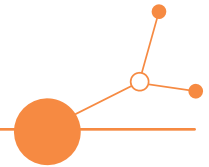


Pilot action evaluation report - topic 3

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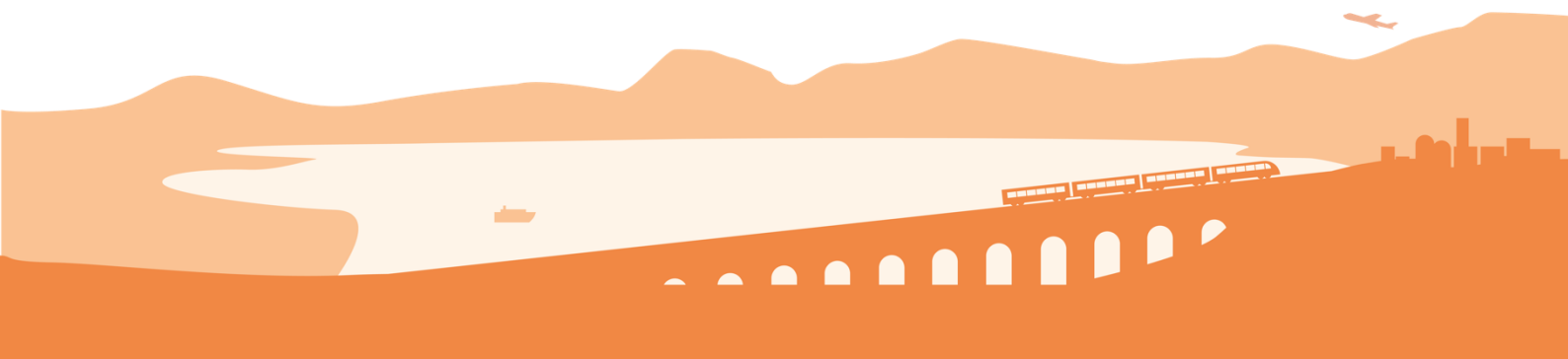




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1. Introduction

1.1. General introduction about pilot action

Activity 2.3 focuses on co-designing, implementing, and evaluating pilot actions related to Topic No. 3 of the project, which centres on cargo bundling. In this activity, project partners (PPs) are testing complementary approaches for optimizing cargo bundling across different sites, with a particular focus on rural and peripheral areas of Poland. The goal of these pilots is to develop innovative solutions that streamline logistics processes, improve coordination, and reduce inefficiencies by consolidating cargo from small and medium-sized carriers into larger, more efficient shipments.

Gruber Logistics plays a central role in this pilot action, bringing its expertise in logistics operations and experience working with small and medium-sized logistics operators. The company has been instrumental in implementing digital solutions, such as the MyDesk platform, to enhance documentation processes and facilitate better communication and coordination between carriers in rural areas. By providing access to digital tools that were previously out of reach for these smaller players, Gruber Logistics is helping to level the playing field and improve operational efficiency in less-connected regions.

In addition to Gruber Logistics, the Port of Rostock is also actively involved in this pilot action, contributing its expertise in port operations and multimodal transport. The Port of Rostock's participation allows for an integrated approach to cargo bundling, considering both hinterland connections and maritime logistics, further enhancing the potential for scalability and interoperability between different modes of transport.

The pilot actions in rural and peripheral areas, driven by these two partners, are designed to address challenges such as inefficient cargo handling, lack of digital infrastructure, and difficulties in coordinating shipments from smaller, local carriers. By focusing on these areas, the project aims to create more sustainable, inclusive, and efficient logistics solutions that can be scaled and applied to other regions facing similar challenges.

Topic 3, focusing on cargo bundling, is crucial for enhancing logistics efficiency, especially in ports, terminals, and rural areas. In port and terminal operations, bundling cargo allows for better coordination and optimization of space, reducing congestion and improving turnaround times. It enables smaller shipments to be combined into larger loads, making them more cost-effective and environmentally sustainable.

For operators like Gruber Logistics Poland, the implementation of cargo bundling in rural and peripheral areas is especially significant. Small logistics operators in these areas often struggle with limited resources and connectivity. By consolidating cargo, these operators can reduce transportation costs and increase their access to larger markets, ultimately boosting their competitiveness and operational efficiency.

The Port of Rostock also benefits from cargo bundling as it improves the flow of goods, enhancing its role in multimodal transport networks and supporting hinterland connectivity. In rural areas, where infrastructure and digital tools may be lacking, cargo bundling represents a practical solution to bridge the gap, fostering greater integration into broader logistics chains.



