



**TRANSFORMING  
TRANSPORT**

PRESS RELEASE

## **Europe's transport and logistics transformation is about to begin!**

- **The Horizon 2020 Big Data Value Lighthouse project TransformingTransport will show concrete, measurable and verifiable evidence of data value that can be achieved in mobility and logistics.**
- **With a budget of EUR 18.7 million and the participation of 47 organisations from 9 countries led by Indra, TransformingTransport will include 13 large-scale piloting and targeted demonstrations across the continent, involving state-of-the-art Big Data technologies.**

A new era in transport and logistics is dawning on Europe. While business and tourism travel is expected to grow significantly over the next decades, freight transport is slated to increase by 40 % in 2030, requiring a paradigm shift in the way transport and logistics are conducted. At the same time, climate change regulations and the imperative reduction in emissions is putting enormous pressure on finding a more efficient and more sustainable transport paradigm.

Representing a powerful consortium of 47 leading transport, logistics and information technology stakeholders in Europe, the Horizon 2020 Big Data Value Lighthouse project TransformingTransport will take up the challenge. As the project's coordinator Rodrigo Castifeira (Indra) explains, 'TransformingTransport operates on a budget of EUR 18.7 million and will run for 30 months starting 1 January 2017. To achieve its aims, TransformingTransport brings together partners from Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Spain and the UK.'

'The project partners provide extensive and complementary expertise in transport and logistics, as well as information technology' says TransformingTransport technical coordinator Dr Andreas Metzger (paluno), 'Partners cover all relevant transport sectors and markets, including road transport, railways, inland water and sea transport, air transport, warehousing and courier activities. Important information technology areas covered include large-scale data analytics, software engineering, and security.'

Under the premise of 'Big Data Value in Mobility and Logistics', TransformingTransport is looking at how the massive amounts of data being generated from the sector can effectively be exploited in cutting-edge ways to support this transformation. Keeping in mind that the mobility and logistics sector contributes to about 15 % of GDP, the drive to properly harness Big Data is expected to lead to savings in fuel and time of over EUR 450 billion on a global scale, as well as a 380-megaton reduction in Carbon Dioxide (CO<sub>2</sub>) emissions. In Europe, a 10 % improvement in efficiency is expected to save the EU as much as EUR 100 billion.

So far only 19 % of EU mobility and logistics companies employ Big Data solutions to create value to their sector. The TransformingTransport project will demonstrate how Big Data can transform the sector to become significantly more efficient and bring tremendous value to transport and logistics. It will achieve this through 13 large-scale piloting and targeted demonstrations across the continent, involving state-of-the-art Big Data technologies to radically streamline transport and logistics. As TransformingTransport impact coordinator, Vivian Kioussi (INTRASOFT) explains: 'Ultimately, knowledge transfer and dissemination of best practices will help achieve the objective of going from the current 19 % of Big Data use to at least 38%.'

More specifically, TransformingTransport's key objective is to 'show concrete, measurable and verifiable evidence of data value that can be achieved in mobility and logistics'. This is expected to lead to improved operational efficiency of processes and services by at least 15 %, improved customer experience, and new business models for the sector. TransformingTransport also focuses on reusability and replicability of the outcomes even after the project formally ends by involving at least 120 key European industry actors.

Beyond transforming the transport and logistics sector, the project aims to have a significant positive market impact on Big Data providers and related companies across the EU. It will open unparalleled business opportunities and synergies within the transport and logistics sector, bringing numerous benefits to commerce, business, and travel.

Europe is already considered ahead of many regions in the world in terms of transport and logistics. This paradigm shift is expected to make it more competitive than ever, bringing palpable, transformative benefits to its citizens and businesses.

If you are interested in the TRANSFORMING TRANSPORT initiative, or if you have questions, please contact [info@transformingtransport.eu](mailto:info@transformingtransport.eu)



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