

EUROPEAN COMMISSION

SEVENTH FRAMEWORK PROGRAMME
THEME Monitoring and tracking of shipping containers
SECURITY
FP7-SEC-2010-3.2-1
GA No. 261795



Cassandra **Common assessment and analysis of risk in global supply chains**

Deliverable No.	D7.3.m4 – Cassandra	
Deliverable Title	Cassandra – D7.3.m4 - Status – M4 status report dissemination results	
Dissemination level	[Public]	
Written By	[Bram Klievink] (TU Delft)	27092011
Checked by	[Rainer Müller] (ISL)	28092011
Approved by	Mrs Heather Griffioen-Young / TNO	28092011
Issue date	10102011	

Executive summary

This deliverable is a status report on the dissemination activities and results in the CASSANDRA project. These status reports are made regularly, with six more to come. Together, these make up deliverable D7.3 – Dissemination results. In this first report, the results of the dissemination activities that have taken place in the first four months of the project are discussed. As this was the starting phase of the project, many activities are related to presenting the project to the world. Results therefore include the project logo, press releases, the project website, templates, a brochure and other dissemination material. This document describes these results.

Index

Executive summary 2

Index 3

1 Introduction 4

2 Dissemination materials 5

 2.1 CASSANDRA logo 5

 2.2 CASSANDRA presentations..... 5

 2.3 CASSANDRA poster and brochures 5

3 Dissemination channels..... 7

 3.1 CASSANDRA press releases 7

 3.2 CASSANDRA visibility..... 7

 3.3 CASSANDRA website 8

 3.4 CASSANDRA social media presence..... 8

4 Dissemination activities towards various communities..... 9

5 Conclusion 11

6 Disclaimer and acknowledgement 12

 6.1 Disclaimer 12

 6.2 Confidentiality..... 12

1 Introduction

Work package 700 (WP700) of CASSANDRA deals with dissemination, networking and consensus building on the project results. This work package includes several dissemination activities, which are reported on regularly. This is a first in a series of reports on the results of the dissemination activities. Apart from this (month-4) report, the rest are scheduled in months 6, 12, 18, 24, 30, 36 (being Nov-11, May-12, Nov-12, May-13, Nov-13, May-14). Together, these reports make up CASSANDRA deliverable D7.3, in which the dissemination results are presented. As dissemination activities typically result in external exposure of the project, for example in articles or presentations, these status reports do not provide all the dissemination materials themselves, but provide an update of the activities that have taken place and lead to visibility of the project.

The basis for the dissemination activities is the implementation of the dissemination plan, which is also developed in WP700. This plan is still in a draft, and is scheduled to be ready in month 6. As the final plan is not yet available, the dissemination efforts of the first months of the project (which this status report covers) were driven by the Description of Work and close collaboration by the project consortium.

2 Dissemination materials

2.1 CASSANDRA logo

The CASSANDRA logo was created based on input from a logo competition. The CASSANDRA logo is used for project events and activities (e.g. presentations, publications, leaflets and the website).

The logo is scalable and can be used in very small (for example on brochures) and also in large versions (for example on a poster). There are four versions of the logo, colour and black-and-white:



2.2 CASSANDRA presentations

For presentations, a template was developed that can be used for presentations held on – or in the context of – CASSANDRA. The template shows the CASSANDRA, FP7, and EU logos, and has a placeholder for the logo of the partner.

This template was also used to create a “CASSANDRA in 20 minutes” presentation. This presentation contains the core concepts of the project and can be used to present the project to a variety of audiences. Furthermore, presenters can choose specific slides to focus on. As such, the presentation functions as a source for presentations about the project.

2.3 CASSANDRA poster and brochures

The WP700 dissemination team created a CASSANDRA project brochure. This brochure contains a concise description of the project and is in a folding brochure format. There are different versions available, which can be used depending on the quality that partners would like to use. There is also a version that could be used for professional printing at print shops. The brochure is available on the CASSANDRA website and is distributed on conferences and other gatherings where CASSANDRA is presented. The two sides of the brochure are shown on the next page. Furthermore, large roll-up posters were produced for portable visibility at relevant events.