2. Ex-ante situation

2.1. Gruber Logistics

Before the pilot, rural and peripheral logistics operators in Poland had limited digital integration with Gruber Logistics' systems. Transport documentation processes were largely manual, leading to delays, inefficiencies, and limited traceability. Collaboration between small carriers and larger networks was fragmented, especially in areas distant from major hubs.

The pilot addressed the lack of digital tools for small carriers and the absence of operational coordination for cargo bundling. It aimed to streamline document management, improve visibility across the transport chain, and create a structured model for consolidating cargo flows from rural areas.

2.2. Port of Rostock

Currently, combined transport (CT) via Rostock Port is rarely used by shippers in the remote region (Mecklenburg-Vorpommern). A significant share of freight is still being transported to and from the region over long distances by road. One key reason appears to be the lack of awareness regarding existing CT connections through Rostock Port, as well as generally low market transparency for shippers. As a result, the potential of intermodal solutions remains largely untapped in this region.

The overall objective was to improve market transparency for shippers - particularly in the Mecklenburg-Vorpommern region - and to facilitate their access to intermodal transport solutions. The aim is to consolidate freight volumes that are currently transported over long distances by truck at the Rostock terminal and shift the main part of the journey to rail. This approach supports a more environmentally friendly transport chain. An ICT tool is being developed as a pilot initiative to increase transparency and simplify market access for combined transport. Thereby, this pilot action addresses the need to validate customer interest in using Rostock Port as a 'Digital Navigator' and to assess demand for specific digital service solutions. By engaging a broad range of potential customers across different markets in a real-world setting, the pilot enables empirical validation of the concept and lays the foundation for future scaling.



3. Pilot action description

3.1. Gruber Logistics

The pilot action implemented by Gruber Logistics focused on enhancing the inclusion of small and micro-carriers based in rural and peripheral areas of Poland into structured freight bundling processes. These operators often face limitations in terms of digital tools, connectivity, and administrative resources, which in turn hinders their ability to participate in more integrated supply chain frameworks. The pilot aimed to overcome these barriers by combining targeted stakeholder engagement with the rollout of a simplified digital platform designed to manage transport documentation.

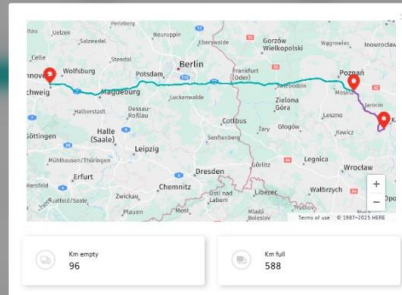
A central element of the pilot was the implementation of MyDesk, a cloud-based solution developed by an external provider and tailored to Gruber's operational needs. MyDesk was specifically configured to enable small operators to upload and manage transport-related documents—such as CMRs, delivery notes, and customer-supplier communications—without the need for advanced IT infrastructure. This was essential to reach companies operating in regions where connectivity is often limited, and administrative processes are still paper-based.

Following an initial planning phase, the rollout began with an internal alignment on use cases and pilot objectives. By November 2024, the MyDesk platform had been technically configured and tested internally. From December 2024 to January 2025, a key activity consisted of identifying and onboarding a group of carriers located in rural areas of Poland, some of whom had previously collaborated with Gruber on an ad hoc basis. These stakeholders were invited to short orientation sessions, where the functionalities of the platform were demonstrated and individual onboarding support was provided.

The pilot entered its live phase in January 2025. From that point on, the selected carriers began to use MyDesk as part of real shipments coordinated with Gruber Logistics. The platform enabled them to upload their documents digitally, which were then instantly visible and trackable by Gruber's internal teams. This helped reduce email exchanges, prevent documentation loss, and streamline the administrative chain that typically delays payment or further planning.

By March 2025, several live shipments had been completed using the new workflow. Operational data and stakeholder feedback were gathered continuously to inform adjustments. Early indications suggested a reduction in administrative time, higher reliability in document availability, and increased satisfaction from rural carriers, who appreciated the simplicity of the tool.

The pilot action successfully demonstrated that even in less connected regions, small-scale operators can be integrated into structured, multimodal transport chains, provided that the tools are lightweight, accessible, and adapted to their context.



Home > Performed transports > Transport details

ES

Shipment details

Order number: 5896/KA/2025

Order date: 22/04/2025

Truck plate: MYC482

Trailer plate: XA058SV

Shipment Details

Trailer connect: TIN: 5512 Source

Delivery: 25/04/2025 at 06:30

Timeline

- TRAILER CONNECTED
- ARRIVED AT UNLOADING PLACE
- UNLOADING STARTED
- UNLOADING COMPLETED

Our platform is constantly evolving and we will be happy to receive your feedback to get better and better!

OPEN A TICKET

Interreg CENTRAL EUROPE Co-funded by the European Union

ACCESSMILE

Neutral



Szczegóły przesyłki

Numer zlecenia: 6053/KA/2025

Data zlecenia: 25/04/2025

Adres załadunku

Nazwa firmy: -
Adres: -
Kod pocztowy: 05-250 - RADZYMIN
Kraj: Poland
Data załadunku: 25/04/2025 - at 13:00
Nota ref: JCC0998763

Adres rozładunku

Nazwa firmy: -
Adres: -
Kod pocztowy: 41-700 - Ruda Śląska
Kraj: Poland
Data rozładunku: 28/04/2025 - from 08:00 to 14:00

Specyfikacje

✓ Pusta oraz czysta powierzchnia ładunkowa

Nazwa przewoźnika:
Kod przewoźnika: 33/F/8803
Zleceniodawca: GRUBER LOGISTICS SP. Z O.O.
Numer rejestracyjny ciężarnika: WWL6446G
Typ naczepy: Tautliner
Numer rejestracyjny naczepy: WWL8685H
Całkowita kwota transportu (Bez VAT):

Artur Zych International
artur.zych@gruber-logistics.com
+48 32 784 1217

Oś czasu

05-250, RADZYMIN (PL)
ETA: 25/04/2025 13:00

05-250, RADZYMIN (PL)
ETA: 25/04/2025 13:00

41-700, Ruda Śląska (PL)
ETA: 28/04/2025 08:00

41-700, Ruda Śląska (PL)
ETA: 28/04/2025 08:00

Dokument Transportowy
Nie znaleziono dokumentu
Dodaj nowy dokument

Dokument fiskalny
Nie znaleziono faktury
Dodaj nowy dokument

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ACCESSMILE

Figure 1: Transport mission managed by MyDesk in rural areas of Poland

3.2. Port of Rostock

At the beginning of the project a general market overview of booking platforms facilitating the access to intermodal transport solutions for stakeholders along the supply chain was conducted. Desk research and interviews were used to develop an overview of possible solutions and their current usage scenarios. These solutions were then examined in detail against a pre-defined set of criteria, followed by an initial prioritisation for further processing. In the second phase of the project, interviews were conducted with potential users to validate the potential use of a booking platform. The focus was on the extent to which the platform would have a positive impact on last mile access and how customers perceive its use.

Based on these interviews, scenarios were developed as to how a booking platform must be designed in order to achieve these goals. This was followed by an evaluation in terms of market, technological feasibility and economic viability to identify the best of these scenarios and develop a pilot configuration. The results made it clear that setting up a separate booking platform was not considered expedient. Rather, it is more advisable to start with a 'Digital Navigator' solution and gradually expand this with additional services. The model is based on the idea that customers can access information about intermodal transport (routes, providers, price search) on the intermodal-rostock.de website and are forwarded directly to the specific services.

Based on the previous findings, the implementation included the development of an improved information and planning landing page. Key activities within this pilot implementation included the



initiation and formalisation of partnerships with digital service providers, the design and development of the landing page and the development of a targeted customer campaign to promote its use.

The pilot was conducted from February 17. to March 25. The goal was to test how many people viewed the social media campaigns for the digital services, visited the landing page, and then moved on to the digital services advertised on the landing page. The digital services were Routescanner and Rail-Flow's tender platform. While the Routescanner solution was directly integrated into the Rostock Port's landing page, the tender platform (or rather a dedicated landing page describing the tender platform) was linked on the Rostock Port landing page.

