



SMOOTH PORTS

Good practice – MYBOXPLACE

(1) Author contact information

Katrin Witthoff

European Affairs Unit, Ministry of Economy and Innovation, Free and Hanseatic City of Hamburg

Alter Steinweg 4, D-20459 Hamburg

Mail: katrin.witthoff@bwi.hamburg.de

(2) Organisation in charge of the good practice

DAKOSY Datenkommunikationssystem AG

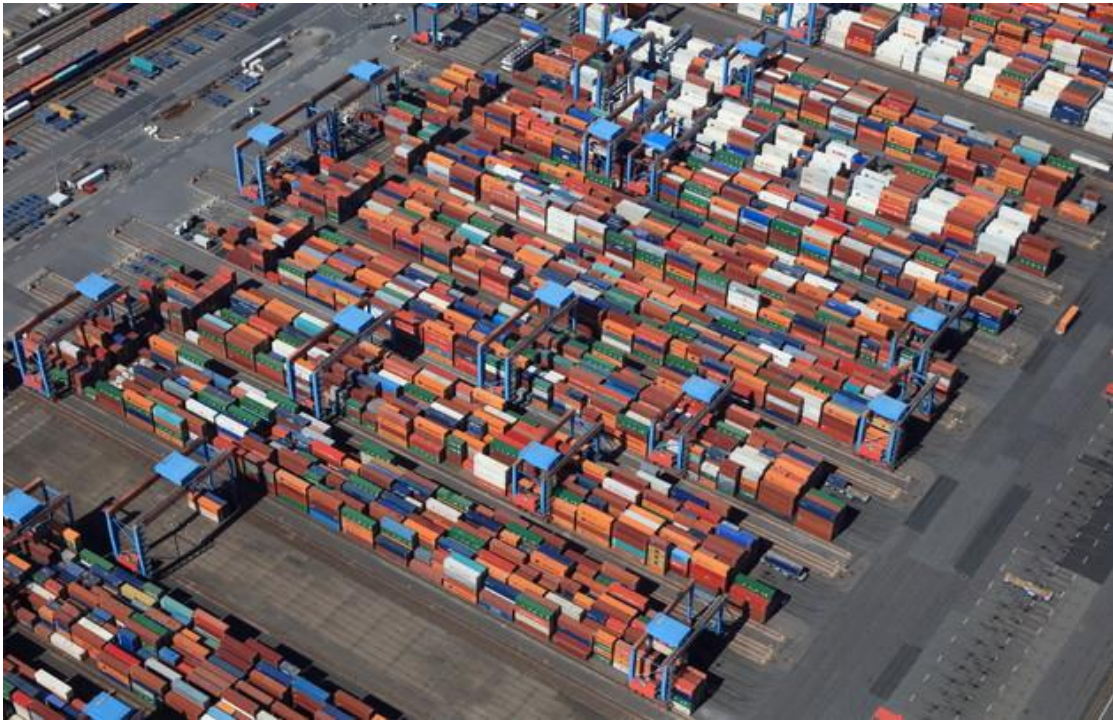
Mattentwiete 2, D-20459 Hamburg

Contact: Nicolai Port

Mail: port@dakosy.de

(3) Good practice general information

MYBOXPLACE is a digital platform and an intelligent solution to optimize the transport of empty containers by trucks in the Port of Hamburg.



Source: Hafen Hamburg Marketing e.V.

(4) Good practice detailed information

(4.1) Short summary of the practice

MYBOXPLACE is a digital platform that optimizes the process of reusing import-containers as export-containers by avoiding empty container transports resulting in less HDV-CO₂ emissions.

(4.2) Short description of the local situation

In 2019 nearly 3.600 container vessels arrived in the Port of Hamburg and 9.3 million TEU containers were being handled. About 4.7 million TEU were import containers and about 4.5 million TEU were export containers. Consequently, a large number of containers with imported goods are unpacked in the Port of Hamburg, transported to be stored in container depots and then transported again to be reused for export purposes.

Since 2012 the CO₂ emissions in Hamburg have been reduced every year and the Port of Hamburg strives to reduce direct CO₂ emissions by 55 % until 2030 (compared to 2012) and become climate-neutral by 2050. An intelligent handling of empty container traffic in the port area can certainly contribute to this goal.



(4.3) Detailed information on the practice

The digital platform MYBOXPLACE can be used by packers, forwarders, importers, exporters or container shipping companies. Traditionally, packers or forwarders have brought their import containers to an empty container depot after unpacking. The containers remained there until they were needed again by other logistic companies for their export activities. The process with MYBOXPLACE is much more streamlined. As the follow-up booking of the container happens directly and digitally, the container does not have to be transported to an intermediate storage depot and picked up again from there. The packer offers its unpacked import container as an available empty container online via the platform for a certain period. If another logistics provider reserves the container within the specified period, the container can be transported directly to the next user without an intermediate stop at the empty container depot. This direct exchange saves at least the transport to the container depot and therewith CO₂ emissions accordingly. It is even more advantageous for so-called "self-re-users" if available import containers are reused directly for export by the same company. The physical transport and the CO₂ emission is completely avoided.

(4.4) Resources needed

The Hamburg Port Authority (HPA) commissioned IBM to create and develop the digital platform VIRTUAL DEPOT as predecessor of MYBOXPLACE for an order volume of 125.000 Euro. The operation of the platform requires very low personal resources.

(4.5) Timescale

The platform MYBOXPLACE is a further development of the VIRTUAL DEPOT platform operated by the Hamburg Port Authority (HPA) since 2016. In 2018, it was linked to DAKOSY's import and export platforms and runs closely connected to all other DAKOSY services.

(4.6) Evidence of success (results achieved)

In the first year, the VIRTUAL DEPOT / MYBOXPLACE achieved a decrease of around 5.000 truck trips with empty containers in the Port of Hamburg and thus savings of approx. 41 tons CO₂ emissions.



(4.7) Challenges encountered (max 300 characters)

While the utilisation of the VIRTUAL DEPOT was open to all actors involved in the supply chain in the Port of Hamburg MYBOXPLACE is only available for DAKOSY business partners.

There is a strong competition targeting long distance hinterland traffic and unfortunately a low commitment of the shipping companies.

(4.8) Potential for learning or transfer

Considering that in general handling processes of import and export containers in ports are very similar worldwide a platform like MYBOXPLACE can be used throughout Europe and is not limited to the port area of Hamburg. The implementation of a similar platform is certainly easier in cases where local port authorities or digital service providers like DAKOSY already offer successful digital services and solutions along the supply chain.

Similarly, possible traffic reduction and CO₂ savings depend on the individual port structure and the distances covered by trucks with empty containers between the various actors. The greater the distance to be covered, the higher are possible CO₂ reductions.

(4.9) Recommendations for implementation in other ports

The advantages of platforms like MYBOXPLACE for the handling of empty containers can of course not be transferred directly to bulk cargo or classic ferry ports but they apply for all container ports especially with wide distances between the different locations.

In order to achieve the desired reduction of CO₂ emissions in a timely manner, it may be advantageous if the platform is offered by local port authorities instead of private service providers and thus be accessible to all actors within the transport chain without any costs.

(4.10) Further information

www.dakosy.de/myboxplace.de

www.hafen-hamburg.de

(4.11) Keywords related to your practice

Low carbon strategy, Innovation in transport