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**UK government supports transport and logistics research to develop information hub for sector**

*ERTOC project launched to improve transport efficiency and sustainability*

**London, 25 Aug 2010** – The Efficient and Reliable Transportation of Consignments (ERTOC) project, part funded by the government-backed Technology Strategy Board, has been launched by GS1 UK, Ricardo, Unipart Logistics, IRIS Technology and Coventry University to drive business improvement and sustainability throughout the supply chain from factory to point of sale.

The collaborative 2-year project aims to develop a standards based open architecture data hub to deliver accurate information for transport operators and their customers to use and improve business efficiency and effectiveness.

The focus of the project is to demonstrate how a standardised data hub can track the carbon costs of transport at consignment level. By understanding the true environmental costs involved, users will be able to compare and assess different transport options to make better informed choices.

The project will also develop a demonstration application that will use the information required for carbon tracking to show how a data centric open architecture can deliver new functions.

ERTOC aims to provide information that will drive the following benefits to transport operators, retailers, manufacturers and regulators:

- Transport optimisation through the comparison of the true environmental costs of different modes of surface transport
- Improved process efficiency through the simplified and standardised flow of information between transport users and providers



- Reduction in energy consumption and emissions by providing standardised access to driver behaviour data
- Improved supply chain visibility by providing timely information on the status and location of consignments

Existing tracking systems are not integrated, expensive, closed and provide limited, vehicle centric information. ERTOC's open standards approach to the delivery of timely information on carbon emissions and costs related to transport will deliver significant benefits to the wider community through reduction in energy consumption, congestion and emissions.

“With many companies today focussed on improving their supply chain efficiency to reduce carbon footprint and at the same time cut costs, the work of the ERTOC project is timely for transport and logistics operators and their customers. By improving the visibility of goods in the supply chain and providing access to standardised information, the project could drive significant benefits for the transport, logistics and retail sectors,” says David Weatherby, Senior Consultant at GS1 UK.

“Being able to access real data from all transport stages in the finished goods supply chain will enable our clients to make better informed decisions and drive cost and carbon out of their business. Our clients are increasingly conscious of the environmental impact of their supply chains and need much better information about the true environmental costs of product sourcing decisions. We expect ERTOC to provide a significant step forward by delivering accurate data to replace the estimates and proxy data on which current analysis depends,” Richard Bruges, Head of Innovation at Unipart Logistics.

“The key element of intelligent transportation systems (ITS) is data and how this is used to improve systems. The increasing availability of data from telematics, infrastructure and web based systems warrants a new approach in data management, provision and sharing that supports the development and supply of new systems and services,” says Tom Robinson, Project Director at Ricardo.

For more information on the ERTOC project please visit [www.ertoc.org](http://www.ertoc.org) or contact [Tom Robinson](mailto:Tom.Robinson@ertoc.org) at [info@ertoc.org](mailto:info@ertoc.org)

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## **Notes to editor**

### **About GS1 UK**

GS1 UK has driven innovation in the supply chain for over thirty years. It is part of the global GS1 organisation, dedicated to the development and implementation of global data standards and solutions for the supply chain. The GS1 System is the most widely used supply chain standards system in the world. GS1 UK helps industry to implement these data standards through the use of bar codes, RFID, Global Data Synchronisation (GDS) and electronic business messaging.

[www.gs1uk.org](http://www.gs1uk.org)

### **About Unipart Logistics**

The Unipart Group employs more than 10,000 personnel worldwide and has an annual turnover of more than £1billion. It is a leading full service logistics provider and consultant in operational excellence.

Operating across a range of market sectors, including automotive, leisure, marine, manufacturing, mobile telecoms, rail, retail and technology, Unipart offers a breadth of services from third party logistics to expert consultancy.

All Unipart sites operate according to the Group's proprietary version of Lean known as The Unipart Way. This is a philosophy of working underpinned by tools and techniques that inspires efficiency, flexibility and outstanding customer service in any process.

Unipart also offers expert consultancy in implementing Lean principles and in supply chain management across a variety of industry sectors.

The Group's clients include Sainsbury's, ASOS.com, Homebase, Vodafone, 3, BSkyB, Jaguar Land Rover, and HMRC.

[www.unipart.co.uk](http://www.unipart.co.uk)

### **About IRIS Technology**

IRIS Technology is the leading specialist telematics company in Europe. Our solutions span markets as diverse as Automotive and Offshore Oil and Gas, and IRIS telemetry technology is available for every type of communications media from Fibre Optic and WiFi to GSM and CDMA.

[www.iris-technology.co.uk](http://www.iris-technology.co.uk)

### **About Ricardo**

With technical centres and offices in the UK, USA, Germany, the Czech Republic, France, Italy, Russia, China, Japan, India and Korea, Ricardo is a leading independent technology provider and strategic consultant to the world's transportation sector and clean energy industries. The company's engineering expertise ranges from vehicle systems integration, controls, electronics and software development, to the latest driveline and transmission systems and gasoline, diesel, hybrid and fuel cell power train technologies, as well as wind energy and tidal power systems. Ricardo is committed to excellence and industry leadership in people, technology and knowledge; approximately 70 per cent of its employees are highly qualified multi-disciplined professional engineers and technicians. A public company, Ricardo plc posted sales of £178.8 million in financial year 2009 and is a constituent of the FTSE techMark 100 index – a group of innovative technology companies listed on the London Stock Exchange.

[www.ricardo.com](http://www.ricardo.com)

### **About Coventry University**

The Digital Security and Forensics (SaFe) Research Group is contributing to ERTOC and is part of the Faculty of Engineering and Computing (FEC) at Coventry University. The group is comprised of several academics with a variety of interests including incident response, computer forensics, network security, formal analysis and verification, and scalable aspects of secure distributed systems. The University has



a very strong track-record of undertaking collaborative, user-led, applied research in its key areas of strength which include the application of digital technology, design and engineering. Research in transport and environment is one of the strategic areas prioritised at Coventry University. Coventry University Enterprises Ltd was established in 1989 as the external face of Coventry University for the delivery of third stream activities, including commercialisation of university research, development of the Intellectual Portfolio and knowledge based support to large/multinational companies and SMEs. In terms of the changing nature of universities Coventry University is leading the way in developing research and educational and training courses that match the demands of business. Most recently this has been demonstrated by the creation of a number of institutes that are hosted by CUE, these bring together expertise from different parts of the University to undertake applied research and deliver innovative courses in emerging markets that match the needs of business.