



# The readiness of inland freight carriers for the European Green Deal: A Multi-Criteria Decision-Making Analysis

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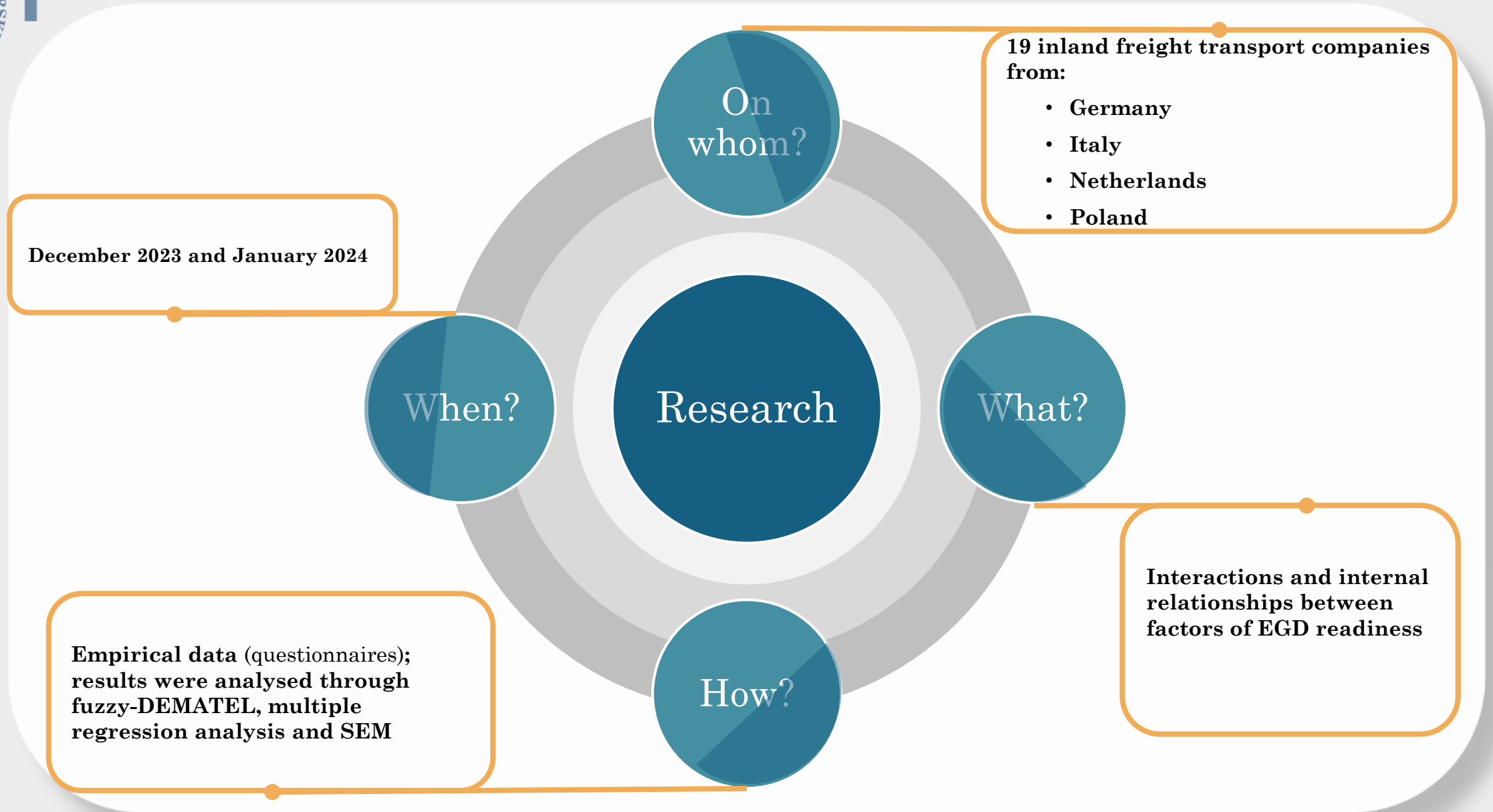
12-14 November, Rotterdam Ahoy

1. What is the European Green Deal?
2. Research introduction
3. Factors of EGD readiness for inland freight carriers
4. Relationship between factors
5. Conclusions

