**Introduction**

INTERACTION (International Transport and Energy Reduction Action) is a recently started project within the STEER Programme (Intelligent Energy Europe) of the European Commission. With this first newsletter the project is introduced. You will find information on the scope, objectives and setup of this ambitious project.

**The Project**

**INTERACTION: improving logistics and freight transport**

INTERACTION aims to enhance logistics and freight transport performance by shippers to reduce energy consumption, CO₂-emissions and transport costs. The project is part of the IEE (Intelligent Energy Europe) programme of the European Commission and builds on a successful project in the Netherlands (Sectoral Approach Transport Reduction, 2005)

The INTERACTION project is set up and carried out by a group of energy agencies and specialized consultancies that are actively involved in projects and programmes concerning energy use reduction in freight transport. Recent experiences in different countries show that a sectoral approach towards energy use reduction in freight transport is very successful. Actual practice has shown that – on average - reduction potentials of 15% can be realised.

INTERACTION will directly work on energy use reduction through identification and implementation of measures in 3 sectors of industry per country and 5 active companies per sector. In total 6 countries are involved, so consequently 90 companies will be directly involved.

A basic standard project approach has been developed which will be applied in each country in the sectors of industries. Besides that a very important part of INTERACTION is focused on the international exchange of knowledge through sharing of best practices, identification of cross-border reduction potentials (linking companies from different countries) and the creation of European awareness.

**The Objectives**

The main objectives of INTERACTION are:

1. to promote the reduction of energy use in freight transport via industry associations;
2. to identify best practice approaches in different countries and exchange information among the different participating countries
3. to realise a sustainable focus on energy reduction in freight transportation on the EU level also after finalisation of the proposed action through the creation of a strong network of stakeholders in this field throughout the EU and different industries
4. (Experimenting with and) Developing a framework on exploring cross-border and cross supply-chain opportunities for reducing energy use in freight transport.
**Expected results**

- Identification and realization of a direct potential reduction of energy use and/or CO₂ emission on a yearly basis which will last for many years after the project has ended
- Dissemination of results, tools and best practices – ready to use - to energy agencies and sectors of industry throughout the EU

**Target Groups**

The **target group** of INTERACTION are **businesses**. In this case: companies and/or groups of companies that act as shippers (in logistics chains) as they determine the demand for transportation. They are also the parties that will profit from cost reduction by means of energy reduction. The individual companies are represented in the project by their **industry associations/organisations**.

Key actors who are part of the consortium are at first the **energy agencies**. These agencies are functioning as national knowledge centres in the field of energy reduction and transport efficiency. **Specialised consultancy/research organisations** in the field of transport, energy reduction and specific industry processes are also part of the consortium. Dissemination of results and communication is regarded of essential importance. The **Dutch Shippers Council (EVO)** as member of the European Shippers’ Council (ESC), will play a role as key facilitator.

Besides the consortium partners and businesses there are also a number of **external actors** which will play an important role in the project. These actors are; EU policymakers, Ministries of Transport and Energy, Logistics industry and Environmental organisations. All having different valuable knowledge which will add to the success of the project.

**The Timeline**

- Creating **awareness** of the project and the objectives within the European transport, logistics community
- Results can only be achieved when companies have **committed** themselves to the project and are willing to implement specific measures
- For each case specific measures can lead to energy reduction. After commitment the **potential** of reduction can be identified
- The actual **implementation** of measures within companies will be the next phase of the project
- Of course dissemination of project results will be an important part of the last phase. The project also aims at **anchoring** results so that lessons learned can be input for other industries

Further information:
Mr. Johan Beukema  
Buck Consultants International  
Johan.beukema@bciglobal.com

Kerkenbos 10-31  
P.O. Box 1456  
6501 BL Nijmegen  
Tel: +31 3790222  
Fax: +31 3790120

Supported by: