



## WHAT'S INSIDE...

# Welcome to the 3rd Edition of the EARTH Project Newsletter!

We're excited to bring you the latest updates from the EARTH (Ethical and Responsible Transportation and Handling) project.

In this edition, we celebrate the release of our Problem-Based Learning Open Educational Resources (OERs), recap our Partner Meeting in Milan, Italy, and we look ahead to our upcoming Online Benchmarking Tool for sustainable innovation processes.

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# NEW RESOURCES:

## PROBLEM-BASED OERs



We are excited to announce the **release** of several new resources that will drive forward the EARTH project's mission: the **Problem-Based OERs**. These three comprehensive modules are now available for **download on our website**, and they mark a key milestone in the project's progress.

The journey to compile these resources was an **iterative and collaborative process** that involved extensive pilot testing with educators and students. Led by **FH Münster and EGE University**, our

dedicated project partners worked closely together, tapping into their networks and conducting in-depth evaluations **with students** in the logistics and sustainability sectors.

The EARTH OERs are designed to **equip educators and learners with practical tools** to explore innovation management and sustainability in logistics. The materials are structured into **three progressive modules**, each guiding learners from foundational concepts to hands-on application.

### Three-Module Structure

#### Module 1: Warm-Up Exercise

Introduces the fundamentals of innovation management with a focus on logistics. Students explore the topic independently, guided by research tasks and instructions to deepen understanding.

→ Find the corresponding resources here

#### Module 2: Innovation Management Digitalisation and Sustainability

Presents how innovation management can be carried digitally and provides a curated list of tools to manage sustainable innovations in logistics. With step-by-step instructions, students critically analyse these tools and their practical applications.

→ Find the corresponding resources here

#### Module 3: Real-Life Challenge

Guides students through the six stages of the Innovation Management Process using a logistics case study. Students utilise digital tools at each stage to manage a sustainable innovation process, demonstrating how the tools support the implementation of sustainability in logistics.

→ Find the corresponding resources here

### Weekly Learning Materials

Each module runs over several weeks and is supported by three core resources. Begin with the Teacher's Guide for planning, then use the Slide Deck and Worksheets to deliver and deepen the learning experience.

#### Teacher's Guide

A comprehensive step-by-step manual for teachers, with instructions for preparing and facilitating each session. It includes background information, learning outcomes, suggested timings, guiding questions, and tips for moderation.

#### Slide Deck

Professionally designed PowerPoint slides for in-class use, covering key concepts, case studies, and discussion prompts. Some slides (such as introductory overviews) are intended for teacher preparation only and should be removed before presenting in class.

#### Worksheets

Interactive worksheets to guide students through activities tailored to the session's topic. Teachers should adapt these as necessary to fit their class formats and students' needs.

## HOW DO THEY ADD VALUE?

Together, these materials form a **flexible, pick-and-choose resource package** tailored for higher education and vocational training.

Whether used in whole or in part, and whether delivered online, in person, or in a hybrid format, the EARTH OERs allow **teachers to customise their approach** by selecting, adapting, and combining elements to suit their students' needs.

The EARTH OERs support the development of future-ready, **sustainability-focused innovators** in diverse educational contexts.



[Download the OERs](#)

# TPM 3: HIGHLIGHTS FROM OUR MILAN PARTNER MEETING



We're thrilled to share the exciting developments from our **3<sup>rd</sup> Transnational Partner Meeting (TPM)** in **Milan, Italy**, held on **8th & 9th May 2025** at the stunning **Milano Duomo**.

The goal of this two-day meeting was to make strides in achieving our mission: **advancing innovation management** and **digital skills** in logistics, all while incorporating the **Sustainable Development Goals (SDGs)** into the heart of our work.

Here's a snapshot of the action-packed sessions we enjoyed during this productive gathering:

## Day 1: 8th May - Driving OERs and Benchmarking Forward

The Milan meeting opened with warm welcomes before diving straight into **WP4: E-Benchmarking**, led by the University of Szczecin (US) and SWTP. Partners reviewed progress on the online platform, adapted ideas from an earlier Digital Innovation project, and took part in a **hands-on workshop** to refine functionalities, analytics, and visual design. Feedback was collected collaboratively via focus groups and Padlet boards, ensuring the platform will be practical and user-friendly for testing later this year.