# What is the European Green Deal?

Source: Chat GPT

# Research introduction



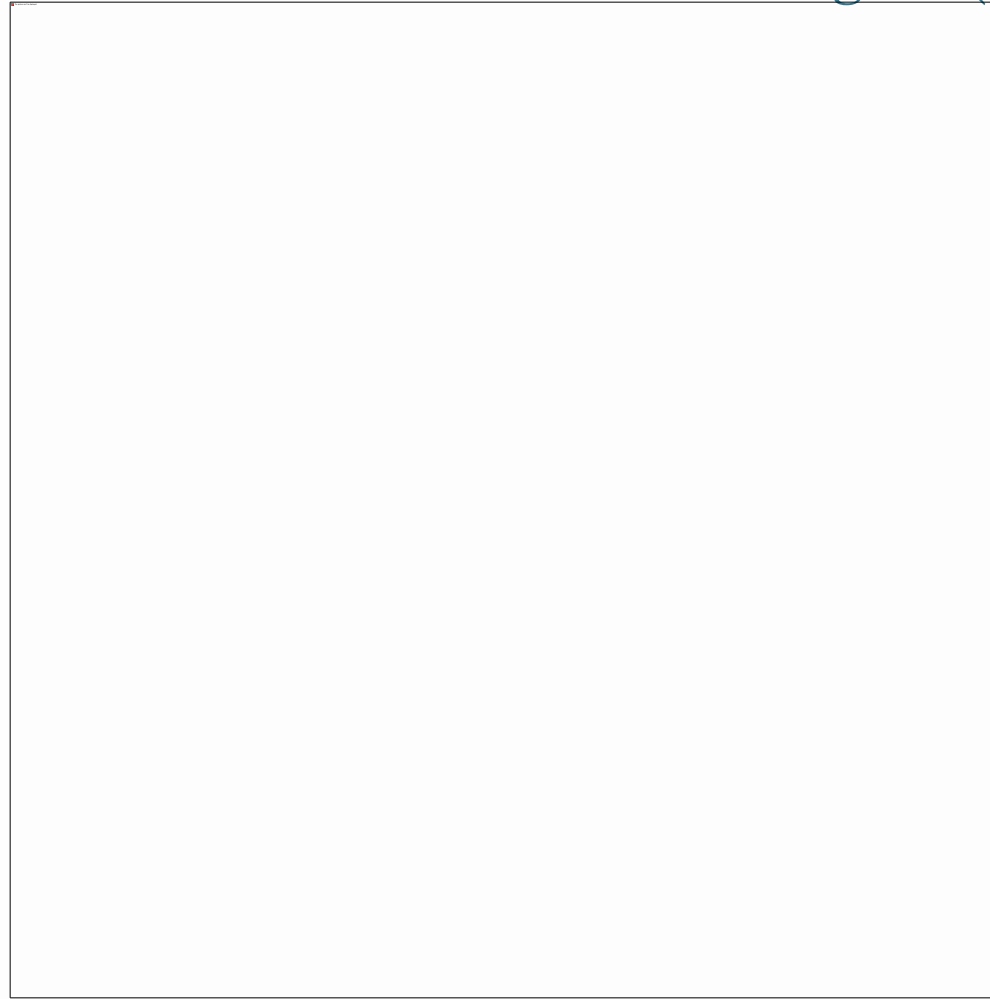
# Factors of EGD readiness for inland freight carriers

Based on extensive literature review following factors have been identified:

Factor	Factor code	Description
Investment in Green Technologies	IG	Adoption of eco-friendly vehicles and infrastructure
Policy Alignment and Compliance	PA	Ensuring company policies align with the Deal's regulations
Stakeholder Collaboration	SC	Working with government, industry, and community stakeholders for sustainable solutions
Resource Management	RM	Ensuring company efficiency in managing resources and waste in the context of the EGD
Employee Training and Engagement	ET	Educating staff on green practices and their importance
Emission Reduction Initiatives	ER	Implementing strategies to lower greenhouse gas emissions.

