



WHAT'S INSIDE...

Welcome to the First Edition of the EARTH Project Newsletter!

We are excited to launch the first edition of our newsletter for the EARTH (Ethical and Responsible Transportation and Handling) project.

This edition provides an overview of our project, introduce our partners, recap our first transnational partner meeting (TPM) in Poland, and outlines our upcoming activities.

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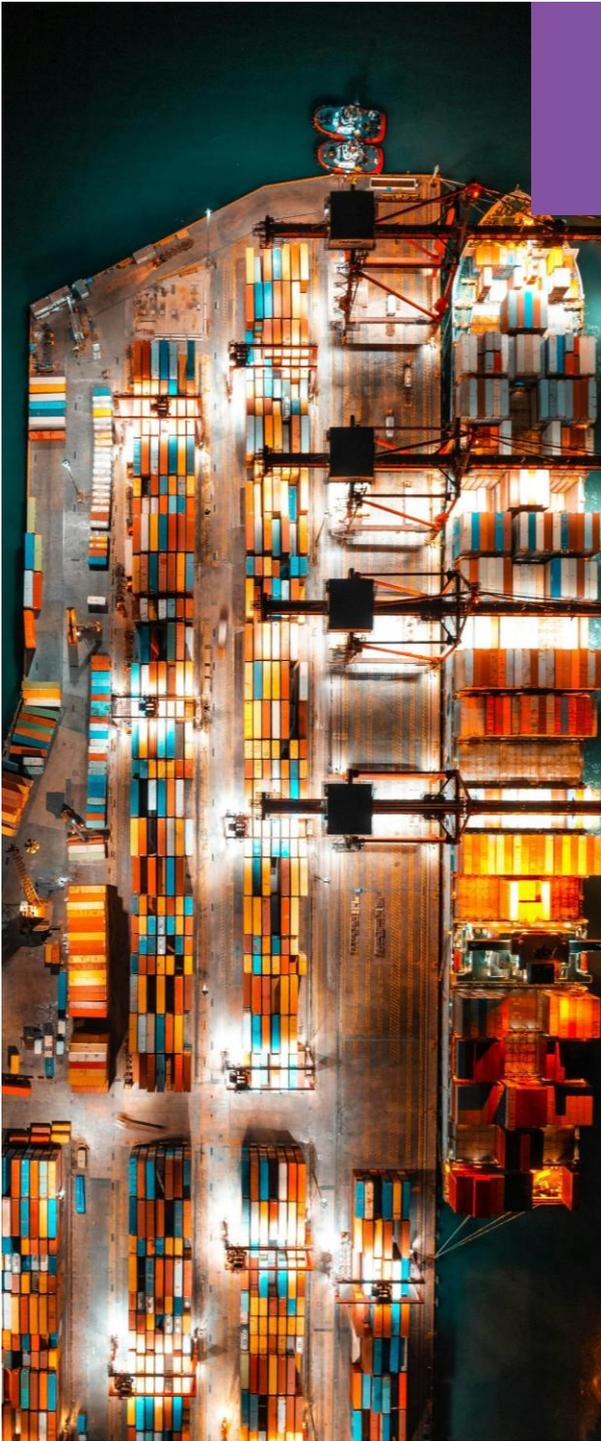


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O1 What Motivates EARTH?



The logistics sector is vital to keeping our world moving in the right direction, ensuring that goods get from point A to point B effectively, efficiently, and, most importantly, sustainably. However, the industry currently faces rather large challenges when it comes to sustainability and innovation.

The **EARTH (Ethical and Responsible Transportation and Handling) project** was created out of the necessity to adapt and overcome these challenges head-on by incorporating Sustainable Development Goals (SDGs) into everyday logistic practices.

The idea of logistics involves much more than just travelling or transporting products, it involves a wide range of stages and stakeholders, from transportation companies and warehousing providers to distribution centres and retailers.

While these operations are essential to maintaining supply chains, they also have major environmental impacts, such as their high emissions and resource use. The need for more sustainable practices in this industry is clear.

By creating new sector-specific training content focused on eco-friendly strategies and innovations, the EARTH project will contribute to a logistics sector that is both efficient and sustainable.

What We Aim to Achieve

The EARTH project is about supporting logistics companies, as well as higher education institutions (HEIs) that teach the future workforce in the sector, to adopt sustainable practices. Here's what we're aiming for:

- **Promoting Sustainability:** We want to make logistics operations more eco-friendly by providing easy-to-use educational resources and benchmarking tools.
- **Building Partnerships:** By connecting experts from HEIs and industry, we aim to encourage collaboration and shared knowledge.
- **Advancing Education:** We're focused on equipping educators and students with the skills and knowledge to promote sustainable innovation in logistics.
- **Transforming the Industry:** Our goal is to encourage logistics companies to adopt practices that support the SDGs, making the economy greener and more resilient.



02 What are we developing?

Good Practice Compendium & Starter Kit:

We are creating a comprehensive guide showcasing successful sustainability initiatives in logistics. This kit will provide practical guidance for companies looking to implement similar practices.

