



Executive Summary

# Fintraffic Concept for Logistics Information Services

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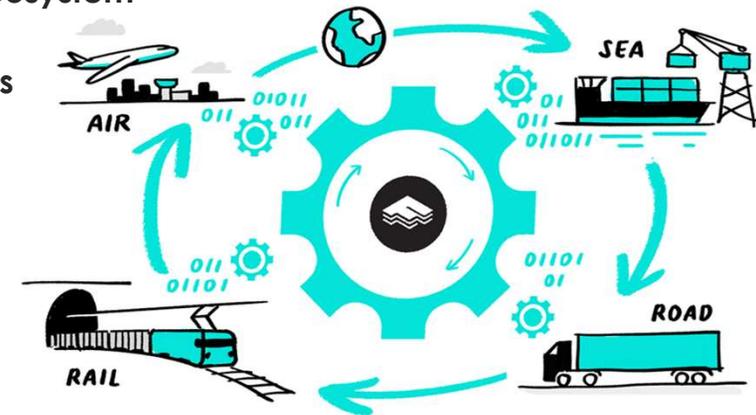
# The Assignment

Creating a concept for Fintraffic's **information services for logistics** by creating an understanding of the current state, clarifying the desired role of Fintraffic and defining the development priorities for the future. The background of the work is one of Fintraffic's most important goals: how to **get the most out of traffic & logistics data**

Work started in  
September 22, the final  
results were completed  
in January 23

## Key findings of the project were:

- Understanding the current state and the needs of the logistics data ecosystem
- Preliminary service concepts
- Development goals of logistics and Fintraffic's current & future priorities
- Fintraffic's role in logistics: now, near future and long term
- Roadmap for logistics information services





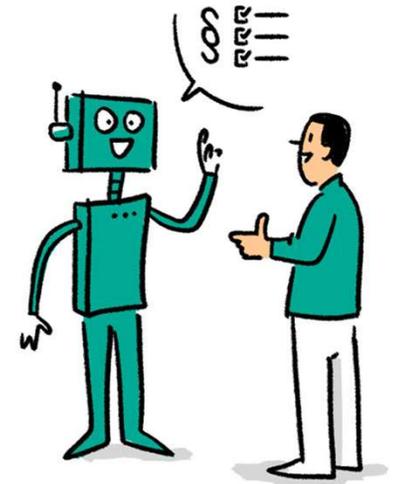
# Key findings

# Understanding of the current state of the data ecosystem of logistics



- **The need and momentum for digitalization of logistics is now**
  - Multi-crisis situation (war, energy, climate, costs) challenges Finnish logistics and export industries
  - Finland is a logistical peripheral country, and after the closure of the eastern direction, the situation got even worse
  - In addition to costs, the pressure for emission reduction drives towards inventing new solutions
- **The logistics data ecosystem is still quite undeveloped**
  - **System level & end-2-end data thinking** is missing
    - *at the modal level there are some well developed models to check out*
  - For the above-mentioned reasons, the **end customer** is often easily forgotten
  - The role of public actors in the ecosystem is relatively small → the development is **project-led**
- **The digital and data maturity of the ecosystem is low**
  - Development is 5-10 years **behind** passenger transport, benefits not recognized
  - Lots of bilateral data exchange, lack of **masterdata** thinking
  - Information exchange primarily document-based, lack of **structured information**
- **There is a great need for the ecosystem and the data service development**
  - Highest demand for a **neutral** promoter of digitalisation
  - The desire to utilize the benefits of **eFTI**
  - High pressure in the market for calculating and reducing emissions from transport chains
- **Fintraffic's role in the logistics ecosystem requires clarification**
  - The authorities are seen as a single actor and players do not recognise what is the task of whom
  - Fintraffic is completely **unknown** for some of the players
  - Some of the players are afraid that Fintraffic will disrupt the market

The study was conducted by interviewing more than twenty stakeholders



# Development goals of logistics and Fintraffic's future priorities



Fintraffic's future priorities



DESIGN



TRAFFIC



TRANSPORT

## TRANSPORT SYSTEM SUPPORT

*E.g.*  
Infrastructure planning based on transport forecasts



Open statistical data of traffic and transport

## EFFICIENT USE OF CAPACITY

*E.g.*  
Combining transports to increase utilization



Logistics trading platform

## TRANSPORT SAFETY

*E.g.*  
Monitoring drivers' driving times and setting alerts for violations

## TRANSPORT SUSTAINABILITY

*E.g.*  
Calculation of total transport emissions



Emissions dataplatform (CountEmissions)

