



ETTAR Workshop 3 Berlin | 17 – 18 April 2008

The road ahead: training and awareness-raising that will encourage the freight transport sector to improve its environmental performance

BACKGROUND: Politicians and business leaders across Europe are now grappling with the need to take urgent action to combat the causes of climate change. It is known that the freight transport sector contributes significantly to the emission of greenhouse gases but as yet, the sector has not done a great deal to reduce its environmental impact. This is despite the fact that there are many ways that the industry could reduce its carbon footprint as well as improve other aspects of its environmental performance. The issues are complex, in part because of the differing objectives and perspectives of the many participants in today's global supply chains. Technological solutions exist; the problem is that many of them are not being used. The ETTAR project is looking at the reasons that lie behind this lack of take-up and what can be done by means of training and awareness-raising to address the problem. The ETTAR project workshops bring together experts representing providers and users of freight transport services to discuss the issues and make recommendations for how these needs can best be addressed.

The 3rd workshop will look at the freight industry's need for training and awareness-raising from environmental, economic and social perspectives, the triple bottom line which is now an accepted approach for organisations to demonstrate that they have strategies for sustainable growth. Emissions monitoring is widely seen as a first step to measure environmental impact from freight transport and participants will discuss ways of doing this, and the extent to which such methods can be applied across the supply chain. On the economic side, the workshop will discuss how the true costs of transport emissions and other external costs can be calculated. The social costs of transport are also considered, including its effects on the urban environment, on congestion and on health.

The workshop will be moderated by Frank Sprenger, Sustainable.

PROGRAMME DAY 1

08:00	Registration
09:00	Welcome, introduction to the project, summary of last workshop R. Andreas Kraemer, Ecologic gGmbH
09:15	Emission inventory as an essential precondition for a systematic approach towards decreasing harmful emissions Sebastian Bäckström, WSP
09:45	EcoTransIT as an example of an emission inventory tool Ulrich Ostermayer, Deutsche Bahn AG
09:55	Discussion: What tools or incentives does the industry need to introduce such monitoring?
10:15	Coffee break
10:30	External costs of transport as a basis for transport pricing Huib van Essen, CE Delft
11:00	Social costs of freight transport as another indicator for possible improvements Gunnel Bångman, Sika Institute
12:15	Lunch
13:15	Urban Freight in Berlin – Situation, Trends, Strategy, Focus Activities Hermann Blümel, Department for Urban Development/ Principle Affairs of Transport Policy, Berlin



13:45	Examples of current education and training programmes in the logistics industry Norbert Wagener, Wagener & Herbst
14:15	Discussion
14:30	Good practice examples demonstrating how the transport industry can reduce its environmental impact Louis Paredis, Ford
15:30	First results from the ETTAR pilot project Sari Karppala, UPM
15:15	Coffee break
15:30	Working Group Session: The impact of external costs on decision processes within transportation
17:15	Presentation of the findings from the working group session
17:30	Wrap-up and closing of Day 1
19:00	Dinner reception

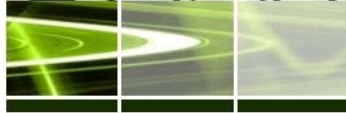
PROGRAMME DAY 2

09:00	Introduction and summary of findings of Day 1
09:15	Training and awareness raising in the freight transport sector Who needs to be made aware of what? Viviane Raddatz, BUND
09:45	Discussion
10:00	E-learning as a method of awareness raising
10:45	Discussion and feedback
11:00	Coffee break
11:20	Working Group Session: <ul style="list-style-type: none"> • Group A: Training and awareness raising for high level managers • Group B and C: Challenges for E-learning in the freight transport sector
12:30	Presentation of the findings from the working groups, discussion and closing of the workshop
13:15	Lunch
14:15	Transport to hotels and airport



ETTAR is financed by the European Commission's 6th Framework Programme.

ETTAR



Environmental Technologies
Training and Awareness-Raising



Venue

Tagungszentrum im Haus der Bundespressekonferenz

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For directions please go to: <http://www.ettar.eu/events/workshop3/location.html>

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CHALMERS

