

alice

Alliance for
Logistics Innovation
through Collaboration
in Europe

Revitalise

First
Steps

Towards
Impact



**ALICE Thematic Group 4,
Global Supply Network Coordination
& Collaboration**

Chair Michael Archer

CHEP

A Brambles Company



Jannicke
Baalsrud-Hauge

BIBA



Bas van Bree

TKI DIALOG
Duitse Duitse en Nederlandse Logistiek



Elvina Nowak

Euralogistic
Pôle d'excellence logistique & supply chain
en Hauts-de-France



Jan Tore Pedersen

MARLO



Serge Schamschula

TRANSPOREON



Programme Coordinator
Dirk 't Hooft

alice | Alliance for
Logistics Innovation
through Collaboration
in Europe

Valley of Death

Interdependency Gap

TRL 1-9

“Idea”
to
“Proven in
Operational
Environment”

Solution:

“Ready to buy”
&
“Ready for Scale
/ Impact”

Beyond Technical Readiness Levels to Scale Readiness Levels



<1%

<5%

>95%

Focus

TRL1 -> TRL 9

Reducing
interdependencies

Driving Adoption

Technical expert,
Innovative

Collaborative,
pragmatic
Benefits-focussed

Want to lead
Low risk appetite

Beyond Technical Readiness Levels to Scale Readiness Levels



<1%

<5%

>95%

Focus

TRL1 -> TRL 9

Reducing
interdependencies

Driving Adoption

Technical expert,
Innovative

Collaborative,
pragmatic
Benefits-focussed

Want to lead
Low risk appetite

1. Do you recognise the gap between technically proven & ready to buy?
2. What are the criteria for recognising an innovation as “ready to buy”?
3. Who would need to champion a “Scale Readiness Level” measure to create adoption?

1. Society: Social Readiness
2. Government: Regulatory Readiness
3. Customer: Market Readiness
4. Investor: Commercial Readiness
5. Infrastructure: Infrastructure Readiness
6.