## SMOOTH FLOW OF TRAFFIC AND TRANSPORT

*E.g.*  
Real-time traffic information



End-2-end situational awareness (incl. transport information)

## CONTROL AND TAXATION OF TRANSPORT

*E.g.*  
Prior notifications to Customs

## QUALITY OF TRANSPORT

*E.g.*  
Temperature monitoring for the cold chain



ECOSYSTEM DEVELOPMENT, *e.g.*, facilitating and utilization of data standards



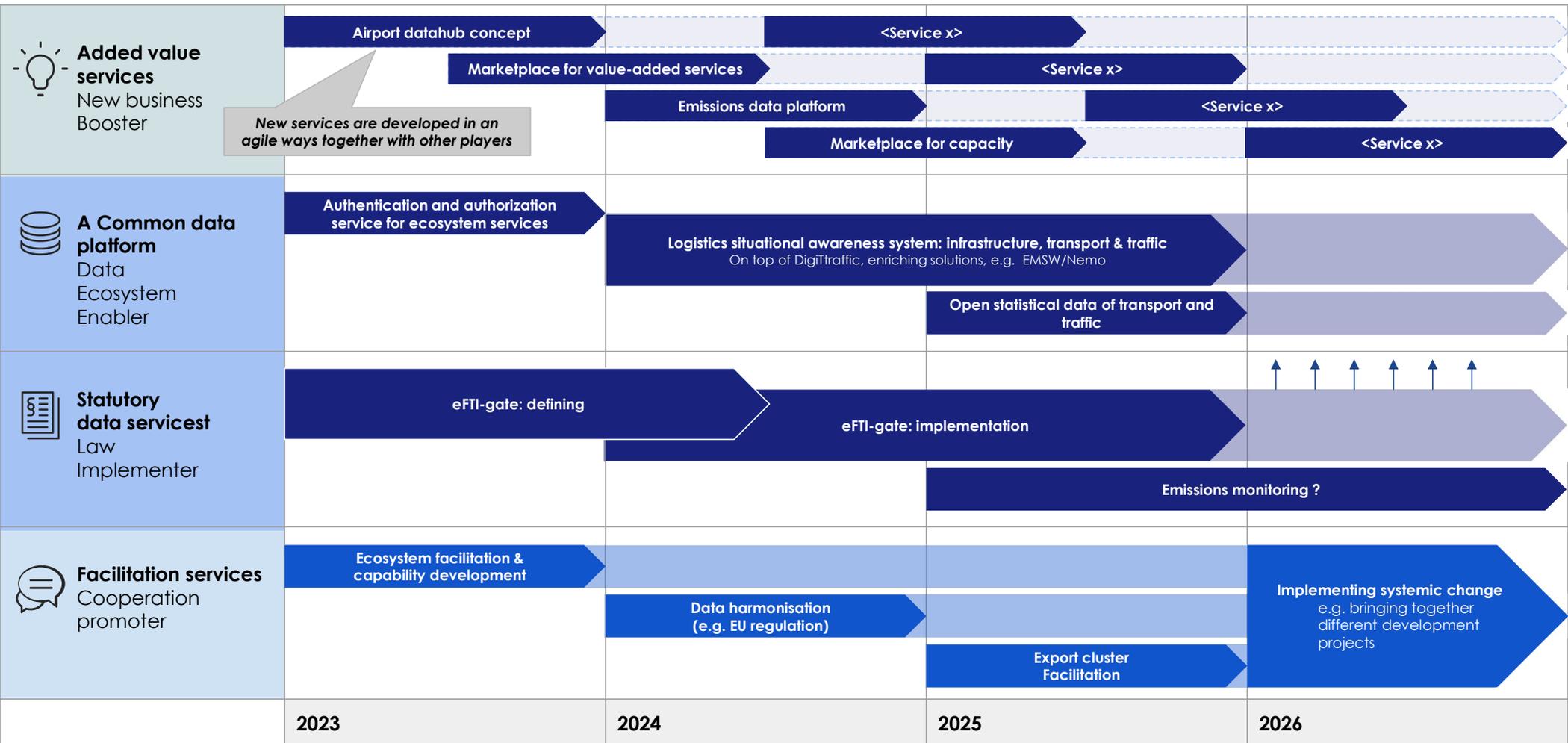
A driver of systemic change



# Fintraffic's target roles in the development of the logistics data ecosystem in the short and long term

Role	What	Focus NOW	Focus 2026	Why
 <b>New business Booster</b>	<b>Added -value services</b>	●	●	Transportation data services for which there is a clear need but which are not developed by market. Development work is done together with logistics parties. The primary goal is to create business for others, not to do it by yourself.
 <b>Data Ecosystem Enabler</b>	<b>A Common data platform</b>	●	●●●	Services for collecting, refining and sharing common basic data. Common basic data refers to data that is needed by several different parties and for that reason does not create a competitive advantage for anyone; for example, situational awareness data on infrastructure and traffic
 <b>Law Implementer</b>	<b>Statutory data services</b>	●●●	●	Implementation of statutory data services defined for Fintraffic. In addition to the minimum implementation, the aim is to create added value on top of these services, e.g. by leveraging eFTI (see the role of Data Ecosystem Enabler ).
 <b>The engine of Change</b>	<b>Systemic change implementer</b>	●	●●●	In the longer term, a fragmented and conservative industry may need a strong organization to systematically push through digital transformation to form an ecosystem and promote service exports. <b>The most important role in the longer term?</b>
 <b>Cooperation Promoter</b>	<b>Facilitation services</b>	●●●	●	A fragmented industry needs a neutral nationwide organization to bring parties together, promote the interoperability, quality and coverage of data, etc. <b>The most important role of the next few years!</b>

# Development roadmap for logistics informations services



# Expected concrete results for years 2023 and “Call to action” for other players in the field of logistics



	Results in 2023-2024	Call to action	What Fintraffic can offer:
 <b>Value - added services</b>	<ul style="list-style-type: none"> <li>• <b>Emission data sharing platform</b></li> <li>• <b>Helsinki-Vantaa Airport datahub pilot</b></li> </ul>	<ul style="list-style-type: none"> <li>• Utilize existing data and data services</li> <li>• Bring us ideas how to improve the data &amp; services and get additional value</li> <li>• Bring us new use cases for co-development</li> <li>• Participate actively in Traffic Data Ecosystem workgroups and other forums and keep yourself updated</li> </ul>	<ul style="list-style-type: none"> <li>• Networking and industry clustering on the ecosystem</li> <li>• Data and data services</li> <li>• Industry expertise</li> <li>• In some cases, funding</li> </ul>