PARTNERS		CONTACT INFORMATION	
	TNO - Netherlands Organisation for Applied Scientific Research <i>The Netherlands</i>	<p>Project Coordination Dr. Heather Griffioen-Young TNO - Netherlands Organisation for Applied Scientific Research Phone: +31 30 256 4608 Mail: heather.griffioen@tno.nl</p> <p>Project Communication Mr. Leif Peters ISL - Institute of Shipping Economics and Logistics Phone: +49 421 220 96 34 Mail: peters@isl.org</p> <p>www.CASSANDRA-PROJECT.eu</p>	
	TU Delft University of Technology <i>The Netherlands</i>		
	Erasmus University Rotterdam <i>The Netherlands</i>		
	ISL - Institute of Shipping Economics and Logistics <i>Germany</i>		
	Fundacion Zaragoza Logistics Center <i>Spain</i>		
	Cross-border Research Association <i>Switzerland</i>		
	GS1 AISBL <i>Belgium</i>		
	IBM Nederland B.V. <i>The Netherlands</i>		
	GMV Skysoft S.A. <i>Portugal</i>		
	Intrasoft International S.A. <i>Leuvenbrugge</i>		
	Atos Spain S.A. <i>Spain</i>		
	Descartes <i>Belgium</i>		
	Senator for Economy, Labour and Ports of the Free Hanseatic City of Bremen <i>Germany</i>		
	Dutch Ministry of Finance <i>The Netherlands</i>		
	HM Revenue and Customs <i>United Kingdom</i>		
	Dutch National Police Service Agency <i>The Netherlands</i>		
	Portic Barcelona S.A. <i>Spain</i>		
	ECT Participations <i>The Netherlands</i>		
	Dbh Logistics IT AG <i>Germany</i>		
	Seacon Venlo Expedite B.V. <i>The Netherlands</i>		
	BAP Logistics Ltd <i>United Kingdom</i>		
	DHL Management (Switzerland) Ltd <i>Switzerland</i>		
	Kuehne + Nagel GmbH <i>Austria</i>		
	North South Consultants Exchange LLC <i>Egypt</i>		
	Port Authority of Setúbal and Sines <i>Portugal</i>		
	Portbase B.V. <i>The Netherlands</i>		



CASSANDRA

COMMON ASSESSMENT AND ANALYSIS OF RISK IN GLOBAL SUPPLY CHAINS



IMPROVING SECURITY THROUGH VISIBILITY




ABOUT CASSANDRA	FACTS and FIGURES	CONCEPTS
-----------------	-------------------	----------

Security through visibility

CASSANDRA addresses the supply chain visibility needs of both business and government in the international flow of containerised cargo. The main strategic goal is to enhance supply chain visibility to improve business operations as well as government's cross-border security inspections.

For that a new data-sharing concept is developed, which reuses existing business information sources in supply chains for government control purposes. This concept allows an extended assessment of risks, and thus an improvement of the transparency in global container transportation.



The strategic impact for businesses is a better supply chain performance and cost efficiency by reducing administrative and planning errors along the chain.

Within the scope of government agencies, the new risk-based approach for auditing will help customs to assess business processes and identify secure supply chains.

In general, CASSANDRA facilitates the European and global trade by enhancing corporate social responsibility and by improving product and societal safety.



- CASSANDRA = Common Assessment and Analysis of Risk in Global Supply Chains
- CASSANDRA is partially funded by the European Commission's Seventh Framework Programme for Security
- CASSANDRA duration is June 2011 till May 2014
- The CASSANDRA consortium comprises of innovative industry leaders in the fields of supply chain management, logistics, IT and customs
- There are 26 CASSANDRA partners from 10 different countries with a total budget of 15 million Euro
- 60% of the total budget will be spent directly on innovation whilst 24% of the budget are used to demonstrate the CASSANDRA innovations in Living Lab case studies

Risk-Based Approach and Piggy-Backing

Currently, each cross-border trade transaction is inspected individually, based on declaration data submitted to government authorities. CASSANDRA shifts the attention from transaction data quality to overall process quality. In terms of supply chain management this means, that with a Risk-Based Audit (RBA) approach secure and known container flows are identified. In this system-based approach, government authorities use accessible data of businesses for their own risk assessment of the cargo processes. This re-use is called the Piggy-Backing Principle, giving more opportunity to investigate riskier container flows.

Information Pipeline

The core innovation of CASSANDRA is the development of an Information Pipeline for sharing information across the supply chain and all the government inspection agencies. CASSANDRA will achieve interoperability of heterogeneous systems by combining state of the art IT innovations. The pipeline consists of interoperable solutions, communicating in an open, flexible and standardized manner.