Problem-Based Learning OERs: We are developing Open Educational Resources (OERs) that focus on problem-based learning. These materials will help educators teach innovation management strategies aligned with the SDGs.

E-Benchmarking Tool: To help logistics companies assess and improve their sustainability practices, we are creating an e-benchmarking tool. This tool will allow companies to compare their performance against industry standards and identify areas for improvement.

Dissemination and Impact Efforts: We will be sharing our project outcomes widely through various channels and events. This includes workshops, webinars, and publications aimed at promoting the adoption of sustainable practices in the logistics sector.

Educational Frameworks: We are designing frameworks that will provide educators and students with the tools and methodologies needed to integrate sustainability into their learning and teaching practices.

WORK PACKAGE OVERVIEW

Over the pages that follow, we'll give you a quick overview of each of the Work Packages (WPs) which form the EARTH Project.

- **WP1:** Project Management
- **WP2:** Good Practice Compendium and Starter Kit
- **WP3:** Problem-Based Learning OERs
- **WP4:** E-Benchmarking
- **WP5:** Dissemination and Impact

03 Closer Look at our Work Packages



WP1 Project Management: Focuses on ensuring that the EARTH project runs smoothly and that all partners collaborate effectively. Led by the University of Szczecin (US), this work package handles administrative tasks, facilitates communication among partners, and ensures that everyone sticks to our project timelines.

WP2 Good Practice Compendium &

Starter Kit: WP2 is all about creating resources to highlight successful sustainability initiatives in logistics. Led by AILog and EUEI, we are developing a Good Practice Compendium with case studies and a Starter Kit that offers practical guidance for implementing these solutions.



WP3 Problem Based Learning OERs: WP3, co-led by FH Münster University of Applied Sciences and EGE University, will involve creating resources that will help teach innovative management strategies and align with the SDGs. This will help make logistics education more hands-on and relevant.

WP4 E-Benchmarking: Led by US and SWTP, this work package focuses on creating a benchmarking tool to help logistics companies evaluate and enhance their sustainability practices. The tool, inspired by the framework from the Digital Innovation project, will provide a practical way for companies to measure and improve their eco-friendly initiatives.



WP5 Dissemination & Impact: Led by Momentum, this work package is all about spreading the word and encouraging the adoption of sustainable practices. We'll develop a dissemination strategy, create engaging branding materials, and use channels like social media.

04 Partner Meeting in Szczecin, Poland



In February 2024, the EARTH project partners met for their official kick-off meeting at the US, Poland. This meeting marked an exciting moment as our diverse team of partners gathered to lay the groundwork for the EARTH project. Joining our project lead, US from Poland, were FH Münster University of Applied Sciences from Germany, SWTP from Poland, AIOLOG of Italy, EGE University from Turkey, Momentum from Ireland, and European E-Learning Institute from Denmark.

Discussions centred on defining our project's objectives, timelines, and collaborative strategies. Our goal is clear: to integrate digital innovations into logistics, promoting sustainable practices that can be adapted and implemented across industries and communities.

Moving forward, we are committed to utilising digital tools and our collective expertise to create meaningful change in the logistics sector.



05 Meet our Partners



UNIVERSITY
OF SZCZECIN

University of Szczecin (US), Poland: The lead partner for the EARTH project, US specialises in management and digital innovation. Their role is to oversee the project, ensuring all objectives are met and that there is effective communication and collaboration among partners. They bring extensive experience in coordinating international projects and a deep understanding of digital innovation practices.

FH Münster University of Applied Sciences (FH Münster), Germany: FH Münster excels in applied research and education. They will co-lead the development of Problem-Based Learning OERs (Work Package 3) and will be instrumental in integrating practical, real-world cases into the educational resources.



FH MÜNSTER
University of Applied Sciences

momentum
[educate + innovate]

Momentum Marketing Services Limited (MMS), Ireland: MMS specialises in marketing and dissemination strategies. They will lead the Quality Management & Impact Strategy, ensuring that the project's outcomes are effectively communicated and that the impact on target audiences is maximised. They will also be involved in developing the project's branding and dissemination channels.

Stowarzyszenie Wspierania Techniki Polskiej (SWTP), Poland: SWTP focuses on supporting technical innovation in Poland. They will co-lead the development of the e-Benchmarking tool (Work Package 4), drawing on their experience with digital tools and sustainability practices in the logistics sector.



European E-learning Institute (EUEI), Denmark: EUEI brings expertise in e-learning and digital education. They are responsible for co-leading the development of the Good Practice Compendium & Starter Kit (Work Package 2), and will be pivotal in creating educational materials that leverage digital tools to enhance sustainability in logistics.