After lunch, the focus shifted to **WP3: Problem-Based Learning OERs**, led by FH Munster and EGE. Partners shared **pilot testing** updates: the US team worked with ~90 logistics and business students, noting the need for clearer examples and more flexible structures. EGE discussed plans for beginning testing across five or more courses,

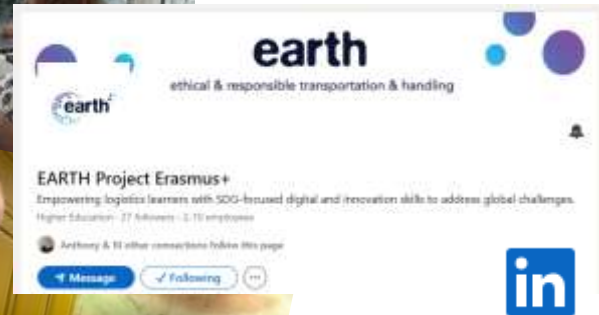
involving 100+ students and 10 educators. FH Münster would host a workshop with 20 students, applying the OERs in small groups to test adaptability. AIOLOG informed plans to pilot within a VET course later that summer.

Feedback highlighted the value of teacher guidance, simpler navigation, and more context-specific case studies. Adjustments to the piloting feedback survey and methodology got underway, ensuring quality insights guided the final refinement. The day closed with a session on project management, financial details, and reporting, clarifying upcoming deadlines, compliance requirements, and deliverables. The evening ended with a partner dinner at Serendepico Milano, celebrating our progress and collaboration.





# TPM 3: HIGHLIGHTS FROM OUR MILAN PARTNER MEETING



## Day 2: Quality, Dissemination, and Future Sustainability

Day 2 began with **Quality Management & Impact Strategy**, where MMS presented updated tracking tools and discussed upcoming 1:1 partner meetings to deepen feedback. A new quality questionnaire was circulated soon after.

The spotlight then turned to **Dissemination**, also led by MMS. Partners reviewed achievements and planned stronger visibility efforts, including SEO improvements, new project hashtags, and the creation of a LinkedIn profile dedicated to EARTH. Emphasis was placed on consistent use of

the EU visual identity and website links in all outputs.

Each partner came up with ideas to contribute actively to the dissemination and plan at least one public event to share project results in 2025.

Ideas for sustaining results after the project included the US continuing to fund and host the benchmarking tool, FH Münster making resources available on its website, and EGE embedding EARTH outputs into its courses.

## What's Coming Up Next?

This meeting served as a pivotal point in our journey, laying the groundwork for the final phases of the project, including the beginning of **WP4** and the rollout of the **Problem-Based Learning OERs**. We are **driving innovation** and **digital skills** within logistics education, all while **empowering businesses** and **future leaders** with the tools they need to act on the **SDGs**.

Check out [our new LinkedIn page](#) to stay up to date with our exciting plans to revolutionise logistics education and management!

# HAVI CASE STUDY: A DEEP DIVE

HAVI is a global supply chain solutions provider specialising in the **foodservice industry**. Operating in **over 100 countries**, the company supports major brands, including McDonald's, with integrated **logistics, packaging, and analytics** services. From temperature-controlled warehousing and real-time demand forecasting to last-mile delivery, HAVI's end-to-end solutions ensure **product freshness, safety, and availability** across diverse markets.

In Europe, HAVI focuses on building **efficient, responsive supply chains** tailored to the needs of quick-service restaurant (QSR) networks. By combining **AI-powered logistics planning, route optimisation, and cold-chain technologies**, HAVI can provide just-in-time deliveries while maintaining high service quality. Its network of **regional distribution centres and local delivery fleets** supports **flexibility and scalability** in complex regulatory environments.

## Driving Innovation with cloud-based infrastructure



To strengthen **partner collaboration and increase agility**, HAVI migrated its B2B operations to Axway Cloud Managed Services. This API-driven, cloud-based infrastructure enables **secure, real-time data exchange** with hundreds of suppliers and distributors. The platform allows for faster partner onboarding, provides better visibility into transactions, and enhances responsiveness to disruptions, helping HAVI's supply chain **adapt quickly** to dynamic foodservice demands.