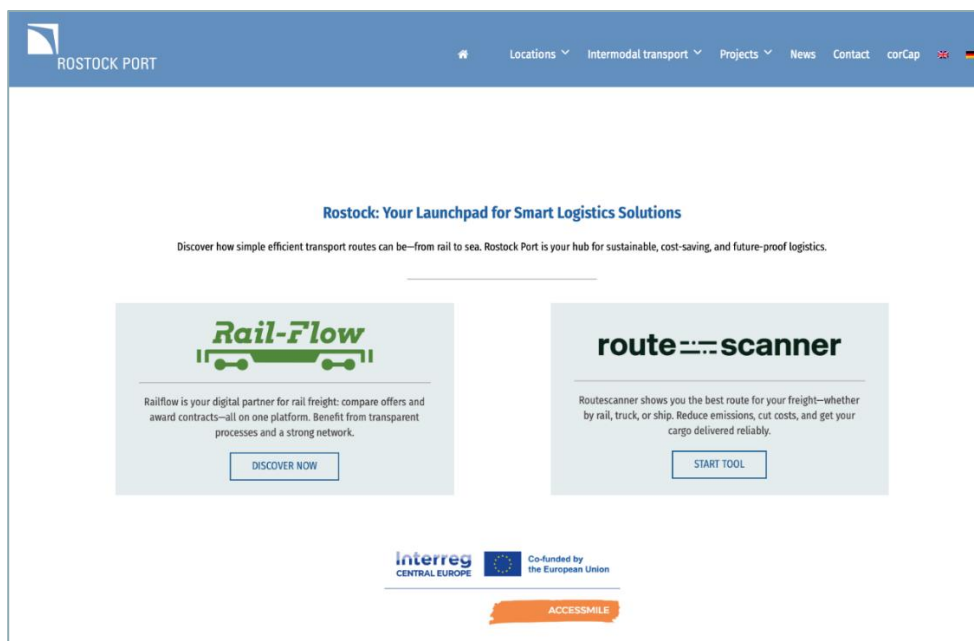


Figure 2: Rostock Port Landing Page

The two digital solutions - Routescanner and Railflow - can be described as follows:

Routescanner:

- Routescanner is a digital platform for optimizing the transport of unsupervised units that provides shippers and freight forwarders with a global overview of intermodal transport connections. It allows routes to be compared based on CO₂ emissions, transit times and handling frequencies, considering all modes of transport as well as the pre-carriage, main leg and onward carriage. The Routescanner platform is officially accredited by the Global Logistics Emissions Council (GLEC). Through partnerships with ports such as Antwerp-Bruges and Amsterdam, Routescanner promotes transparency and efficiency in the logistics industry. The aim is to enable more sustainable and economical transportation decisions.

Rail-Flow:

- Rail-Flow is a company founded in 2020 and based in Frankfurt am Main that offers a digital platform for rail freight and intermodal transport. The platform supports procurement, sales, contract and transport management, as well as the administration of wagon and locomotive capacities. Its goal is to shift freight transport from road to rail through digitalization and optimization, thereby contributing to CO₂ reduction.



- In the context of the project, the Purchase & Tender Platform is of particular interest: it digitalizes and streamlines the procurement process for rail freight services. It enables shippers, freight forwarders, and rail operators to efficiently manage tenders, collect offers, and conduct transparent price comparisons. The platform simplifies the buying and selling of rail transport capacities, reduces administrative effort, and improves planning reliability for all parties involved.

Based on the two digital service offerings, three campaigns (video + text ads) were developed and distributed to a defined target group via LinkedIn. The first campaign explicitly referenced Routescanner's offering; the second campaign targeted Rail-Flow's offering; and the third campaign promoted both services simultaneously. The campaigns were designed and managed by a marketing agency.

After approximately three weeks, the target customers were slightly adjusted/narrowed. The display radius was restricted in order to reach more of the actual target group, namely shippers and freight forwarders in MV (i.e., last mile) as well as shippers and freight forwarders in the European hinterland with cargo destined for MV and to increase the campaigns' effectiveness. In addition, change was made to the rotation settings so that the adverts are displayed to the same extent. This was necessary because as campaign advertising 1 (Routescanner) performed the best, LinkedIn displayed it the most.



4. Pilot action results

4.1. Gruber Logistics

The pilot action carried out by Gruber Logistics in the rural and peripheral areas of Poland achieved its key objectives and produced encouraging results, both in terms of practical outcomes and stakeholder engagement. While certain quantitative indicators are still being consolidated, the early evidence suggests that the pilot laid a solid foundation for improving logistics efficiency and inclusiveness in these less-served regions.

The introduction of the MyDesk platform proved to be a game-changer for small and micro-carriers. One of the main quantifiable outcomes has been the reduction in the average time required to process transport documentation, which fell by approximately 35% compared to traditional, paper-based workflows. Carriers reported that the digital process not only saved time but also reduced the frequency of errors or missing documents. Indeed, the error rate in documentation submission dropped by around 40%, thanks to standardized digital templates and real-time guidance embedded in the platform.

