



**FRESH WAYS**  
Cross-border mechanisms  
for Green Intermodal  
and Multimodal Transport  
of Fresh products

[www.interregfreshways.eu](http://www.interregfreshways.eu)

# FRESH WAYS

*Newsletter n° 3*



## Introduction

The project “**FRESH WAYS - Cross-border mechanisms for Green Intermodal and Multimodal Transport of fresh products**” is co-funded by the Interreg V-A Greece-Italy 2014-2020 Programme with a total budget of 2.621.935 EUR.

Airports of Puglia S.P.A. will lead the project partnership, which is composed of the Chamber of Commerce, Industry, Crafts, Agriculture of Bari, the University of Salento – Department of Innovation Engineering, the Chamber of Commerce of Preveza, and the University of Patras – Department of Civil Engineering. The Department for Local Public Transport and Major Projects of Puglia Region will participate to the project implementation as associated partner.

**The overall objective of FRESH WAYS** is to develop a strategy to optimize the transport system by reducing the dependency on road and maritime solutions and increasing the range of available connections between the two Countries involved.

The project aims at increasing passenger traffic between Italy and Greece and testing the use of the available space inside the aircraft holds to transport fresh products. Moreover, a cooperation platform, involving Public Administrations, research centres and business sector, will be developed and promoted in order to identify the most innovative and suitable future solutions in the field of eco-sustainable transport.



## PB3 Components of the FRESH WAYS platform

The **University of Salento** (PB3) has developed the **components** of the **FRESH WAYS platform** allowing the implementation of the “**Method A – Logistic Matching**”. The components consist of **three modules** enabling a **B2B approach to logistics** supporting the exchange of fresh food products from Puglia (Italy) to Greece and vice versa.

The modules are:

1. A solution for **comparing** the FRESH WAYS shipping modality and the traditional one in terms of **price, timing and CO<sub>2</sub>**, after the demand and supply of fresh food products are matched, through ad hoc functionalities.
2. An algorithm manageable through WEB interface to **estimate** the **airline shipping price** included in the total shipping price of fresh food from Puglia to Greece and vice versa.
3. A solution for **voluntary traceability** of shipped fresh food products.<sup>1</sup>

<sup>1</sup>See FRESH WAYS newsletter no. 2 for further information on the voluntary traceability application



## Use Cases

Please find below the main **Buyer's use cases** of the Method A – Logistic Matching, including:

- The **search** for a fresh food product among those inserted by the Producers in the FRESH WAYS platform;
- The **selection** of one **product** (e.g. *pasticciotto* pastry);
- The **display** of a comparison table of the two shipping alternatives: the FRESH WAYS modality and the traditional one, based on time/price/CO<sub>2</sub>;
- The **selection** of the FRESH WAYS **modality**;
- The **sending** of the request to the Freight Forwarders and Producers for their evaluation.

If the transport is feasible and the product is available, the Buyer can complete the transaction.



## A. Fresh food products search

Interreg  
Greece-Italy  
European Regional Development Fund



Search Product Request Notifications Account

Search

Approximate delivery date

17/7/2020

Categories

Companies

Search



### Mozzarella

Mozzarella fior di latte is a traditionally southern Italian cheese made from cow's milk. Mozzarella should be consumed within 7 days.

**Producer**

producer-2's company name

**Maximum units per request:**

20

**Unit price**

30.00 €



### Pasticciotto

Pasticciotto is a pastry filled with cream very common in Southern Apulia. Pasticciotto should be consumed within 3 days.

**Producer**

pasticceria-demo

**Maximum units per request:**

50

**Unit price**

20.00 €

Showing 1 - 2 of 2 items.





## B. Fresh food products selection

Interreg Greece-Italy European Regional Development Fund

EUROPEAN UNION

FRESH WAYS

Search Product Request Notifications Account

Product Shipping Method Summary

### Pasticciotto

**Description**  
Pasticciotto is a pastry filled with cream very common in Southern Apulia. Pasticciotto should be consumed within 3 days.