# Factors of EGD readiness for inland freight carriers

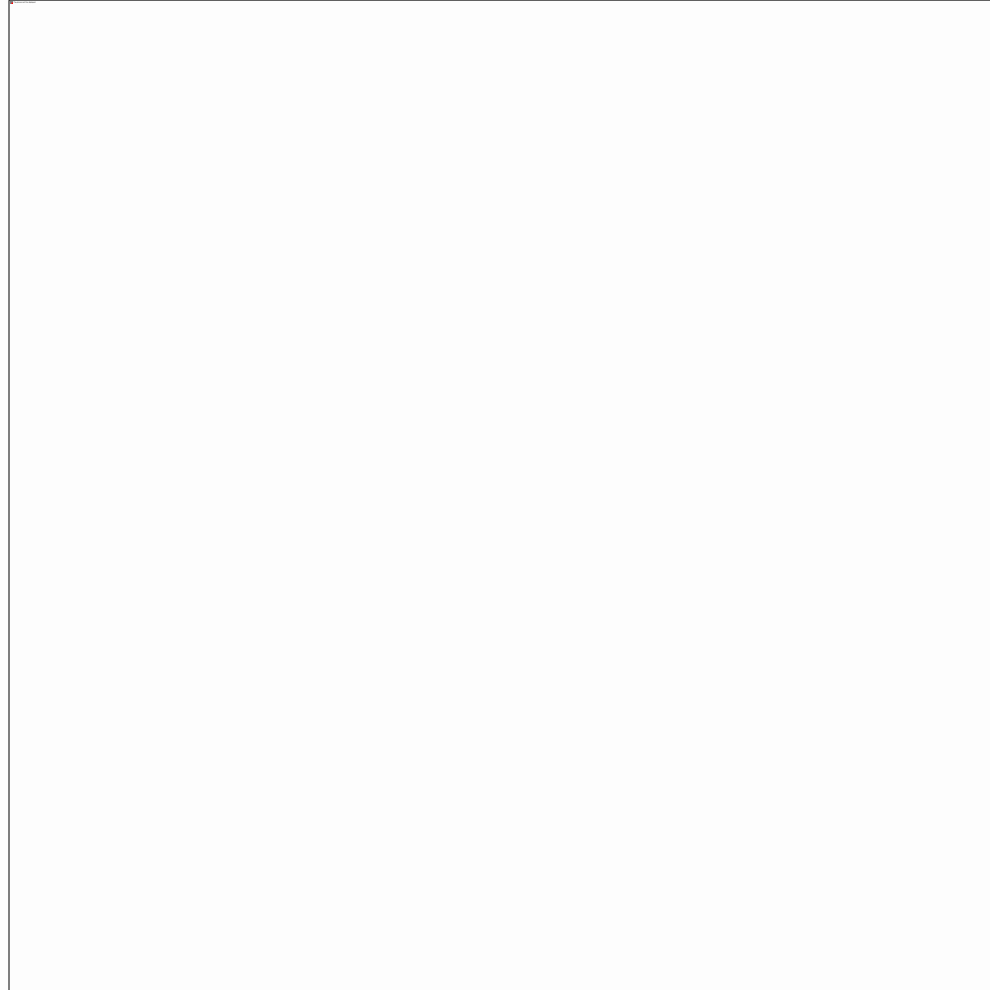
## Investment in Green Technologies (IG)



