



NOV@LOG

LE PÔLE DE COMPÉTITIVITÉ LOGISTIQUE

SHAPING TOMORROW'S LOGISTICS

www.novalog.eu

Brussels - February 20th, 2019



ERRIN European Regions
Research and Innovation Network



« Pôle de compétitivité » : clustering innovation

What are competitiveness clusters?

- Private associations dedicated to collaborative innovation – public and private co-funding
- Labeled and audited by the French authorities

How are they defined ?

- A dedicated focus (economic sector , market vertical)
- A territory (a network of knowledge, skills, expertise)

What is their mission ?

- Create value and employment by fostering and growing collaborative innovation
- Leverage innovation for growth and sustainable performance of enterprises



Some Nov@log's members



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Nov@log : the French Logistics Innovation Cluster

4 focus areas



Logistic
Competitiveness
of novel Supply
Chains



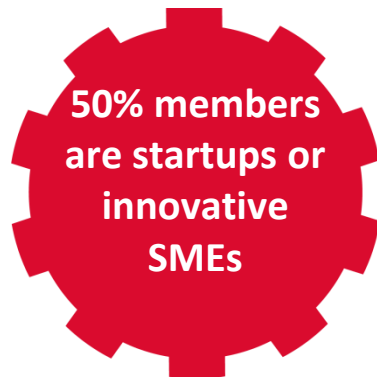
Sustainable
Logistics and
Product
Lifecycle



Multimodal
Systems and
Transportation
Infrastructures



Logistics
Digitization –
Dematerialization
Traceability



50% members
are startups or
innovative
SMEs



216
labelled
projects



+ 132
millions €
public
investment

Main territory :
Normandy & Ile-de-France
Seine Valley & Grand Paris

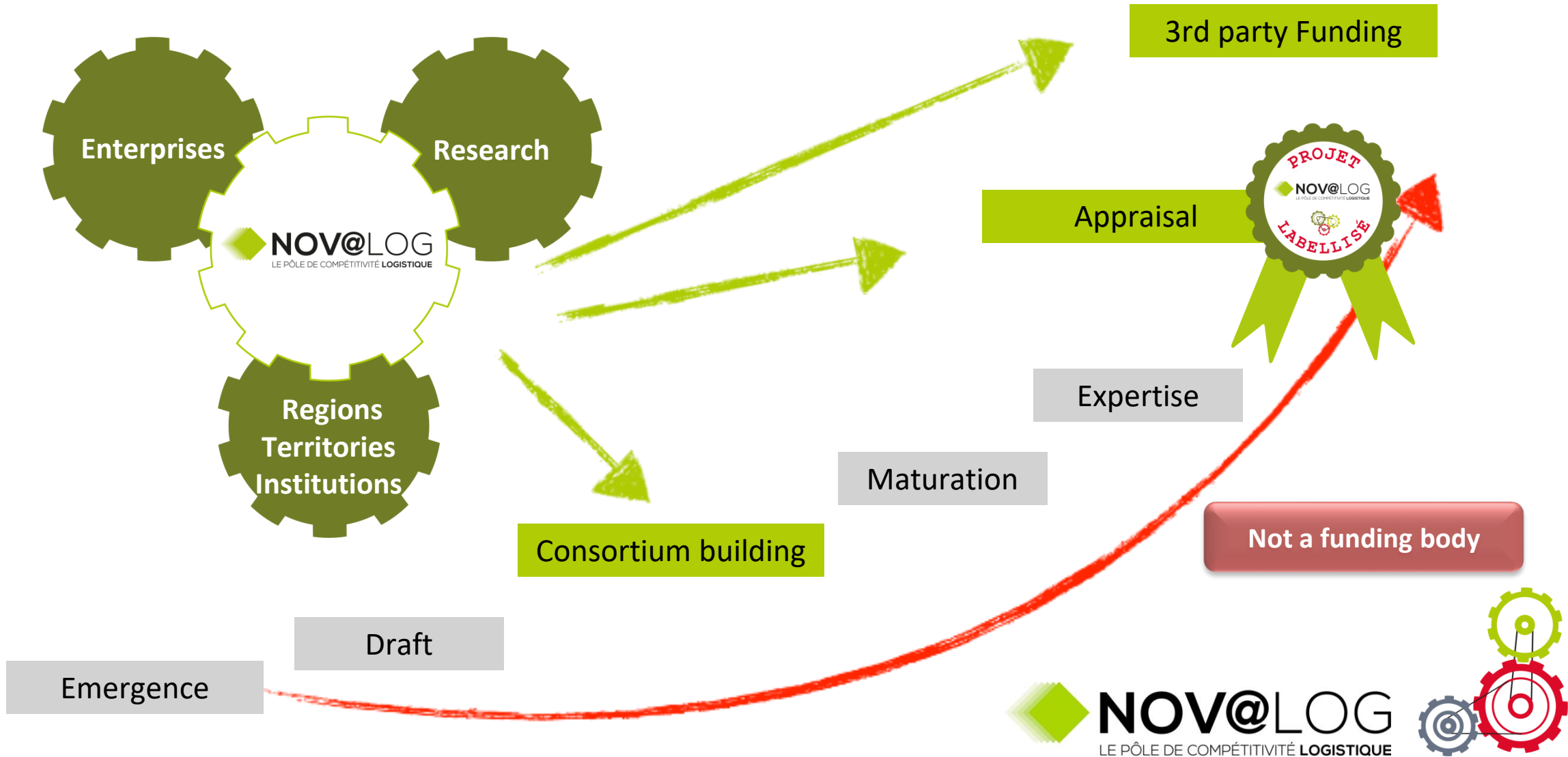
**Coming in 2019 (Phase IV)
Jointly with i-Trans**
Hauts-de-France
Seine-Escaut corridor



