

## D5.5 LIVING LABS COLLABORATIVE BUSINESS PARTNERSHIP REPORT

**Lead Beneficiary: GIVENTIS INTERNATIONAL BV**

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Summary of AEOLIX Deliverable 5.5  
AEOLIX Living Labs Collaborative Business Partnership Report

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This report describes the collaborative business partnerships formed by the AEOLIX Living Labs. As proposed and confirmed under the Grant Agreement, the AEOLIX concept will be verified by a number of strong user communities – the Living Labs – across Europe, who have identified concrete, urgent operational challenges that the innovative approach enabled by AEOLIX project seeks to address.

This verification of AEOLIX will occur through the conduct of 11 Living Lab (LL) trials or test cases, where the operational challenge is identified, the data gap and sources pinpointed per actor in the chain or unit of analysis, and the required data made available via the AEOLIX architecture. The challenges are being investigated can roughly be defined as being – respectively – hub, terminal and port oriented; supply chain visibility and vertical control oriented; or network level, horizontal collaboration oriented.

Each LL's challenge – as being explored under this phase – will have one or more of these orientations to address, where a lack of appropriate data availability and information exchange is a strong contributor to the challenges identified. We also expect to see a shift in the kinds of data exchange required and the level of intelligence to be developed within the Intelligent Dashboard, to provide the required functionality.

As the LLs develop more concrete perspectives as to the opportunities provided by AEOLIX, the focus will continue to be enhanced. In the implementation phase, as the LLs move to operationalizing their business partnerships, it is at this stage foreseen that the application of the AEOLIX concept will begin with the LLs oriented around hubs, ports and terminals, where the partners are physically close to each other and can confer intensively regarding the operational issues and information gaps to be addressed across multiple players. The sequencing of LLs to be supported progresses then to supply chain visibility and vertical control challenges, and lastly to the network level horizontal collaboration, depending on evolving perspectives and readiness.

The AEOLIX Living Lab Coordination Plan (D1.4) as submitted, seeks to ensure the controlled and consistent implementation of the LLs work package (WP) 5 (AEOLIX Verification with Living Labs), so as to obtain understandable and replicable results across the Project.

The main coordinating mechanism is the Living Lab Methodology, within which D5.5 represents part of the first analytical and preparatory phase. This ensures that each LL will – regardless of the specific context and content – work



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along the same dimensions and phases. The WP5 Tasks will be the same for each LL case to be examined, and the Task Deliverables will consolidate the results across the LLs as we have done in this document.

Each LL will operate by the standardized methodology, and will report accordingly for each Task and subtask. The methodology – as now being implemented - identifies the partners to join in the collaborative environment, the connectivity gap, the data needs as informed by the business needs within each LL situation, and will then implement the AEOLIX architecture in conjunction with the WP3 (AEOLIX IT Ecosystem) team.

The AEOLIX Living Lab Business Partnership Reports provides a view on where and how in each LL the partners seek to improve their logistics performance. Under the partnerships plans being developed they will identify the logistics partners to be involved, in levels of legal entity, unit, roles and functions; they will identify the flows between the parties to be analyzed and supported; they will identify the logistics modes, operators and routings, origin and destination for the part of the logistics process being considered.

These business partnerships, even as they are reported here, will continue to evolve regarding where the most impact can be made to the visibility on the supply chain being pursued. In many cases these involve multiple parties working together in a port community, which will continue to require consultations on each aspect of the partnership being pursued. In other cases where it involves private sector manufacturers and operators of rail and road transport systems, the lines are more direct but also more commercially sensitive. Thus, each LL will continue to evolve and subsequent Deliverables will highlight such updates, as appropriate.

