

## **An Assessment of Stakeholders' Attitude towards Sychromodality**

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### **Poster abstract**

#### ***Sychromodality as a vision for future freight transport***

Sychromodality can be defined as advancement of multimodal, intermodal or co-modal freight transport. The enhancements are twofold: First, the concept is defined on transportation *networks* meaning that not only a single transport chain is focused on but multiple options serving the requested origin-destination pair in parallel are considered. Second, the pre-trip planning character of intermodal, multimodal and co-modal transports is extended by on-trip real-time mode and route decisions. To enable this, customers only determine basic transport requirements like price and time frame, but not which mode will be used.

#### ***Assessing stakeholders' attitude towards sychromodality***

Apart from the Benelux countries, sychromodality is not very well known at the moment. In order to promote the concept in Austria, the *SynChain* project aimed to create awareness among stakeholders (potential users of sychromodality) and evaluate their attitude towards sychromodality. For this purpose, a workshop was held in October 2015 to bring together twenty representatives from industry as well as logistics and discuss usefulness and feasibility of introducing sychromodality in Austria. To facilitate open communication, the World Café method has been used.

#### ***Summary and conclusion***

Invited stakeholders were asked to review whether the critical success factors for sychromodality are already present in Austria and what would be needed to realize them. Most of them acknowledged that the technical and infrastructural conditions are less of a concern since they already work. Instead, customer-related prerequisites such as mental shift or the need for cooperation might pose problems. On the whole, stakeholders from industry and transport expressed interest for sychromodality since it could be a step towards the future vision of the Physical Internet.

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