**Unit Volume (m<sup>3</sup>)**  
0.1 m<sup>3</sup>

**Unit Weight (kg)**  
1.5 kg

**Unit price**  
20 €

**Maximum units per request**  
50

**Category**  
baked goods and confectionery

**Producer**  
pasticceria-demo

**Producer description**  
pasticceria-demo descrizione



Required quantity (number of units):

Product price: 100.00 €

[Go to Search](#) [Next](#)

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*In this case, the Buyer selects a **pasticciotto** pastry.*



## C. Comparison table of the existing shipping alternatives based on Price/Time/CO<sub>2</sub>

**Interreg Greece-Italy**  **FRESH WAYS**

European Regional Development Fund EUROPEAN UNION

Search Product Request Notifications Account

Product Shipping Method Summary

### Shipping method

Shipping modality ↓	Freight forwarder name	Transport price	Estimated arrival date	CO2 emissions
Fresh Ways	ff-test	10.00 €	15-07-2020	3.28 kg
Fresh Ways	ff-test	10.00 €	16-07-2020	3.28 kg
Fresh Ways	ff-test	10.00 €	17-07-2020	3.28 kg
Fresh Ways	Freight Forwarder 1	15.00 €	16-07-2020	3.28 kg
Fresh Ways	Freight Forwarder 1	15.00 €	17-07-2020	3.28 kg
Fresh Ways	Freight Forwarder 1	15.00 €	18-07-2020	3.28 kg
Alternative transport *	Corriere 1	112.50 €	17-07-2020	17.75 kg

Items per page: 10 1 - 7 of 7

(\*) by selecting this transport mode, the Fresh Ways platform will provide you with the Producer's contact details. You can contact by yourself the Producer to organize privately the agreement and to formalize the purchase of the product outside the platform.

Go to Search [Next](#)

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## D. Summary after selection of the FRESHWAYS transport modality

**Interreg Greece-Italy**  **FRESHWAYS**

European Regional Development Fund EUROPEAN UNION

Search Product Request Notifications Account

Product Shipping Method **Summary**

### Summary

**Producer details**  
pasticceria-demo  
pasticceria-demo descrizione  
VAT Number: IT12345678901  
Billing Legal Address:  
via pasticceria-demo, Lecce, 73100, Puglia (IT)  
phone: +39123456789  
e-mail: pasticceria-demo@email.it



**Shipping modality**  
Freight Forwarder 1

**Estimated arrival date**  
17-07-2020

Product	Quantity (No. Units)	Unit price (€)	Products price (€)	Shipping price (€)	Total price (€)
Pasticciotto	5	20.00 €	100.00 €	15.00 €	115.00 €

[Go to Search](#) [Submit Request](#)

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## E. Submission of the requests to the Freight Forwarder and the Producer

The screenshot displays the 'Summary' tab of a product request. A white modal dialog titled 'Request sent' is overlaid on the page, containing the following text: 'You have chosen the Fresh Ways transport modality. Once both the Producer and the Freight Forwarder confirm the availability to accept your request, you will receive an email with all the information to finalize the transaction and execute the payment outside the platform. In the same way, you will be informed in case of rejection of your request.' A 'Close' button is located in the bottom right corner of the dialog.

Below the dialog, the 'Summary' section shows the following details:

- Producer details:** pasticceria-demo, pasticceria-demo descrizione, VAT Number: IT12345678901
- Product image:** A photograph of several round pasticciotto pastries.

A table below the details shows the pricing for the product:

Product	Quantity (No. Units)	Unit price (€)	Products price (€)	Shipping price (€)	Total price (€)
Pasticciotto	5	20.00 €	100.00 €	15.00 €	115.00 €

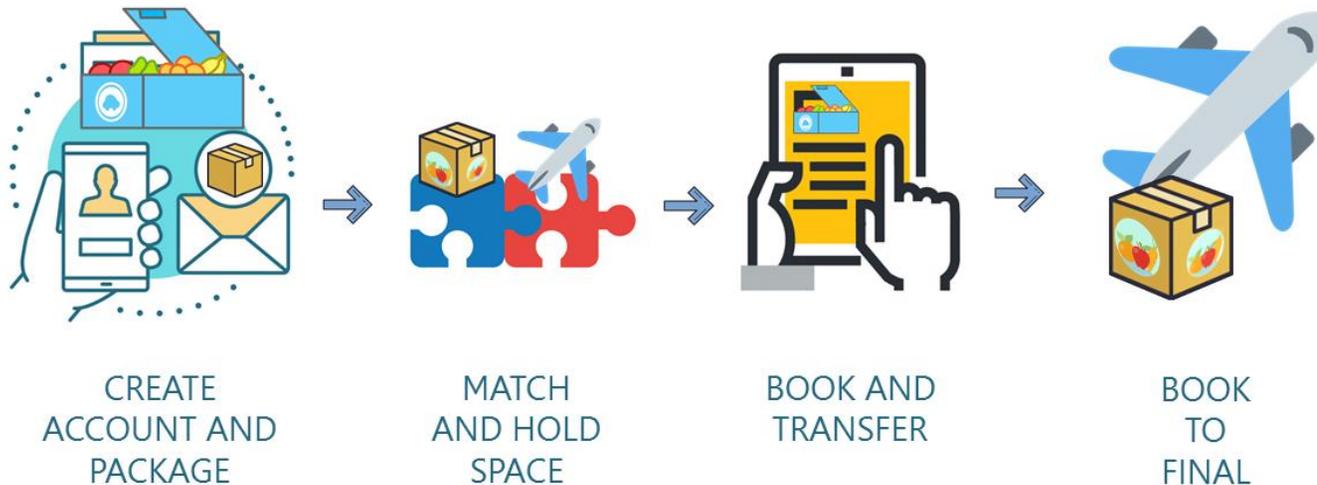
At the bottom of the page, there are buttons for 'Go to Search' and 'Submit Request'.