 <b>A common dataplatform</b>	<ul style="list-style-type: none"> <li>• <b>European Maritime Single Window /Nemo</b> <ul style="list-style-type: none"> <li>◦ Port collaboration platform implementation</li> </ul> </li> <li>• <b>Traffic information services further development</b> <ul style="list-style-type: none"> <li>◦ Fintraffic-mobile application brings two way incident reporting</li> </ul> </li> </ul>		
 <b>Statutory information services</b>	<ul style="list-style-type: none"> <li>• <b>eFTI definitions on year 2023 and piloting 2024</b> <ul style="list-style-type: none"> <li>◦ Pilots and additional value service will depend on CEF funding</li> </ul> </li> </ul>		
 <b>Facilitation services</b>	<ul style="list-style-type: none"> <li>• <b>Systematic co-operation</b></li> <li>• <b>Innovation cluster development</b></li> </ul>		



# Conclusion and Prerequisites for Success



# Digitization of the logistics requires a common goal, leader and strong cooperation at the national level

*The development and production of digital services of logistics require a clear policy in the national level. Current project-led activities in the logistics sector need to be more combined in order to gain greater benefits. This requires strong guidance and commitment towards a common goal.*

## A functioning ecosystem requires that the parties cooperate actively with each other

### From the operators this requires::

- Commitment to the ecosystem vision, goals and ways of working
- Participation in joint development work
- Producing data for a common data platform and utilising it when possible



## However, it should be noticed that there are many different parties in the ecosystem with different levels of capabilities

- **Small operators** lack the resources and know-how for advanced data solutions → this requires increasing the basic capabilities of small operators and taking their needs into account in service development
- The digital capabilities of **large players**, on the other hand, can be at an excellent level, but they must take into account their international operating environment → this requires an international perspective in service development

## Fintraffic has the opportunity to lead the change

**There is a great need for the digitalization of the logistics ecosystem. Due to its nationality, neutrality and basic tasks, Fintraffic is an excellent choice to lead this development.**

- Forming a common will
- Accelerating cooperation
- Building a data ecosystem



**With eFTI, Fintraffic will in any case take a bigger role in the development of the digitalisation of logistics**

- This opportunity is worth taking advantage of

**Building the new role requires long-term cooperation with industry players and the coordination of:**

- International and national development needs
- Legal obligations and value-added services
- Very different types of needs of different players

**Fulfilling a new role requires active communication both on a general level and service level.**

