

Interview with Mr. Martin Brandt

1. You have already finished a survey about the best practices in 8 involved regions. What are the critical success factors of the project underlined by the partners?

The best practice collection specifically went for best practices in logistics policies. This covers a wide field of potential actions. The critical success factor can therefore in some cases be a very practical direct cooperation with SME's, in other cases establishing an indirect contact through a logistics competence centre, and then again to establish a regional framework to support or guide logistic development. I think a key success element for best practice policies is that the public sector has a realistic understanding of the logistics sector.

2. What benefits for SMEs have been identified in regions of best practices?

When it comes to logistics, especially to transport logistics, the public sector usually just looks at transport amounts, especially at the road transport created by logistics, and at the space consumed for logistics activities. This is mirrored against the number of jobs created and the amount of taxes paid.

Many of the best practice policies target at a more comprehensive view of the logistics work by public authorities and a better interface between logistics and politics as well as administration. One main point is to ease out unnecessary friction between the private and the public sector. Another point is to give tools to SME's which allow them to take part in larger operations, e.g. within the electronic organization of data flows in a harbour.

The SME's profit from specific training measures, a better understanding of their needs and in some cases from direct cooperation.

3. What criteria were taken into account by choosing 20 most suitable best practices?

The practice must involve a public policy, it must have a positive impact, must be viewed as sustainable and it must generally be transferable.

4. Which of the 20 identified best practices is in your opinion the most advanced? Could you give us a short description of this solution?

If you ask for the highest technological level, I may point out the creation of a common data flow system for container handling in a larger harbour. It is also an outstanding measure when it comes to organizational complexity. This is what I would usually think about when calling a solution "advanced".

But the best practice survey was certainly not held under the motto “the more technology needed and the higher the complexity, the better!” Some measures in fact are quite simple. In one case, representatives of logistics and of administration just meet four times a year to debate current logistics issues that are relevant for the region. Compared to the previous situation in the region, that for sure is a most useful improvement.

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