Green Barge – FloraHolland

Green Barge is a project focusing on the transport of ornamental plants and other conditioned products through a synchro-modal manner using inland waterway transportation. The project entails an executable pilot for the use of the inland container for the transportation of floriculture goods to and from the North-East polder to the Amsterdam region (FloraHolland) via existing and possibly new network and inland terminals.

- Cooperation between the different actors involved
- Due to the success of the first pilot, a second one started with larger volumes.

Benefits:
- Increased efficiency and reliability in the supply chain
- Lower CO2 emissions
- Reduction of the number of transport movements by trucks
- Creation of awareness (i.e. on the use of inland navigation as an efficient transport alternative)

Starting point/objectives/motivation:
Congestion affected the reliability and efficiency of the road based service. A more efficient and less energy consuming alternative to transport floricultural products was needed.

Before Green Barge was implemented the transport of ornamental plants and other conditioned products was mainly carried out by road transportation.

Green Barge uses existing infrastructure and technologies and could have strong impacts on decreasing the energy consumption, CO2 emissions and road congestion. This solution is implemented for the transport of time sensitive floricultural products which is usually not transported by barge.

Solution
The Green Barge concept uses ‘proven technology’ (i.e. existing terminals, reefer containers, complete Track & Tracing and inland waterway transportation).

Green Barge started in March 2010 with a small pilot (for seven weeks). After a successful first pilot, a larger one started in the third quarter of 2012 and is expected to be fully implemented by the third quarter of 2014.

During the first pilot, a total of twenty reefers were transported by inland navigation. The reliability performance was 95% and the quality of the products remained the same as with road transport.

Key Words:
Access to transport networks, infrastructure and nodes; Business to business (B2B) solutions, cooperation; Value added services, development (or extension) of services; Interoperability and standardisation: vehicles, equipment, loading units, infrastructure; Monitoring and benchmarking of processes; inland waterway transport; flowers; temperature controlled; ornamental plants; reefers; synchro-modality.
The main stakeholders involved are from the private (auction organizer, transport operators/distributing companies) and public (municipality – infrastructure managers) sector.

The Green Barge solution could be implemented in other waterway corridors. Inland waterway barges can be used for accommodating other time sensitive commodities as well.

The transferability of the Green Barge solution is limited by the available inland waterway infrastructure and intermodal options.

More information:

www.floraholland.com
Contact person: Karel van Dijk
FloraHolland

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