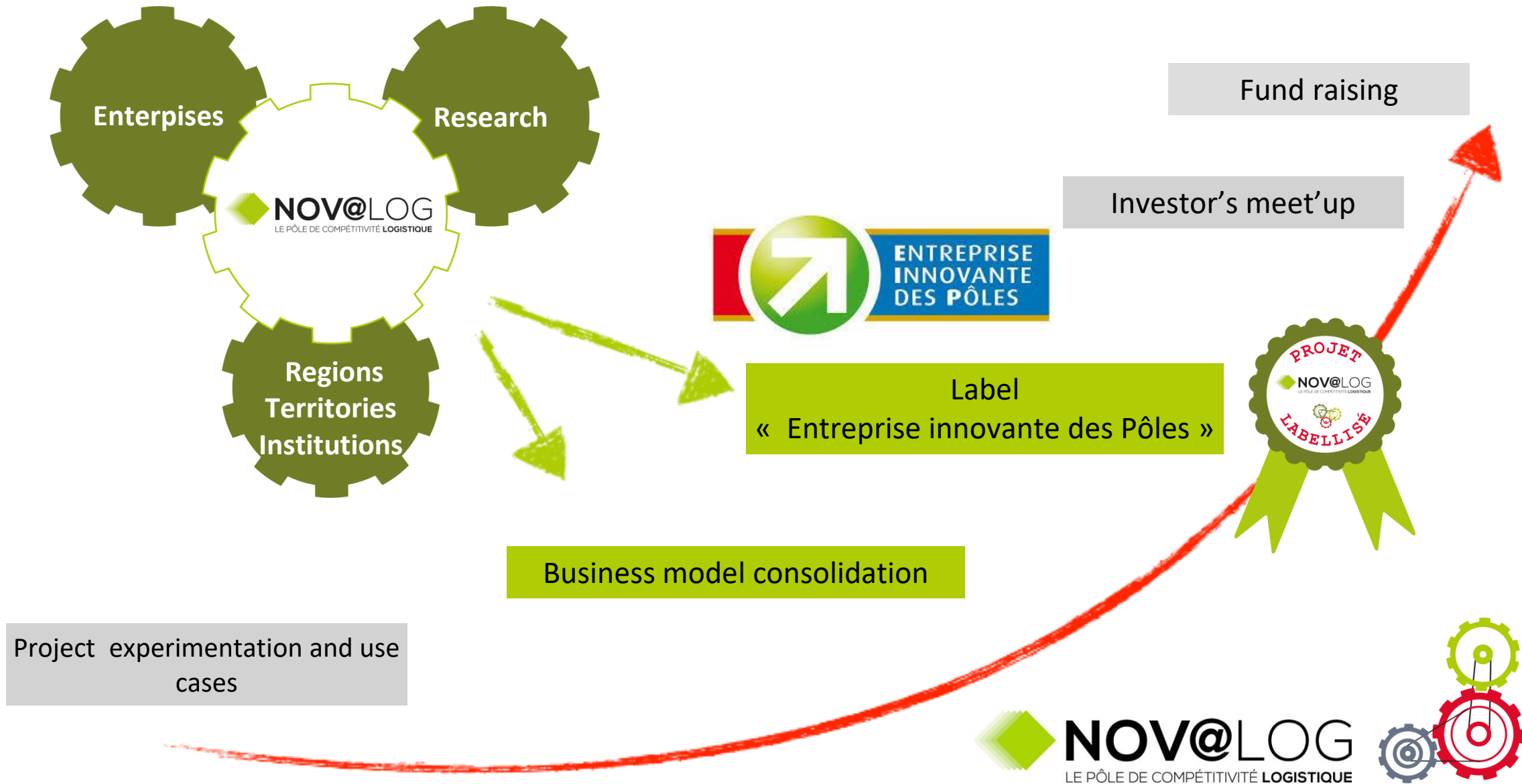
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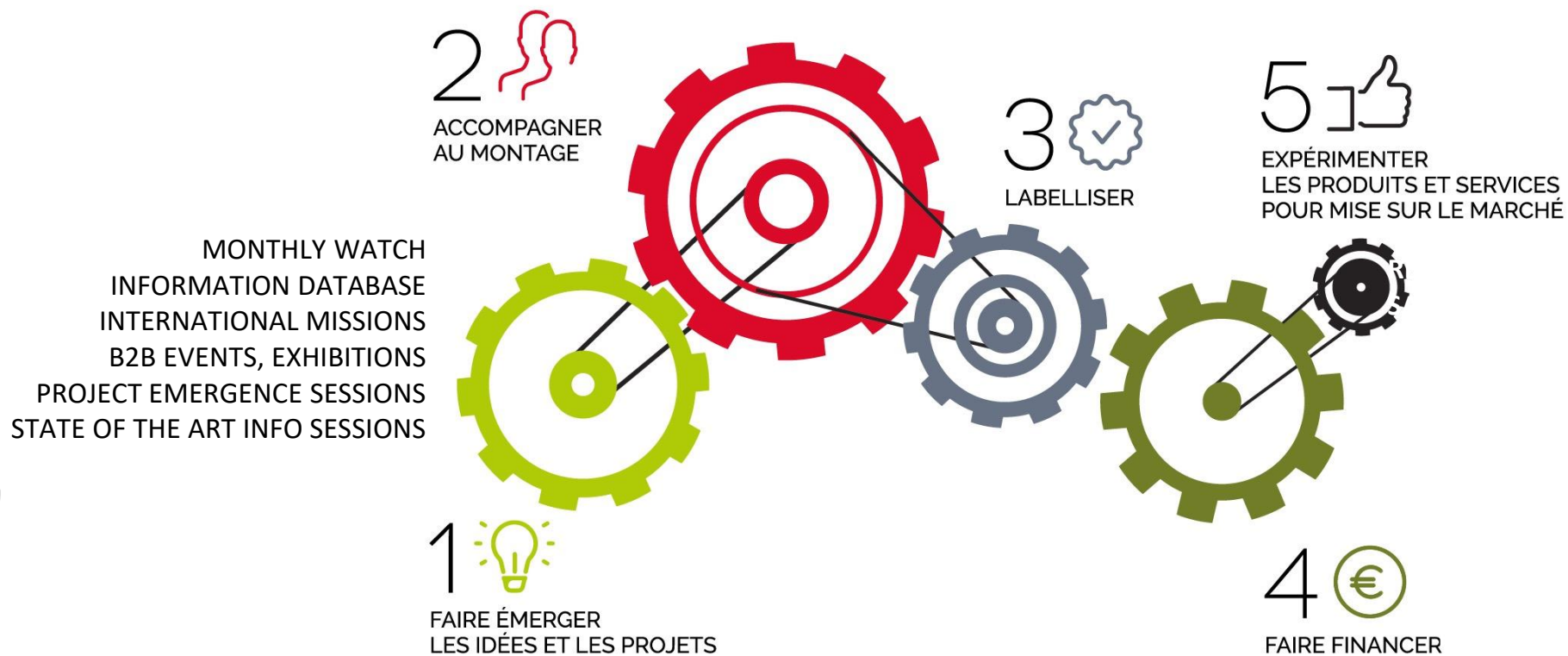
Growing an idea into a viable project