## Sustainability at the Core



**Sustainability** is embedded in HAVI's logistics strategy. The company is actively reducing its **environmental footprint** through the use of low-emission delivery fleets, renewable energy-powered warehouses, and sustainable packaging initiatives. Its long-term partnership with McDonald's has produced results such as eco-driving programs, route optimisation for fuel savings, and reusable delivery materials. HAVI is also involved in **pilot programs** exploring hydrogen and electric vehicle technologies as part of its emissions reduction roadmap.

**WATCH: HAVI Supply Chain Ensures Global Logistics with B2B Integration in Axway Cloud Managed Services**



# HAVI CASE STUDY: A DEEP DIVE

## Smarter and greener Supply Chains



Despite **ongoing challenges** like temperature compliance, cost pressures, and urban delivery restrictions, HAVI continues to lead through **digital innovation and sustainability**. By integrating cloud-based systems, data-driven optimisation, and environmental best practices, HAVI positions itself as a key partner for foodservice brands aiming to build **smarter and greener supply chains** across Europe and beyond.

Read the Havi case study and discuss potential logistics problems. These prompts could help you find them:



☐ HAVI invests in **AI-powered forecasting and route optimisation** to reduce food waste and improve delivery efficiency. What are the technological or organisational **challenges in implementing these tools** across cold chains and multi-regional logistics networks?

☐ As HAVI expands its **low-emission fleet** using electric, gas, and hydrogen vehicles, what are the **infrastructure and cost challenges** involved in transitioning to a sustainable delivery system?



☐ HAVI works closely with **quick-service restaurant (QSR)** clients to align on logistics KPIs and environmental goals. What are the challenges in ensuring that **sustainability targets** are consistently met across different countries, suppliers, and distribution models?

☐ In the fast-paced foodservice industry, HAVI must **ensure freshness and punctuality** while reducing emissions. What are the **difficulties in balancing** strict cold chain requirements with environmental sustainability and cost control?

☐ **WATCH:** [HAVI Supply Chain Ensures Global Logistics with B2B Integration in Axway Cloud Managed Services](#)

# PARTNER SPOTLIGHT: FH Münster

## University of Applied Sciences



**FH MÜNSTER**  
University of Applied Sciences

### Who is FH Münster?

FH Münster University of Applied Sciences is a modern, achievement-oriented university, recognised for its **high-quality education** and its contribution to both the local and national economy. It is a forerunner in **digital and sustainable innovations**, placing strong emphasis on a **practice-oriented** curriculum, and has been **awarded** for its **university-industry knowledge exchange**. Residing within FH Münster and representing FH Münster in the EARTH project, the [Science-to-Business Marketing Research Centre \(S2BMRC\)](#) is recognised worldwide for its approach to Science-to-Business Marketing and developing **entrepreneurial and engaged universities**. With expertise in innovation, entrepreneurship, and sustainability, the centre ensures that research outcomes are effectively **transferred into business and educational practice**.



### FH Münster's Role in the EARTH Project

In the **EARTH project**, FH Münster has taken an active role in shaping the project's **educational resources**. As co-leader of Work Package 3, together with EGE University, it focused on developing **Problem-Based Learning (PBL) Open Educational Resources (OERs)**. These resources bring together the **innovation management** process and the **Sustainable Development Goals (SDGs)**, providing students with a framework to explore **real-world logistics challenges** through a **sustainability** lens while working with **digital**

**tools**. Drawing on its long-standing **expertise in developing models and tools** for digital transformation, innovation management, and university–industry cooperation, the S2BMRC ensured that the OERs were **not only pedagogically sound** but also **grounded in practical relevance**, enabling students to connect theory with real-world applications.

# PARTNER SPOTLIGHT: FH Münster

## University of Applied Sciences

### Key Contributions to the EARTH Project

- 1 FH Münster supports the identification and analysis of **good practices and digital tools** in sustainable logistics, ensuring that the project's resources reflect both academic insights and industry needs.
- 2 The University of Applied Sciences designs **innovative and adaptable educational resources** that connect the SDGs with innovation management, guiding their testing, refinement, and translation for broad use across Europe.
- 3 Drawing on the expertise of the S2BMRC, FH Münster ensures that the OERs are **pedagogically strong** while remaining **highly relevant** for students, educators, and industry.
- 4 FH Münster helps **shape and validate the e-benchmarking platform** that allows organisations to assess their progress in digitalisation and sustainability within innovation management, grounding their contributions in practical experience and prior research.
- 5 Finally, the university also plays a central role in **dissemination**, using its extensive European and industry networks to promote the project's results and support their long-term adoption.

