

KØGE KOMMUNE

30/20/100/0 - 20 pct.



KØGE KOMMUNE

Logistics Initiative Zealand

Background

- Concentration of companies within the T&L sector
- Geography
 - Metropol of Copenhagen/Malmö
 - International stepping stone
- Large scale infrastrucutural projects in years to come
- Ambition: Creating more high-value jobs within the sector



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3 phases

- Phase 1 – Is there a potential for a Logistics Cluster?

- Triple helix (3 municipalities, 3 companies, 3 universities/colleges, 1 Region)



We are here!

- Phase 2 – laying the foundations

- Designing the organization – partners, members, key players
- Defining goals and activities
- Starting network activities and 1 or 2 R&D projects
- Business model for the Cluster initiative

- Phase 3 – Implementation

Phase 1 - 2014

- Basis for developing a logistics cluster, or not?
- Identifying and fulfilling the actual needs of the companies
 - Solving concrete issues and meeting the demands of the companies
 - Creating a platform for lobbying the interests of our Region in this respect
- Related to two geographical perspectives
 - Zealand and the metropolitan area
 - Zealand as a stepping stone for international corridors of transportation

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Phase 1 - Process & activities

Area of focus

- SWOT analysis of the logistics sector in RZ – Why Zealand?
- Which activities does the sector demand?
- Legitimacy and ownership to a cluster initiative in the sector?
- Result: Prospect for a future logistics cluster initiative

Activities - Consultancy group

- Desk study, Interviews, Workshops, Study tour, Prospect

Funding

- Frame: 50.000 €
- Municipality of Køge and European Regional Development Fund

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Phase 1 - Findings

- Yes, the potential is there
- Yes, the businesses and other actors are interested in participating
 - Facilitation
 - Network activities
 - Innovation and projects
- Focus on developing new business models
 - From cost to competitive advantage for the customers
 - Develop new ways for the sector to strengthen their customers business
 - Teaching the individual companies to co-create new solutions with their customers instead of adapting to their needs
- On all levels of the value chain

Phase 2 – Who?

- Still triple helix
 - Companies with abilities to engage in innovative co-creations with their customers
 - Business model suitable for closer R&D cooperations
 - Competencies
 - Sectors that are sensitive to T&L and....
 - Experiencing changing market conditions of importance to their T&L needs
 - **Food** – more global, more local
 - **Health** – just-in-time and vendor-managed inventory
 - **Green tech** – New energy solutions – new waste management
 - **E-commerce** – growing, new need for BtC T&L solutions
 - **Construction** – huge growth regionally in years to come
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Phase 2 - activities

- Project period: Approx. 1 year
 - Laying the foundations
 - Designing the organization
 - Defining goals and activities for a future cluster
 - Starting network activities (and maybe one or two projects, if demand)
 - Catalogue:
 - R&D projects and partners
 - Tailormade education and courses
 - Business model for the Cluster initiative
 - Agreements w. partners, members, key players
 - Budget and funding (member contributions and public funding)
 - Time frame: Currently in dialogue with Region Zealand
 - Application for local/regional development funding for phase 2 expected this summer
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3 phases

- Phase 1 – Is there a potential for a logistics initiative?
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- Phase 2 – laying the foundations
 - Designing the organization – partners, members, key players
 - Defining goals and activities
 - Starting network activities and 1 or 2 R&D projects
 - Business model for the Cluster initiative -
- Phase 3 – Implementation



We are here!

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