

Strengthening Sustainable and Digital Trade Routes and Logistics Concepts Between Eastern Partnership Countries and with the EU



The Role of Umbrella Organisations and Associations in Driving the Ecosystem Towards Digitalisation of Logistics

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Driving the Ecosystem Towards Digitalisation of Logistics: Identifying the Most Important Steps



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Key Steps for Associations to Drive Digitalisation

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Establish collaborative environment

Orchestration among:

- Businesses
- Associations
- Different stakeholders of supply chain
- Government institutions
- International organisations
- Regional organisations

Means of establishing collaborative environment:

- Annual conferences
- Working groups
- Joint public-private sector strategy
- Creating a regular consulting body/expert group for steering government initiatives

Step 1

Create a strategy with your group

Where do you want to be in 5 years?

Make **strategy and objectives** achievable and clear. A **clear roadmap** should be developed as a result.

It has to answer: **what digital processes do you see most relevant and needed in the future?**

- **Analyze Current Processes:** Document existing workflows, data flows, and communication channels, highlighting inefficiencies and bottlenecks.
- **Assess Digital Maturity:** Evaluating the current level of digitalization across the ecosystem, identifying gaps in technology adoption and digital skills.

Strategic steps should entail actions for processes of:

1. B2B
2. B2G (Business to government)

Step 2

Track for B2B:

- **Evaluation: what digitalisation efforts can be carried out by businesses**
- **Education of digitalisation practices**
- **Good practice sharing**
- **Off the record breakfasts**
- **Lobby for financing incentives**
- **Enable testing environment member to member tool boxes, testing beds, etc.**

Track for B2G:

- **As is analysis:** Carry out regulatory evaluation, what data laws are missing
- **What does your country have approved for digitising:** eCMR, NCTS, EU negotiation process requirements, etc.
- **Carry out analysis of the most burdensome paperwork and regulation of transport**
- **Identify what policies can promote faster digitalisation**
- **Identify what international/regional cooperation activities could be carried out:** e.g. eCMR cross border pilot
- **Implement best practice adoption initiative:** e.g. digitalise local CMR for deliveries within the country, digital permits, tachograph checks, Customs single window, etc.

Agree on required funding

- Evaluate initiatives that require financing
- Identify sustainable sources of funding

Consider:

- Member fees
- International grants
- European commission neighborhood policy instruments
- Government funding
- Involve IT partners in your network

Step 3

Successful digital transition depends on the ability of logistics professionals to use new technologies effectively

Key Actions:

- **Promote Digital Literacy:** Raise awareness about the benefits of digitalization through seminars, conferences, and forums.
- **Showcase Success Stories:** Highlight examples of successful digitalization projects within the region and internationally.
- **Prepare educational material:** Create material that explains the importance of data sharing, and how to properly share data between all ecosystem participants.
- **Develop national digital training programs for logistics professionals and policymakers.**
- **Facilitate knowledge exchange programs between Eastern European countries and EU partners.**

Step 4

Building capacity and collaboration

Key Actions:

- **Partner with International Organizations:** Collaborate with international organizations (e.g., UNECE, World Bank, EU) to access expertise and funding.
- **Foster Regional Cooperation:** Promote regional cooperation among Eastern European countries to share best practices and develop joint initiatives.
- **Create a shared data environment:** advocate for a shared data environment, where all members of the ecosystem can have controlled access to data, to increase efficiency.

Step 5

Thank you!

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