Source: Chat GPT

# Factors of EGD readiness for inland freight carriers

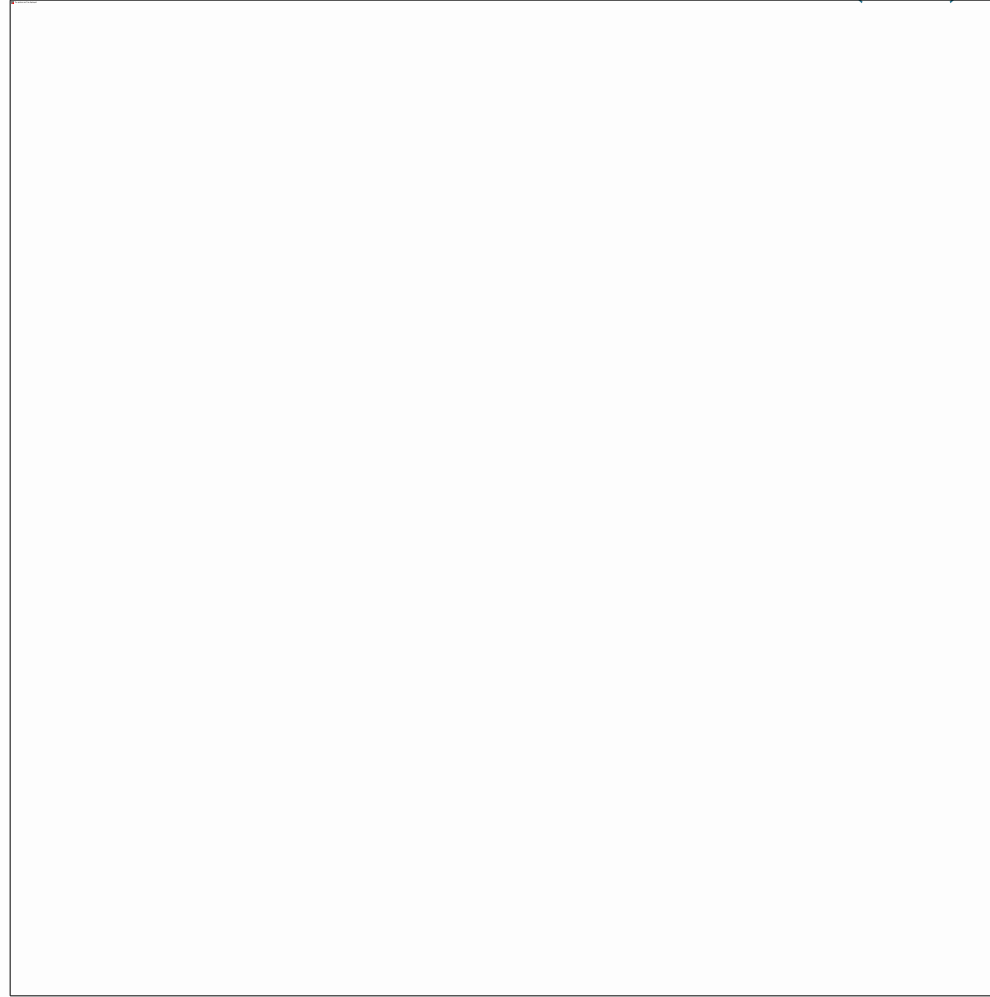
## Policy Alignment and Compliance (PA)



Source: Chat GPT

# Factors of EGD readiness for inland freight carriers

## Stakeholder Collaboration (SC)

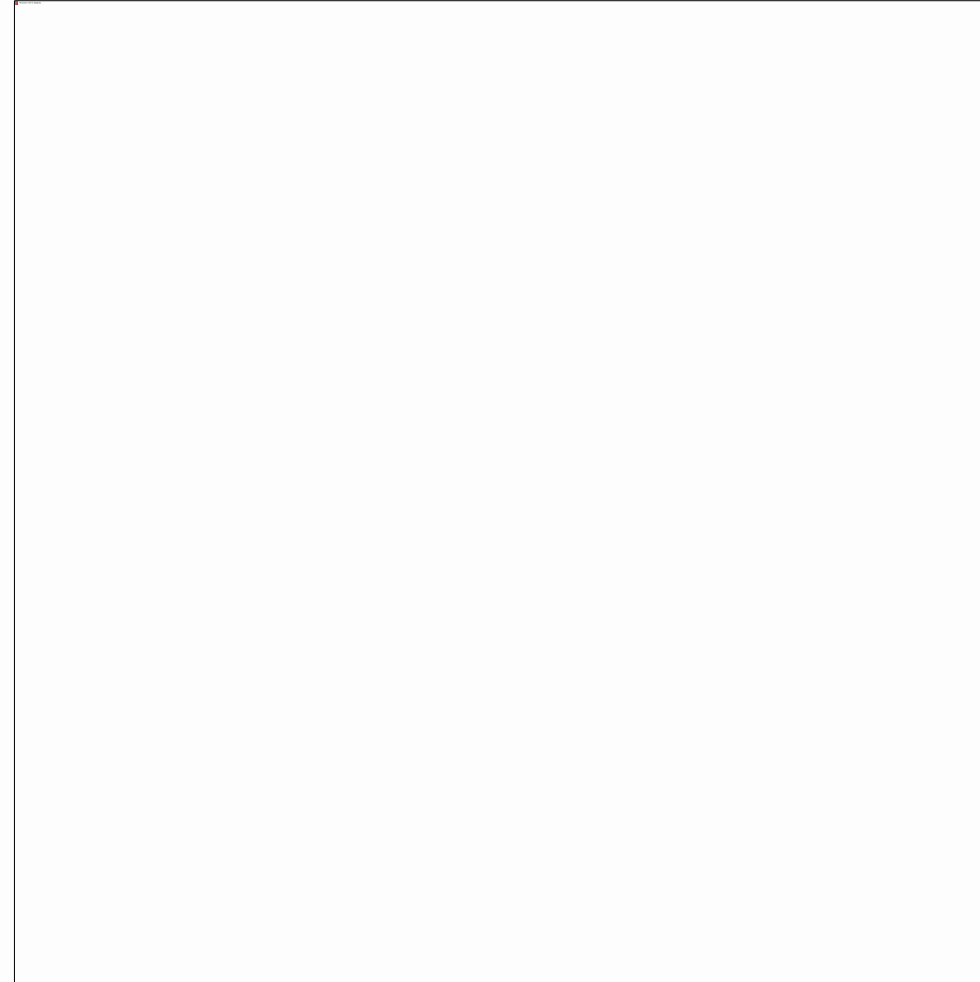


Source: Chat GPT



# Factors of EGD readiness for inland freight carriers

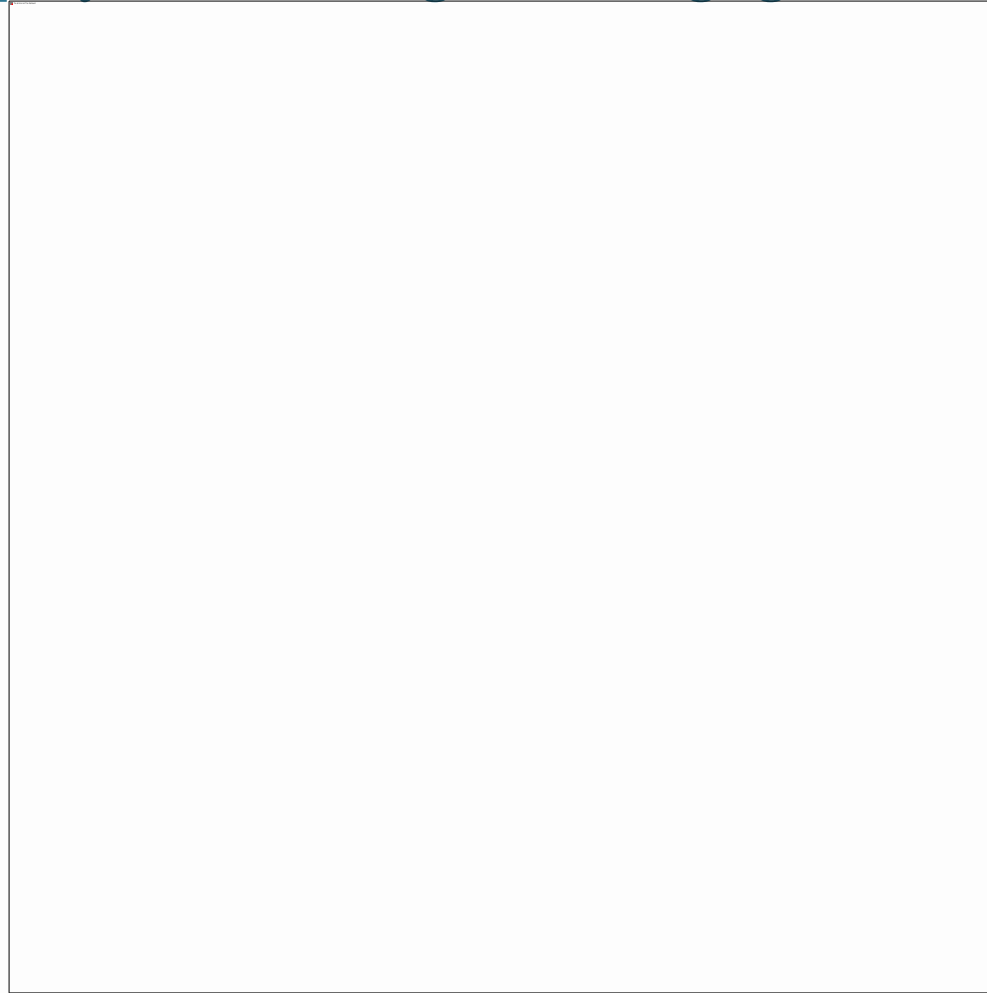
## Resource Management (RM)



Source: Chat GPT

# Factors of EGD readiness for inland freight carriers

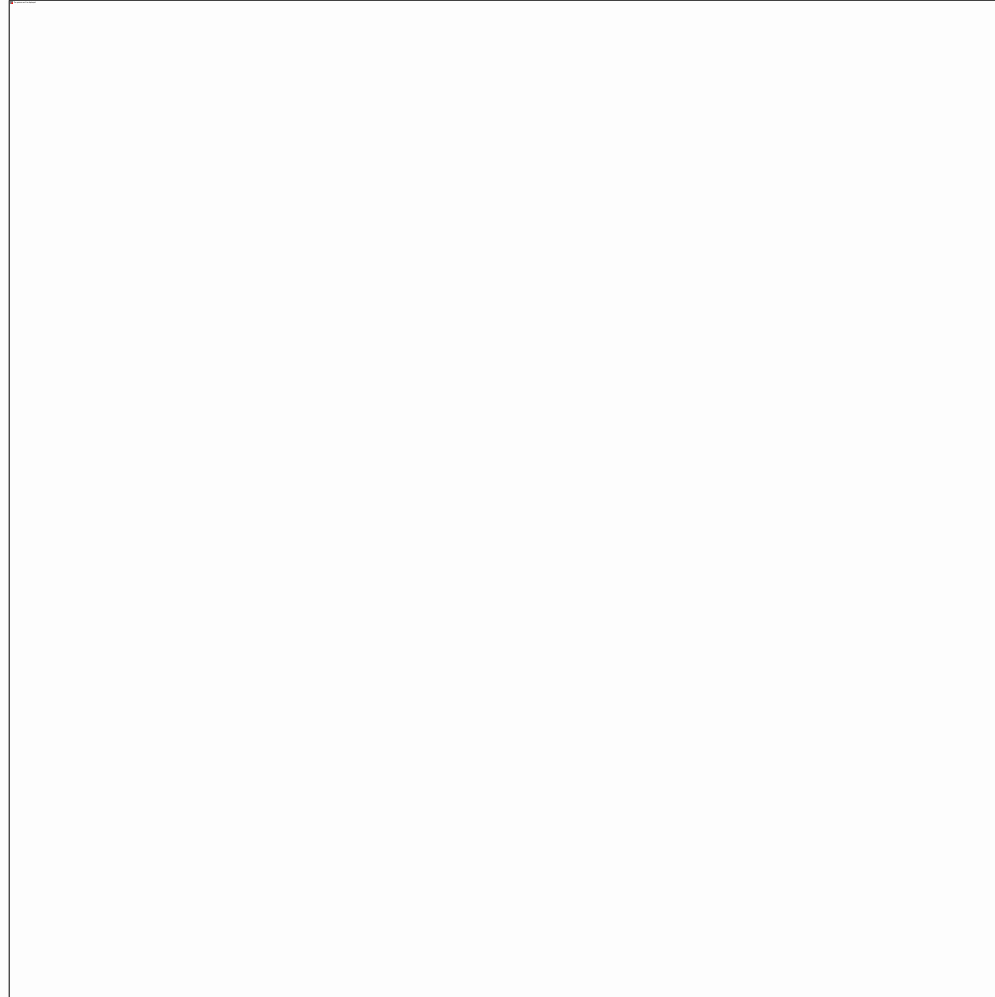
## Employee Training and Engagement (ET)



