


Table 57. Foster an industry-led best practices dissemination program.

Initiative 54: Foster an Industry-Led Best Practices Dissemination Program	
Description: This initiative provides a solid foundation for private-sector engagement in sensitizing and teaching them how to conduct their activities in ways that mitigate the negative impacts produced. These best practices can be modified and improved as demanded by circumstances.	
Targeted mode: All modes	Geographic scope: City, area
Type of initiative: Stakeholder engagement: foster an industry-led best practices dissemination program	Primary objective: Stakeholder engagement
Expected costs and level of effort to implement: This initiative requires the coordination among the multiple stakeholders involved.	
Advantages: <ul style="list-style-type: none"> • Facilitates the implementation of freight initiatives at all levels • Provides support to private-sector companies in how to minimize the negative freight externalities • Improves outreach efforts • Reduces probability of unintended consequences 	Disadvantages: <ul style="list-style-type: none"> • Requires high coordination among different stakeholders • Requires adapting the governance structure to local conditions
Examples: <ul style="list-style-type: none"> • Council of Supply Chain Management Professionals Roundtables (UK Freight Transport Association) • UK Freight Transport Association Logistics Carbon Reduction Scheme (UK Freight Transport Association) • UK Freight Transport Association Van Excellence Programme (http://www.vanexcellence.co.uk/about/) <div style="text-align: center;">  <p>Freight Transport Association Delivering safe, efficient, sustainable logistics</p> </div> <p style="text-align: center;">Source: UK Freight Transport Association</p>	
References: Council of Supply Chain Management Professionals; Freight Transport Association 2013	