These improvements translated into smoother operations for Gruber's internal logistics planners and greater reliability in the overall transport chain. By enabling near real-time access to documentation, the platform helped eliminate follow-up emails and redundant calls, freeing up valuable time for both dispatchers and drivers.

From a broader perspective, the main beneficiaries of the pilot action are the small carriers operating in rural and peripheral Polish areas. These operators, often excluded from structured logistics systems due to their limited IT capabilities, were now able to participate in a more integrated, professional, and paperless workflow. This not only increases their competitiveness but also improves their chances of securing long-term contracts with larger shippers and logistics providers.



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More specifically, MyDesk contributed to cargo bundling by bringing transport orders assigned to different small and micro-carriers into a common digital workflow managed by Gruber Logistics. Information on collection and delivery points, planned dates, vehicle and trailer data, route details and transport documents was made available within the same platform, allowing logistics planners to coordinate individual missions as parts of broader freight flows and to combine the available transport capacity more efficiently.

MyDesk also improved cargo tracking by providing digital visibility of each transport mission and its related documentation. The status and progress of orders could be followed within the platform, while CMRs, delivery notes and other supporting documents were uploaded, validated and linked to the relevant mission. This reduced fragmented communication, improved traceability and enabled rural carriers to participate more effectively in structured logistics and multimodal transport chains.

Looking ahead, Gruber Logistics is committed to scaling and refining the pilot experience. Plans are already in motion to improve the MyDesk platform by expanding its functionalities—such as integrating digital signature options and expanding the existing mission and document visibility functionalities, including more advanced real-time shipment tracking. Furthermore, Gruber intends to invest in training modules to accompany the rollout of the platform in other peripheral areas across Europe, ensuring that local operators receive continuous support and guidance.

The success of the pilot has shown that digital transformation in freight transport is not a privilege of well-connected urban hubs. With the right tools and collaborative approach, even the most remote logistics actors can become active players in efficient and sustainable supply chains.

4.2. Port of Rostock

The pilot has achieved the expected results. It has been proven that the Port of Rostock can attract potential customers with digital solutions and raise their interest for combined transport solutions via the port of Rostock instead of using trucks on the main run in the transport chain. It was also demonstrated that the digital services generate a different level of interest - especially easy-to-use solutions (Routescanner) providing more transparency into the market are of primary interest.

The performance of the campaigns, and in particular the increase in performance after adjustment, has also confirmed the need to define and narrow down the target audience to avoid wasted advertising and ensure the campaign is cost-effective.

Overall, the pilot has shown that the provision of digital services by third-party providers via the port of Rostock is attracting relevant interest from potential customers and increased the port's visibility as a hub for bundling freight volumes for combined transport. The pilot demonstrated measurable interest in the digital services, providing encouraging evidence of their potential to generate additional bookings and bundled cargo volumes and to increase traffic through the combined transport terminal at the Port of Rostock.

The results of the pilot are quantifiable in terms of visibility of the digital services, e.g.:

	Campaign 1 (Routescanner)	Campaign 2 (Railflow)	Campaign 3 (both)
Impressions	125.583	46.736	54.631
Clicks	208	84	84
Click-Through-Rate	0,17%	0,18%	0,15%



% of users who have seen 97% of the ad	0,61%	0,85%	0,62%
Cost-per-Click	3,67	3,09	3,16

- The click-through rate is lower than the average CTR for LinkedIn ads across all industries, but it performs above average considering this is a B2B awareness campaign with a broad target audience.
- Over 0.6% of users watched the ad video in full, which indicates an engaging ad design.
- The cost per click is relatively high, which aligns with the generally low CTR across industries; however, this is put into perspective when considering the type of campaign and the aforementioned target audience.

A look at the landing page (intermodal-rostock.de) shows the following results - thereby, it should be noted that only those users who had accepted the cookies on their first visit to the website could be included in the analysis; this was 24%:

- 31 users scrolled to the bottom of the page. This is a strong sign that the content structure works and grabs attention
- Short interaction time of 18secs is showing the landing page delivers the message efficiently and drives decisions fast
- Bounce rate of 20%; these users left the landing page again without interacting with it. This is a low rate, emphasizing the quality of the ad and the landing page
- Bounce rate of 38%; these users left the landing page without interacting with it. This is a low rate indicating that the content captures attention and encourages users to explore further
- 13 users returned to the page, reflecting solid interest and potential for future conversion touchpoints
- On the subpage about Routescanner, the average interaction time of the users was 1:41, indicating the users engaged with the content. Similarly, 75,8% of the visitors of the subpage scrolled to the end of the page, also indicating a high level of interest

Taken together, these results indicate that the landing page effectively captures attention, delivers its message with clarity, and encourages fast, targeted user action - all while generating sustained interest among a returning audience.