*The Freight Forwarder will evaluate the feasibility of the transport, the Producer will check on the availability of the product.*



## FRESH WAYS platform method B – Demand and Supply

The services of the platform will support the identification of **demand** and **supply** and the **booking** of the transport. These services will be accomplished in **four steps**.



This service will empower Italian local producers to **effectively export and transfer their products** with fresh value to Greek enterprises, and will empower Greek local producers to effectively export and transfer their products with fresh value to Italian enterprises.



## **FRESH WAYS platform method B – Demand and Supply**

As an option to the seller or buyer, the platform user will be able to find the proper carrier for shipping his fresh products to the airport of origin if the users cannot make the transfer themselves. Similarly, following the arrival of the products to the airport of destination, the user will identify the best carrier to reach the final destination. The core architecture focuses **on matching demand and supply for freight transport** before and after products are transported by passenger airlines; customized criteria optimize the matching results.

The platform will provide **traceability features and location information to the users**, using special equipment in the supply chain. The equipment involves RFID tags and portable RFID readers, as well as GPS devices with tracking capability and supporting infrastructure. If the user selects one of the carriers proposed by the platform, the carrier will have to pick up the freight, place on it an RFID tag, and read the tag with the portable RFID reader, while recording the initial location of the shipment. The carrier will also activate the GPS device or smartphone for tracking his location consistently until arrival at the desired node/hub (e.g. airport) of origin, and for updating the platform accessed by the user. Then, the airport authorities will have to be equipped with compatible portable RFID readers for confirming products arrival.



# FRESH WAYS platform method B – Demand and Supply

## Welcome to FRESH WAYS

The project **FRESH WAYS – Cross-border mechanisms for Green Intermodal and Multimodal Transport of fresh products** has been approved under the INTERREG Greece-Italy 2014-2020 Cross-Border Cooperation Programme, Axis 3: Multimodal Sustainable Transport System.

Project “FRESH WAYS” aims to optimize existing passengers’ air routes to ship fresh products in the aircraft holds along with passengers transport between Italy and Greece. By intensifying exchanges between Italy and Greece, Fresh Ways project works to increase non-seasonal tourism and deepen south-south connections in the Mediterranean area of Europe.

The project is co-funded by European Union, European Regional Development Funds (ERDF) and by National Funds of Greece and Italy for a total budget amount of € 2.228.644,75.

The Airports of Puglia is the lead partner of the project and the rest of the consortium the Chamber of Bari, the University of Salento – Department of Innovation in Engineering, the Chamber of Preveza and the University of Patras- Department of Civil Engineering.

**Do you already have an account?**

Login

**Are you interested in joining us? Register now!**

Register



## FRESH WAYS platform method B



Sign Up

<b>Role</b> Producer	<b>Username</b>
<b>Password</b>	<b>Password verification</b>
<b>Email</b>	<b>V.A.T. Member State</b>
<b>V.A.T. registration No.</b>	<b>Entity</b>
<b>Title</b>	<b>Full name / Company name</b>
<b>Country</b>	<b>County</b>
<b>Town / City</b>	<b>Area / Municipality</b>
<b>Street &amp; Number</b>	

Create Account

*Registration form in the platform*



## FRESH WAYS platform method B



[Home](#) [Profile](#) [Exports](#) [Needs](#) [Requests](#) [Logout](#)

### Exports with interests

Id	Title	Start date	Expire date	Products	Interests	Actions
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### Latest needs

Id	Consumer	Title	Start date	End date	Products	Actions
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### Latest Requests

Type	Code	Title	Date	Time frame	Consumer email	Consumer Address	Stage	Actions
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*Producer profile and tabs in the platform*



## Technical Meeting organized by the University of Salento

On the 30<sup>th</sup> of June 2020, the University of Salento (PB3) organized a **public Technical Meeting** under the **FRESH WAYS project**.

Due to the restrictions to movement in response to the coronavirus pandemic, the whole event was held online through a streaming platform.

