

*Industry lead logistics innovation for a
more competitive and sustainable industry*

Introduction to ALICE Liaison Program:

The idea, benefit, who should join, how to join, ...

For Logistics Innovation Projects to join the Program



- ✓ What is ALICE Liaison Program
- ✓ Why joining the Liaison Program
- ✓ How to join
- ✓ How to benefit from it

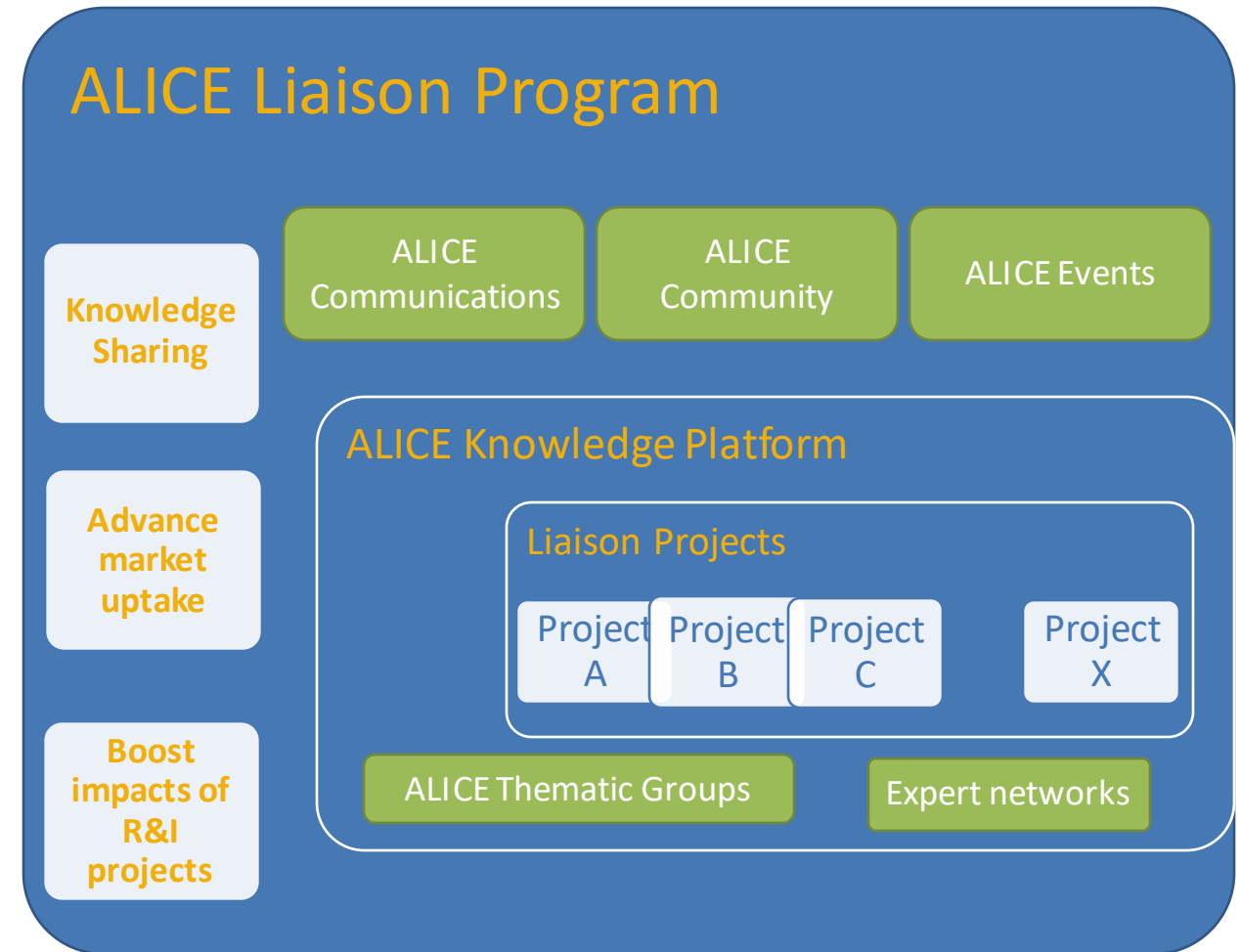


What is ALICE Liaison Program

- ✓ facilitate knowledge share
- ✓ advance market uptake of innovation
- ✓ boost impact of R&I projects



- An initiative of ALICE for R&I projects in the logistics sector:
 - To connect projects with ALICE members/networks for knowledge sharing and market update, thus boosting impacts of projects
- Supported by ALICE Knowledge Platform (virtual platform) including:
 - Project space to present project activities and outcomes (a more permanent online space for projects)
 - Expert network to connect with stakeholders in the logistics sector
 - Cooperation opportunities with other projects
 - Linking with ALICE Thematic Groups



Why Joining the Liaison Program

- ✓ Benefits during and after the project
- ✓ Assisting in stakeholder engagement
- ✓ Help dissemination and exploitation





Knowledge Platform



Joint webinar/workshop



Engaging stakeholders



ALICE Conferences

 such as
International Physical Internet Conference
(IPIC) & Transport Research Arena (TRA)

Exploitation and market uptake

During the project:

- ✓ More targeted dissemination of project outcomes and activities through ALICE network and ecosystems including [thematic groups](#)
- ✓ Engaging experts for user need study, interviews, questionnaire surveys, system validation, impact assessment...
- ✓ Organizing joint events with ALICE and participating in ALICE conferences
- ✓ Organizing joint events with relevant projects
- ✓ Connecting innovation developers, seekers, potential investors, business partners for market uptake, thus boosting impacts of the project



Knowledge Platform



Joint webinar/workshop



Engaging stakeholders



ALICE Conferences International Physical Internet Conference (IPIC) & Transport Research Arena (TRA)



Exploitation and market uptake

After the project:

- ✓ Continue dissemination and exploitation using the Liaison Program
- ✓ Making project outcomes available to potential buyers or investors
- ✓ Online library to make project deliverables available and easy to find through the Knowledge Platform
- ✓ Project partners and participants visible to other stakeholders for implementation and market uptake
- ✓ Advocacy for future funding opportunities

The Liaison Program helps projects to response to the EC's recent request: dissemination and exploitation should continue at minimum 4 years after project ends.

How to join the Liaison Program

- ✓ For all R&I projects related to the freight transport and logistics sector
- ✓ You can join during the proposal preparation or join any time after the project starts



➤ For R&I projects:

- ✓ Received public funding: regional, national or EU research program
- ✓ Contributing to implementation of [ALICE roadmaps and initiatives](#)

✓ You can join:

- ✓ when preparing for project proposal (Letter of Support from ALICE)
- ✓ As soon as the project starts
- ✓ anytime during project duration (the earlier to join, the more you can benefit from the liaison program)



Joining during the proposal phase:

- ✓ The consortium to sign the Joining Liaison Program Agreement
- ✓ Using the Liaison Program to build your dissemination strategy and plan in the proposal
- ✓ When the project officially starts, ALICE to add the project in the Liaison Program

Joining during the project duration:

- ✓ The consortium and ALICE to sign the Joining Liaison Program Agreement
- ✓ Updating your dissemination and exploitation plan including the Liaison Program
- ✓ ALICE to add the project in the Liaison Program



- Adding the project logo (if applicable) in the Liaison Program list (<https://www.etp-logistics.eu/projects/>)
- Adding the project in the Knowledge Platform (<https://knowledgeplatform.etp-logistics.eu/>)
- Connecting with ALICE thematic groups' activities
- Connecting with ALICE communication and events



As a Regular Liaison Project (free of charge service from ALICE), the project commits to:

- ✓ Regularly update the project space in the Knowledge Platform;
- ✓ All consortium members to join the Knowledge Platform;
- ✓ 1 or 2 joint events with ALICE during the project duration;
- ✓ Using ALICE communication channels for project dissemination and communication
- ✓ Participating in a minimum of 1 conference ALICE organizes as conference partner during the project duration:
 - ✓ Transport Research Arena (TRA), 1500-4000 € per conference depending on formats
 - ✓ International Physical Internet Conference (IPIC), 1500-3500 € per conference

ALICE commits to:

- Joining the project Advisory Board, providing recommendations to the project;
- Inviting the project to present at the ALICE thematic group meetings if applicable;
- Assisting promotion of the project activities (events, surveys, publications) through ALICE newsletter, social media and website
- Information session on ALICE conferences
- Training for using the Knowledge Platform