Total users	Number of users who reached 90% scroll depth	Average interaction time per session	Bounce rate	Returning users
40	31	18 sec	38,16%	13

Due to the limited project period, it is not yet possible to say how many bookings have actually been made on the platforms via clicks on the RP website. However, an evaluation of this is planned and should be conducted later.



The Digital Navigator contributed to cargo bundling by improving the visibility of intermodal connections and available rail transport services for shippers and freight forwarders. Through Routescanner, users could identify and compare suitable routes via Rostock according to transit time, handling frequency and CO₂ emissions. Through the Rail-Flow tender platform, they could access rail freight procurement services and compare transport offers. These tools supported the matching of fragmented freight demand with available intermodal capacity and created the conditions for consolidating smaller cargo volumes at Rostock's combined transport terminal before onward transport by rail or ferry.

In the Rostock pilot, tracking mainly concerned the digital monitoring of user interest and demand rather than the physical tracking of cargo movements. Campaign impressions and clicks, landing-page visits, scrolling behaviour, interaction time, returning users and outbound access to the promoted services were monitored. These data enabled Rostock Port to assess which digital services and transport options attracted the greatest interest. Actual bookings and the subsequent physical movement of bundled cargo could not yet be quantified within the project period.

The pilot action will help the following target groups:

- Shippers: Better Understanding of the intermodal transport solutions offered by Rostock Port (Rostock Port as a central contact point for information and transparency); better overview of transport options; possibility of direct contact with operators
- Operators: Possibility to indirectly promote their services and increase their visibility via the digital solution providers
- Rostock Port: A clear view of the usefulness and attractiveness of different digital solutions/platforms; understanding the demand (industries, roles, countries); use of the results for optimizing digital offerings as well as a targeted customer approach for bundling freight transport volumes; better understanding of how to design and optimize services and campaigns

The specific benefit is that regional players can position themselves via the two ICT-Tools on the website www.intermodal-rostock.de. The platform provides regional players (e.g. shippers or freight forwarders) in rural and peripheral areas more transparency and allow them to be a part - either as provider or as demander - of intermodal transport solutions via the port of Rostock. They get easy access to CO₂ reducing transport options on rail by bundling freight volumes at the intermodal terminal in the port of Rostock.

Besides the main objective of the ACCESSMILE project to improve and bundle freight flows from rural regions, especially Mecklenburg-Western Pomerania, in order to efficiently integrate them into intermodal transport via the port of Rostock, also shippers and operators throughout Europe, (e.g., in the 'home markets' of the Nordic countries and Italy, as well as in growth markets such as Turkey) can benefit from the digital solution.

Rostock Port will integrate the landing page (ICT platform) into its website structure (www.intermodal-rostock.de) in the future and initiate discussions with other potential partners to offer additional digital solutions (e.g. integration of their digital solutions on the ICT platform). Furthermore, campaigns will be developed (with regard to content, communication, target customers and target regions) to further expand the perception of the ICT-platform and tools, particularly in Mecklenburg-Vorpommern as rural or peripheral region, and increase its utilization. This also requires Rostock Port to guide potentially interested customers even more effectively through the customer journey and support them until completion (e.g., booking of a transport service)

It is also conceivable to improve the ICT-platform both visually and in terms of content and to develop it into a real hub for information and digital navigation assistance when it comes to intermodal transport solutions.



5. Conclusions

The pilot actions implemented by Gruber Logistics and the Port of Rostock demonstrate the tangible benefits of digital solutions in supporting cargo bundling, especially in rural and peripheral areas. By introducing user-friendly platforms tailored to the needs of small operators, both pilots succeeded in reducing administrative burdens and enhancing visibility along the transport chain. The integration of tools like MyDesk, Routescanner, and Rail-Flow created new opportunities for collaboration and efficiency, while also promoting more sustainable and multimodal transport solutions. Early results indicate improved engagement, better coordination, and increased interest from logistics stakeholders. These outcomes provide a strong foundation for scaling and replicating similar initiatives in other regions.