Living Labs

The Living Lab research approach studies the project's innovations in complex real world settings. There will be three global Living Labs: China-EU, EU-United States and EU-Africa. Each Lab holds one or more trade lanes. Rotterdam, Bremerhaven, Felixstowe, Barcelona and Setúbal container ports will be involved. The freight forwarding companies DHL, Kuehne+Nagel, Seacon and BAP will provide the Living Labs with actual container flows.

3 Dissemination channels

3.1 CASSANDRA press releases

The press release was ready on June 30 2011 in three languages: English, German and Dutch. A Spanish version was added on July 13 2011. These press releases were sent to the mailing lists of the dissemination partners. Apart from sending it to media and contacts, the press releases were sent to individual organisations (e.g. Customs organisations and large research institutions), which distributed it internally.

3.2 CASSANDRA visibility

The press releases have led to visibility of the project in professional journals and websites. The following publications cover the CASSANDRA project:

Outlet	Date	Title
Cargoforum.de (Germany)	2011-07-05	CASSANDRA verbessert die Sicherheit und Transparenz von Supply Chains
i2b Newsletter (Germany)	2011-07-05	CASSANDRA verbessert die Sicherheit und Transparenz von Supply Chains
Lloyds List (United Kingdom)	2011-07-08	EU in box data project to boost supply chain security
De Lloyd (Belgium)	2011-07-12	Europa steunt onderzoek voor meer zichtbaarheid in de logistieke keten. CASSANDRA-project officieel gelanceerd
Lloyds List Daily Commercial News	2011-07-12	EU box data sharing to boost supply chain security
Port Technology International	2011-07-14	Supply chain industry launches CASSANDRA project
Supply Chain Europe	2011-07-14	CASSANDRA improves supply chain security through visibility
SupplyChainStandard.com	2011-07-14	EU project for compliance and visibility
Weserlotse Logistics Pilot	2011-08-01	E-Logistics: Sicherheit und Transparenz
Cargo Security International	Vol. 9 No. 4 (Aug / Sep2011)	Article by David Hesketh
Port Strategy	22-08-2011	A matter of visibility
Logistiek.nl (Netherlands)	19-07-2011	Containervervoer moet veel transparanter
Senatspressestelle (Germany)	2011-08-09	Sicherheit von Containertransporten via Bremerhaven in die USA im Fokus von Hafenressort und ISL
ViaBremen	09-08-2011	Ibid.
i2b News & Newsletter	10-08-2011	CASSANDRA beginnt Arbeit zur Sicherheit von Containertransporten
LogistikExpress	10-08-2011	Sicherheit von Containertransporten im Fokus von Hafenressort und ISL
Logistik Heute	10-08-2011	Containertransporte: IT-Sicherheit im Fokus
Taz	11-08-2011	Container im Blick
NordseeZeitung	12-08-2011	Sichere Containertransporte in die USA
Weser Kurier	12-08-2011	Seestadt testet "lebendes Labor"
THB	20-09-2011	„Cassandra" hat die Arbeit aufgenommen
Schiff&Hafen	09-2011	Untersuchung der Sicherheit von

Outlet	Date	Title
		Container- transporten von Bremerhaven in die USA

3.3 CASSANDRA website

Already in the first days after the project kick-off, a project website was created. The website (deliverable D7.2) also features a partner restricted website, which is used for information exchange between parties, including information on dissemination activities and templates. Also, information and documents are available for the public. For example, the press releases and the project brochures can be found here.

There are statistics available on the use of the site in August 2011. In this month, the CASSANDRA website generated 726 visits, which came from a total of 56 countries/territories. Furthermore, apart from direct access to the site, the website is also found in search engines (36%) or referred to from other websites (20%).

3.4 CASSANDRA social media presence

CASSANDRA has a project group at LinkedIn (FP7 CASSANDRA) to facilitate dissemination, information sharing and project event promotion. CASSANDRA partners can use the social media group to actively involve different audiences into the project and promote events using invitation functions of the groups. Currently (September 27, 2011), the group has 45 members.