Transforming project results into market products and services



Service Chain



Bringing members to Europe

- Member of ALICE ETP
- Member of interclustering initiatives
- Supports consortia to submit a bid in response to EEC R&DI calls
- Handles project tasks which bring research and business together (dissemination, use cases ...)



*Un réseau européen de
clusters logistiques de renom*



TENOR – Team Europe NORmandy

Network created in 2016

Main objective : Increase the participation of Normandy's R&I stakeholders in European funding programmes (Horizon 2020, Interreg, COSME, Eurostars, LIFE and any other European programme which could seem relevant)

Coordination: Normandy Regional Council (Brussels Representation) with the support of Normandy University + AD Normandy (the Regional Innovation Agency)

TENOR members: +/- 60 members: universities, business and engineering schools, R&D centres and labs, clusters, hospitals, chambers of commerce, institutional stakeholders (decentralised State departments, development bank – Bpifrance)

4 strands of activities:

- 1) Foster knowledge and expertise exchange among TENOR members
- 2) Improve the understanding and ownership of EU funding programmes for R&I
- 3) Support the setting-up of European projects
- 4) Increase the visibility of regional stakeholders taking part in EU-funded R&I transnational projects

Ex. of EU-funded projects including local stakeholders in the field of transports

Internal census of all EU funded R&I projects (except ESIF) involving stakeholders from Normandy via various tools: 143 projects – 66 million € since 2014 (November 2018)

Some examples of EU-funded projects including normand stakeholders in the field of transports:

- **NEXTRUST** : Building sustainable logistics through trusted collaborative networks across the entire supply chain (*MG-6.1-2014 - Fostering synergies alongside the supply chain*)

⇒ Regional stakeholder: [CRITT TL](#) (Regional Centre for Innovation and Technology Transfer in Transports & Logistics)

⇒ <https://nextrust-project.eu/>

- **NOVIMAR** : Adjusting inland/short-sea shipping such that it can make optimal use of the waterborne system of waterways, vessels and ports/terminals (*MG-2.3-2016 - New and improved transport concepts in waterborne transport*)

⇒ Regional stakeholder: [SOGESTRAN – Compagnie Fluviale de Transport](#)

- **IMPACT Connected Car**: Funding of 2 European Superstars and 64 Disruptive SMEs in the Connected Car OpenSpace by 5 European clusters and 2 global ecosystems with the support of 10 Global Corporations and 4 pioneering startups (*INNOSUP-01-2016-2017 - Cluster facilitated projects for new industrial value chains*)

⇒ Regional stakeholder: [Mov'éo cluster](#) (located in Ile de France and Normandy)

Logistics innovation - Some learnings and global issues

- Logistics innovation is not just technology (but accurate business models for new services, regulation, acceptance) eg. marketplaces, blockchain ...
- Resources for scaling up successful proof of concepts or experiments of new services / products are heavily underestimated especially when disrupting (no industrial integrator → innovation goes straight to the market)
- Mobility of persons and goods should now be handled together when sharing scarce resources (eg. urban land, rural transportation) even though their governances might be very different
- Logistics is about steering physical flows by information flows : digitization is the new frontier for sustainable logistics as it paves the way to optimal resource allocation - data governance is required or high value (eg. big data) to be captured by GAFAM, BATX and al. + risk of job relocation (eg. order picking at sourcing country – eg. Khorgos)



Keeping in touch



www.novalog.eu

Philippe DEYSINE

✉ pdeysine@novalog.eu

+33 6 71 92 45 77