### What's Next for FH Münster in the EARTH Project?

Looking ahead, FH Münster will continue to build on the achievements of Work Package 3 by **supporting the wider adoption and use** of the developed OERs. The S2BMRC aims to **strengthen connections** between education, research, and industry so that sustainability and innovation remain central in logistics training. By **engaging** with educators, students, and business partners (especially for the e-benchmarking platform), FH Münster will help ensure that the project's outputs **remain impactful** and continue to contribute to **greener and more innovative practices** in logistics.

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# PARTNER SPOTLIGHT: EGE Üniversitesi



## Who is EGE University?

EGE University is one of Turkey's leading state universities, located in Izmir, with over 60 years of experience in education, research, and innovation. With a student population of more than 60,000 and around 3,000 academic staff, EGE is a major hub for knowledge creation and transfer. It is ranked among the top five Turkish universities for publications, patents, and commercialisation of research results. EGE is strongly committed to research-driven teaching, international collaboration, and translating scientific outcomes into benefits for society. Its values closely align with the EARTH project's ethos of sustainability, innovation, and impact.



## EGE University's Role in the EARTH Project

In the EARTH project, EGE University plays a central role as co-leader of Work Package 3, focused on developing the Problem-Based Learning (PBL) Open Educational Resources (OERs). Drawing on its strengths in curriculum design, logistics management, and innovation, EGE leads the research and content development process. This includes coordinating partner contributions, integrating national-level research,

and consulting with stakeholders to ensure relevance. EGE also piloted the modules with 20 teachers, revising the materials based on feedback to guarantee their quality and usability.

# PARTNER SPOTLIGHT: EGE Üniversitesi

## Key Contributions to the EARTH Project

- 1 Leading the design and piloting of the **PBL OERs**, ensuring they are academically rigorous and practically relevant.
- 2 Bringing expertise from logistics-related projects such as **ESCOLA, EMERGE, and CoCreAid**, which strengthen the integration of innovative teaching methods.
- 3 Leveraging its strong research and innovation ecosystem to connect the project with wider academic and industry **networks**.
- 4 Supporting international cooperation by embedding **SDGs** into curricula and aligning educational programmes with sustainable development practices.

## What's Next for EGE University in the EARTH Project?

Looking ahead, EGE University will continue refining and promoting the PBL OERs and will play an active role in supporting the rollout of the E-Benchmarking Tool. With its strong background in logistics, innovation management, and EU project leadership, EGE will help ensure that the EARTH resources are widely adopted by educators, students, and logistics professionals.

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# NEXT: ONLINE BENCHMARKING FOR SUSTAINABLE INNOVATION



As the EARTH project progresses, we are excited to unveil our next major innovation: the **Online Benchmarking Tool**. This interactive online platform will empower logistics companies, educators, and students to **assess innovation practices against sustainability goals**, supporting the shift toward digital transformation and SDG-driven logistics.

## What is the Online Benchmarking Tool?

The tool builds on an **innovation process management map** originally developed by the University of Szczecin and EU partners (2020–2022), now adapted specifically for logistics.

Through a **benchmarking survey and integrated reporting system**, it enables companies to evaluate their innovation and digitalisation practices while mapping progress toward SDG alignment. Users will receive **automated self-assessment audits** and real-

time reports, offering a clear view of their relative performance compared to peers. It will provide:

- ❑ An accessible online benchmarking survey.
- ❑ Summaries of industry-wide trends.
- ❑ Personalised company reports to guide SDG-driven innovation strategies.



## Why is it Important?

The logistics industry faces growing pressure to integrate sustainability and digital innovation. The Online Benchmarking Tool helps organisations understand where they stand, while **providing actionable insights** to drive improvement. For students and educators, it offers a practical learning resource that demonstrates how digital tools can link innovation management directly with the SDGs. For managers, it **strengthens motivation and capacity** to embed sustainability into company strategies.



## What's Next?

The first version of the E-Benchmarking Tool **will soon be available** via the EARTH website.

Stay tuned for updates as we launch this powerful new resource, designed to strengthen sustainability and innovation across logistics education and practice.





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