4 Dissemination activities towards various communities

CASSANDRA was presented to a variety of relevant audiences at a number of events. Events where CASSANDRA was presented, up until now:

Type of dissemination event	Name of Conference and/or Event	Title/description of presentation/paper/etc.	Planned/Actual date	Location	Size of Audience	Type of Audience
Paper presentation	Nofoma	Visibility and Predictability in Intermodal Transports (by Rainer Müller) ISL	9 th – 10 th June 2011	Harstad, NO	20	academia, authorities
Paper presentation	ECONSHIP	Visibility and Security in Intermodal Transports (by Rainer Müller) ISL	22 nd – 24 th June 2011	Chios, GR	40	academia, authorities, industry, intl organizations
Conference	Nationale Distributiedag (NDL/HIDC)	CASSANDRA – Introduction to the project (by Albert Veenstra) TNO	23.06.2011	Breda, NL	350	Dutch logistics industry
Conference	WITNESS-2011/ EGOV 2011 Organised at TU Delft	Supply chain visibility with linked open data for SC risk analysis (by Wout Hofman), Smart Trade Logistics – Compliance as an opportunity (by Gerwin Zomer)TNO	28.08 - 02.09. 2011	Delft, NL	50	Academia, Research industry, Government
Paper presentation	Future Security	Improving Security in Intermodal Transports (by Rainer Müller) ISL	5 th – 7 th September 2011	Berlin, DE		academia, authorities, industry
Paper presentation	HICL	Impact of Supply Chain Visibility and Security on International Container Transport (by Dr. Nils Meyer-Larsen) ISL	8 th – 9 th September 2011	Hamburg, DE		academia, authorities, industry
Conference	PICARD 2011	CASSANDRA contributions regarding the future of customs research and education (by Toni Männistö)	14 – 16.09.2011	Geneva, CH	200 (target)	Customs, academia, intl organizations
Event	ePractice event: Effective & Efficient eGovernment Services	Simple participation and discuss with conference attendants about the project content (INTRASOFT)	15.09.2011	Brussels, BE	100 (target)	eGovernment project implementers; stakeholders in FP6

						and FP7 research projects; researchers ; businesses; European Commission officers; ePractice members etc.
GS1 conference	Industry & Standards event	Overview of Cassandra Project & Role of GS1 – present to Transportation and Logistics Industry Engagement group (by Shirley Arsenault)	29.09.2011	Cologne, DE	50	GS1 members

5 Conclusion

This document describes dissemination activities that have taken place up until the time of writing. It is the first in a series of status reports on the dissemination of the CASSANDRA project. As it covers the first four months of the project, many activities were aimed to introduce the project to a wide audience. For this, press releases have been created and sent to various media and groups, dissemination material such as templates, a role-up poster and a project brochure have been created, and the members of the consortium have spread the word about the project at events they attended. Future dissemination activities will be steered by the dissemination plan. To coordinate the efforts and to establish a level of quality in the various activities of the consortium members, the WP700 partners also established an editorial board.

6 Disclaimer and acknowledgement

6.1 Disclaimer

Use of any knowledge, information or data contained in this document shall be at the user's sole risk. Neither the CASSANDRA Consortium nor any of its members, their officers, employees or agents accept shall be liable or responsible, in negligence or otherwise, for any loss, damage or expense whatever sustained by any person as a result of the use, in any manner or form, of any knowledge, information or data contained in this document, or due to any inaccuracy, omission or error therein contained.

The European Commission shall not in any way be liable or responsible for the use of any such knowledge, information or data, or of the consequences thereof.

6.2 Confidentiality

PU = Public

PP = Restricted to other programme participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).

Confidential:

The document is for use of the GA No. 261795 Contractors within the CASSANDRA Consortium, and shall not be used or disclosed to third parties without the unanimous agreement within the CASSANDRA PMC and subsequent EC approval since document classification is part of the EC Grant Agreement.

Any executive summary specifically intended for publication may however be made known to the public by the author and/or the Coordinator.

6.3 Acknowledgement

This deliverable results from the CASSANDRA project, which is supported by funding 7th Framework Programme of the European Commission (FP7; SEC-2010.3.2-1) under grant agreement no. 261795. The CASSANDRA project addresses the visibility needs of business and government in the international flow of containerised cargo. It does so by developing a data-sharing concept that allows an extended assessment of risks by both business and government, thereby enabling enhanced supply chain visibility and cost-efficient and effective security enhancement. Ideas and opinions expressed by the author(s) / reviewer(s) do not necessarily represent those of all partners.