable and Digital Trade Routes

## Online Workshop Sessions

As part of the project, a series of **10 online workshops** and **2 webinars for associations** will provide participants with continuous learning opportunities on **digitalisation** and **decarbonisation** trends, tailored to address the needs of the four Eastern Partnership (EaP) countries. These workshops will serve as a vital platform for exploring practical applications, innovative tools, and funding opportunities, ensuring the project's momentum between in-country sessions.

### Structure and General Description

The online workshops will cover a range of interconnected topics, delivered through **virtual sessions** designed to maximize engagement and interactivity. Each session will feature:

- Expert presentations on cutting-edge tools and strategies.
- Opportunities for collaboration through discussions.

### Target Audience:

The primary target audience of the online workshops includes:

- **Associations:** Public and business associations involved in freight transportation, logistics, customs, digital solution implementation, and process optimization. These include entities operating in both local and international markets.
- **Ministries' representatives:** Representatives from ministries responsible for freight transportation, communications, international trade, digitalisation, and transport decarbonisation, at both managerial and specialist levels.
- **Customs' representatives:** Specialists and managers responsible for innovation, digitalisation, and compliance with EU requirements.

Additional target audience includes:

- Negotiators for EU accession terms,
- Business representatives,
- Sustainability specialists and consultants,
- IT specialists.

### What Participants Will Gain:

By participating in the online workshops, attendees will:

- Develop a deep understanding of the latest **digital and green logistics trends**.
- Gain insights into tools and methodologies for **emissions reporting and reduction**.
- Learn how to leverage **EU funding opportunities** to drive innovation.
- Build connections with experts and peers across the EaP region and the EU, fostering collaboration for future projects.

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## Content of the Online Workshop Sessions

	PRELIMINARY DATES	WORKSHOP TOPICS
1.	29-01-2025	<p><b>Kick off session:</b> Introducing participants to the workshop content, working principles, and methods. Gathering participants' needs and expectations through interactive tools and discussions with moderators, ensuring alignment with the programme's objectives.</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Introduce the working practices, methods, workshop structure, and key themes.</li> <li>• Align participant expectations with the programme objectives.</li> <li>• Foster a collaborative environment for knowledge sharing.</li> </ul>
2.	12-02-2025	<p><b>The role of umbrella organisations and associations in driving the ecosystem towards digitalisation of logistics:</b> example of TIA and other umbrella organisations capacity building activities within transport and logistics sector.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Recognize the importance of associations in ecosystem development.</li> <li>• Explore best practices in capacity-building initiatives.</li> </ul>
3.	02-04-2025	<p><b>Case study of digital data exchange journey in Lithuania:</b> Overview of what legal requirements and amendments Lithuania undertook, which EU directives govern the switch to digital data exchange; how does the architecture appear and what was the role of NGOs, associations and businesses.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Understand the legal and regulatory steps for digitalisation.</li> <li>• Learn how stakeholders can collaborate to create digital ecosystems.</li> <li>• Gain insights into Lithuania's success and lessons applicable to other contexts.</li> </ul>
4.	16-04-2025	<p><b>eFTI and other EU initiatives to consolidate transport information data and exchange it among states and economic operators.</b></p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Understand the goals and structure of EU transport information initiatives.</li> <li>• Learn about data sharing between states and economic operators.</li> </ul>
5.	30-04-2025	<p><b>Demonstration of digital tools used in logistics and transportation,</b> show-case analysis of existing business models. Demonstration of eCMR solutions piloted and created across Northern Baltic corridor.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Explore the latest digital tools in logistics and transportation.</li> <li>• Analyze case studies of successful implementations.</li> </ul>
6.	14-05-2025	<p><b>Opportunities for R&amp;D and innovation funding for associations, NGOs and businesses of accession countries:</b> The role of consortiums, facilitating access to European innovation funding, state aid for nongovernmental organisations, associations and SMEs to facilitate access to EU R&amp;D financing. Overview of European investments (CEF and other instruments) into digital infrastructure of</p>

		logistics.
		<b>Learning Objectives:</b> <ul style="list-style-type: none"> <li>Identify key EU funding programmes (e.g., Horizon Europe, CEF) and their relevance to transport and logistics innovation.</li> <li>Understand the role of consortiums in accessing European innovation funding.</li> <li>Gain knowledge about securing state aid for NGOs, associations, and SMEs to support R&amp;D initiatives.</li> <li>Explore opportunities for European investments in digital logistics infrastructure.</li> </ul>
7.	28-05-2025	<b>Analysis of the activities how to digitise customs operations, overview of the European regulation towards digital customs operations.</b>
		<b>Learning Objectives:</b> <ul style="list-style-type: none"> <li>Understand the main steps for digitising customs operations.</li> <li>Gain insights into European policies governing digital customs.</li> </ul>
8.	17-09-2025	<b>Role of emissions reporting, Scope 1-3 reporting, methodology, benefits and requirements:</b> Why organisations should measure their GHG and what methodologies are currently available for businesses.
		<b>Learning Objectives:</b> <ul style="list-style-type: none"> <li>Understand the importance of emissions reporting for businesses.</li> <li>Explore methodologies for calculating and reporting emissions.</li> </ul>
9.	01-10-2025	<b>Presentation of CO2 reporting methodologies and the use of digital tools to estimate CO2 emissions</b> and ways to reduce them.
		<b>Learning Objectives:</b> <ul style="list-style-type: none"> <li>Gain familiarity with CO2 reporting tools and technologies.</li> <li>Learn actionable steps to reduce emissions in logistics.</li> </ul>
10.	10-12-2025	<b>Evaluation session:</b> Lessons learnt and next steps to be taken in fostering digitalisation in transport and logistics in EaP countries, building consortiums, applying for funding, and implementing projects.
		<b>Objectives:</b> <ul style="list-style-type: none"> <li>Summarise the workshops and key outcomes.</li> <li>Identify next steps for fostering digitalisation in transport and logistics in EaP countries.</li> <li>Gain insights into building consortiums, approaches to creating future collaborative projects, and understanding the process of applying for EU funding programmes.</li> </ul>

### Additional Workshops – Webinars for Associations

	PRELIMINARY DATES	WEBINAR TOPICS
1.	11-06-2025	<b>Webinar 1 for Associations.</b> Aimed at capacity building, knowledge transfer, and roadmapping activities between the offline workshops.
		<b>Learning Objectives:</b> <ul style="list-style-type: none"> <li>Strengthen knowledge in the digitalisation of transport and logistics.</li> <li>Build knowledge on creating roadmaps for activities in the transport and logistics sector.</li> </ul>
2.	04-09-2025	<b>Webinar 2 for Associations.</b> Aimed at capacity building and developing the action plan in between the offline workshops.
		<b>Learning Objectives:</b> <ul style="list-style-type: none"> <li>Strengthen skills in the digitalisation of transport and logistics.</li> <li>Share knowledge on developing tailored action plans for associations.</li> </ul>