

## Executive summary

This CORE FloraHolland Ocean demonstrator progress report summarises the progress and results of the demonstrator of the CORE FloraHolland Ocean trade lane from month 12 to month 18 of the project.

Initially the demonstrator focussed on seafreight of flowers from Colombia to the Netherlands. In M7 of the project, seafreight activities in Colombia have been put on hold by FloraHolland for strategic reasons. In agreement with demonstrator partners and the work package coordinator, we decided to focus of this demonstrator on seafreight from Kenya-Netherlands. The ambitions of FloraHolland in this seafreight demonstrator remain unchanged. If seafreight activities in Colombia will restart during the Core-project, the living lab solutions can be extended to the Colombia tradelane.

In the first 12 months of the project, this demonstrator ran through the living lab 'plan' phase; the vision, ambitions, objectives we defined. Furthermore, the main users, stakeholders and processes were identified. Based on this information the first implementation cases to be tested in the Living Lab were conceptually designed. Initially the demonstrator focussed on seafreight of flowers from Colombia to the Netherlands. Around M7 of the project, seafreight activities in Colombia have been put on hold by FloraHolland for strategic reasons. In agreement with demonstrator partners and the work package coordinator, we decided to focus of this demonstrator on seafreight from Kenya-Netherlands. The ambitions of FloraHolland in this demonstrator remained unchanged.

From M12 to M18 the number of use cases was narrowed down around two problem scenarios to be implemented in the first Living Lab improvement cycle. Baseline measurements for the KPI's were identified. The technical infrastructure was developed and the pilots have been prepared to be tested starting in M19.

The background, nature of the problem, and overall objectives of this demonstrator have already been described in the summary of progress in setting up this demonstrator.

## Approach and results since the last report

- The pilots in the living lab were scheduled starting from December 2015 onwards. In the months prior to the first shipment, a pilot plan was set up, defining the pilot context, operational procedures and evaluation procedure.
- In addition, employees at FloraHolland and Dutch Customs have been instructed for working with the developed tools in a day to day process. An evaluation form is used by Dutch Customs to report back their experience with the Customs Dashboard.
- Dutch Customs tested the CSD at an inspection testing facility.
- Since the last report, software developments have almost been completed
- During the period M18-M24, the method to capture KPI measurements has been refined.

- The Connectivity Infrastructure has been successfully adopted during the pilot shipments.
- Using the Connectivity Infrastructure in the demo gave much insight on the usage of day-to-day business and the procedural implications. However, a number of barriers were experienced with the solutions tested, including inaccurate source data (INTTRA) which hindered us from using the Business Dashboard to its full potential, and greater complexity of trade lane characteristics (entry into EU via Belgium) when integrating the Connectivity Infrastructure with generic systems.

## Planned activities

During the next months, the following steps will be taken:

- Continued piloting and improving the current Connectivity Infrastructure. In next steps, we will follow closely the forthcoming container shipments and evaluate them accordingly. We will further pilot and implement modifications through continuous improvement of procedures and technical capabilities (such as sharing the phytosanitary certificate with Dutch Customs).
- Pilots with the Container Security Devices will continue. When proved to be effective, integration with the Connectivity Infrastructure will be explored.
- We aim to improve transparency by linking to the SVP of IBM and Maersk and the Maersk's mobile app to capture and share shipment events in phase two; the Connectivity Infrastructure will be further expanded by connecting the existing infrastructure to the Supply Chain Visibility Platform (SVP), by IBM and Maersk. A dedicated app developed by Maersk is also being tested, where the App will be used to capture and share shipment events, and thereby enhance the event-based virtual tracking of the shipment journey.
- Improvements related to the Connectivity Infrastructure will be taken up collaboratively with WP10. The partners of WP10 will be consulted concerning the usage of ontologies and data standards.