**A LITTLE PROGRESS
EACH DAY ADDS
UP TO BIG RESULTS**

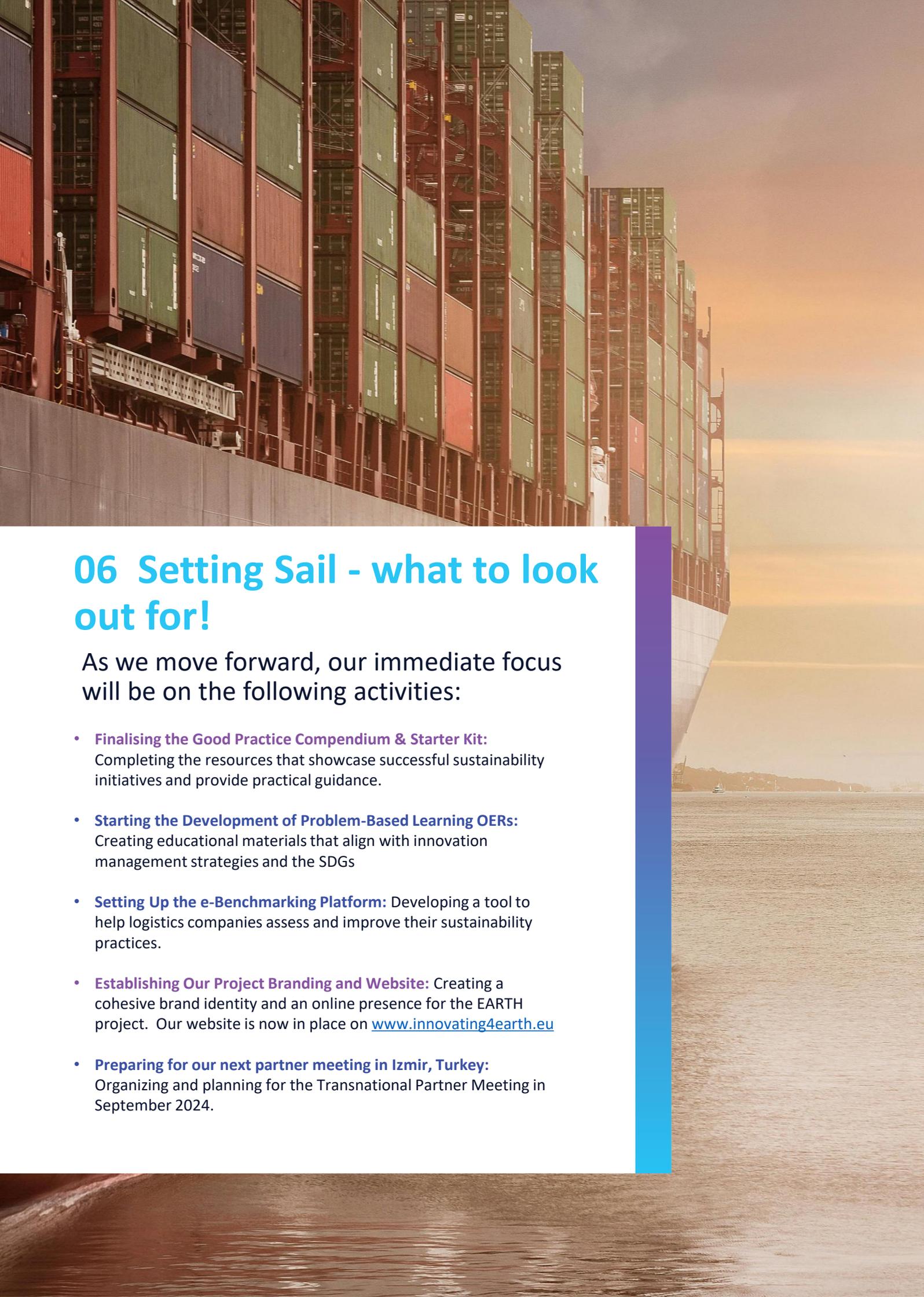
AILOG

associazione italiana di logistica
e di supply chain management

AILOG Associazione Italiana di Logistica e di Supply Chain Management (AILOG), Italy: AILOG is dedicated to advancing logistics and supply chain management in Italy. They will co-lead the Good Practice Compendium & Starter Kit (Work Package 2) and contribute their extensive network and knowledge of logistics innovations and sustainability practices.

EGE University, Turkey: EGE University is known for its strong focus on research and education in logistics and supply chain management. Their role in the EARTH project includes contributing to the development of Problem-Based Learning OERs (Work Package 3) and providing insights into sustainable logistics practices from an academic perspective.

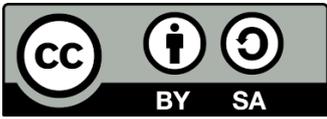




06 Setting Sail - what to look out for!

As we move forward, our immediate focus will be on the following activities:

- **Finalising the Good Practice Compendium & Starter Kit:** Completing the resources that showcase successful sustainability initiatives and provide practical guidance.
- **Starting the Development of Problem-Based Learning OERs:** Creating educational materials that align with innovation management strategies and the SDGs
- **Setting Up the e-Benchmarking Platform:** Developing a tool to help logistics companies assess and improve their sustainability practices.
- **Establishing Our Project Branding and Website:** Creating a cohesive brand identity and an online presence for the EARTH project. Our website is now in place on www.innovating4earth.eu
- **Preparing for our next partner meeting in Izmir, Turkey:** Organizing and planning for the Transnational Partner Meeting in September 2024.



Stay tuned for more updates
and ways to get involved in
our next newsletter!

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