How to benefit from the Liaison Program

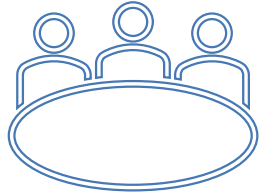




Sufficiently use the Knowledge Platform



Joint webinar/workshop for targeted dissemination and exploitations



Using ALICE network to engaging experts in the logistics sectors



Making the best of ALICE Conferences such as IPIC & TRA



Exploitation and market uptake during and after end of the project



Our tips:

- ✓ Be an active user;
- ✓ Making the project space up-to-date
- ✓ Following other projects
- ✓ Using “Tags”
- ✓ Participating trainings

Knowledge Platform



<https://knowledgeplatform.etp-logistics.eu/>

- ✓ A professional network of logistics innovation providers/seekers
- ✓ 850 registered users;
- ✓ All projects of the Liaison Program has dedicated space for deliverables, events, activities
- ✓ You can track and engage with stakeholders who are interested in your project
- ✓ You can link with other project with similar scopes

Our tips:

- ✓ To ask ALICE to connect with relevant organisations, initiatives and projects;
- ✓ To engage with innovation seekers, key policy makers, high-level experts.

Joint webinar



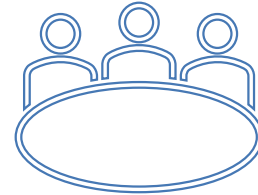
- ✓ To building the program together with ALICE
- ✓ To link with ALICE members including key stakeholders in the logistics sector
- ✓ To connect with other projects of the Liaison Program
- ✓ To cooperate with ALICE activities such as thematic groups, roadmaps, and recommendations
- ✓ To use ALICE communication channels for dissemination and communications for bigger impacts



Using ALICE network to engaging experts in the logistics sectors

Our tips:

- ✓ Regular meeting with ALICE
- ✓ Use the Knowledge Platform to find experts and track interests



- ✓ To carry out targeted dissemination and communication;
- ✓ To reach out experts in the ALICE community and get advice on how to engage them

Our tips:

- ✓ To participate in information session for ALICE conference;
- ✓ To work with ALICE on organising sessions and carry out other activities during the conference

Making the best of ALICE Conferences e.g. IPIC & TRA



- ✓ To use the conference as key event for dissemination and exploitation
- ✓ To reach out experts
- ✓ To join ALICE booth

For TRA 2022, ALICE booth, named Logistics Innovation Village will host 16 R&I projects.

Our tips:

- ✓ To be active member of the Knowledge Platform;
- ✓ To continue miniating the project space after end of the project
- ✓ To have ambition to take your innovation to next steps!

Exploitation and market uptake during and after end of the project



- ✓ To advance exploitation and market update using the Knowledge Platform and ALICE network
- ✓ To continue exploitation after end of the project



- Start date: 1 October 2017
- Duration: 48 months
- Total budget: 11,8 M€
- EC Funding: 9,5 M€

Liaison Activities with ALICE

Joint workshops:

- ✓ 24 March 2021 (about 200 participates)
- 15 Sept 2020 (about 200 participates)

ALICE: sending invitations, communications (marketing email, website, social media), registration, keynote speech and moderation

Participation in IPIC:

- Partnership of IPIC 2021
- Presentation and workshop at IPIC 2019

ALICE: assisting preparing session, promotion, free tickets to consortium

Survey distribution by ALICE:

- Survey

Communication tools:

- Logo of ALICE Liaison Program that can be added to project website/ communication materials
- Template of news item
- Quote from the SG
- Template of social media post

Onboard documents:

- User guide of ALICE Liaison Program
- User guide of ALICE Knowledge Platform
- ALICE Event Introduction

Additional resources:

- Short videos about ALICE Knowledge Platform:
 - What is ALICE Knowledge Platform;
 - What is ALICE Liaison Program
 - My project joined the Liaison Program, how can I benefit from the program
 - Tips to use ALICE Knowledge Platform
- Knowledge Platform Training Session Recordings



alice

Alliance for
Logistics Innovation
through Collaboration
in Europe

Thank you!



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