The Technical Meeting first presented the project main contents and the Beneficiaries (in particular, their roles and contributions). Afterwards, it focused on the **FRESH WAYS ICT platform components** designed and developed **by the University of Salento**. During the final section of the meeting, the project Beneficiaries shared their points of view on the technological platform, and answered questions that arose through the chat.

The online event was followed by **several participants** such as researchers, agri-food businesses and their associations, and the Beneficiaries' representatives, who interacted with the Speakers, showing their interest in the topic under discussion and highlighting the event success.

Click here to watch the whole online event: <https://youtu.be/-IYYIfIpnAY>



# Technical Meeting organized by the University of Salento

Interreg Greece-Italy  
EUROPEAN REGIONAL DEVELOPMENT FUNDS  
FRESH WAYS

"FRESH WAYS - Cross-border mechanisms for Green Intermodal and Multimodal Transport of FRESH products"

## THE PROJECT

University of Salento  
- PB3 -  
30 June 2020

FRESH WAYS  
Cross-border mechanisms for Green Intermodal and Multimodal Transport of Fresh products

Project co-funded by European Union, European Regional Development Funds (ERDF) and by National Funds of Greece and Italy

## General architecture

UNIVERSITÀ DEL SALENTO

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## PB3 CONTRIBUTION: OVERVIEW

**Methodological**  
Focus on attributes for comparison: to know how to compare means to know what is «better» ⇒ comparison methods that exploit data and support the Buyer in taking aware decisions

**Operational**  
Definition of the FRESH WAYS Method A - logistic matching of demand and supply of fresh products to connect Buyer-Producer-Freight Forwarder in an efficient way

**Technological**  
Implement the FRESH WAYS Method A through design and development of dedicated tools

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Interreg Greece-Italy  
EUROPEAN REGIONAL DEVELOPMENT FUNDS  
FRESH WAYS

Welcome to method A of the Fresh Ways platform!

If you are a Buyer, use this modality to check if the Producers registered on the platform can satisfy your needs for fresh food. If you are a Producer, use this modality to showcase your fresh food products to potential buyers on the platform.

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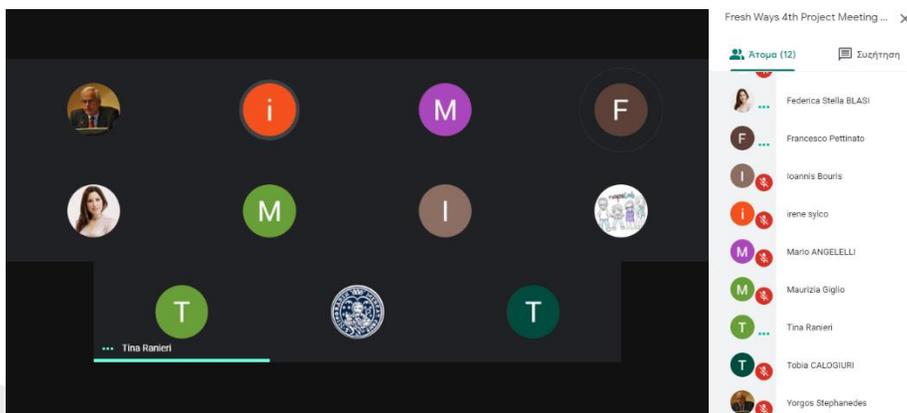


## Fourth Project Meeting

The **4th project meeting** of the **FRESH WAYS project** was held on 29th of June 2020 and was organized by the **University of Salento**.

Due to the restrictions to movement in response to the coronavirus pandemic, the project meeting was held online through a streaming platform.

During the meeting, the Beneficiaries had the opportunity to discuss the next steps of the project and to better define the common steps to follow.



## Project Extension

Project implementation needs an extension in duration because of COVID-19 emergency and all the consequences related to it. In fact, all EU countries introduced containment measures - such as travel restrictions, quarantine zones and lock-downs - to deal with the emergency that caused severe consequences to the air transport. In particular, starting in March 2020 air flights have been cancelled at European and international levels, and even airports have been closed.

In this emergency situation, LB of FRESH WAYS had to suspend all previous agreements with air companies for the connections with Greece within FRESH WAYS project, which represents the main pilot action in WP5 of the project. Since mid-June 2020 some of the airline companies operating from/to Bari Airport have resumed flights; however, these are accompanied by restrictions because of coronavirus, and those created by the air companies to enhance health and safety - resulting in increased operating costs.

**The extension until July 2021** can allow the potential for air connections next summer season between Greece and Italy.



## FRESH WAYS

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