Source: Chat GPT

# Factors of EGD readiness for inland freight carriers

## Emission Reduction Initiatives (ER)



Source: Chat GPT

# Relationship between factors

Ranking of factors with regard to their role and significance in EGD readiness

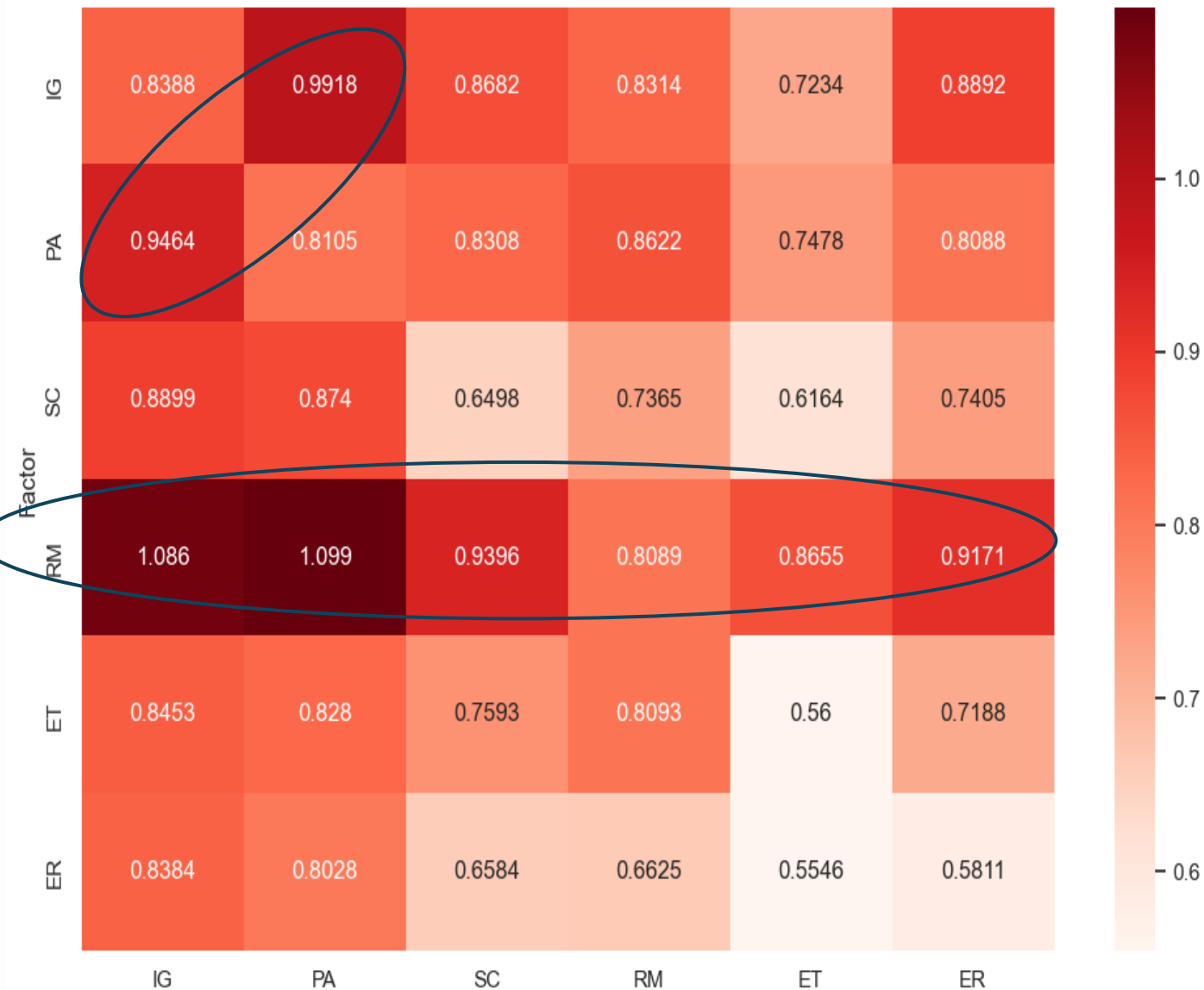
Rank	Code of factor	Character of factor
1	Investment in Green Technologies (IG)	Effect
2	Resource Management (RM)	<b>Cause</b>
3	Policy Alignment and Compliance (PA)	Effect
4	Stakeholder Collaboration (SC)	Effect
5	Emission Reduction Initiatives (ER)	Effect
6	Employee Training and Engagement (ET)	<b>Cause</b>

# Relationship between factors

Investment in green technologies

Policy alignment and compliance

Resource management



# Relationship between factors

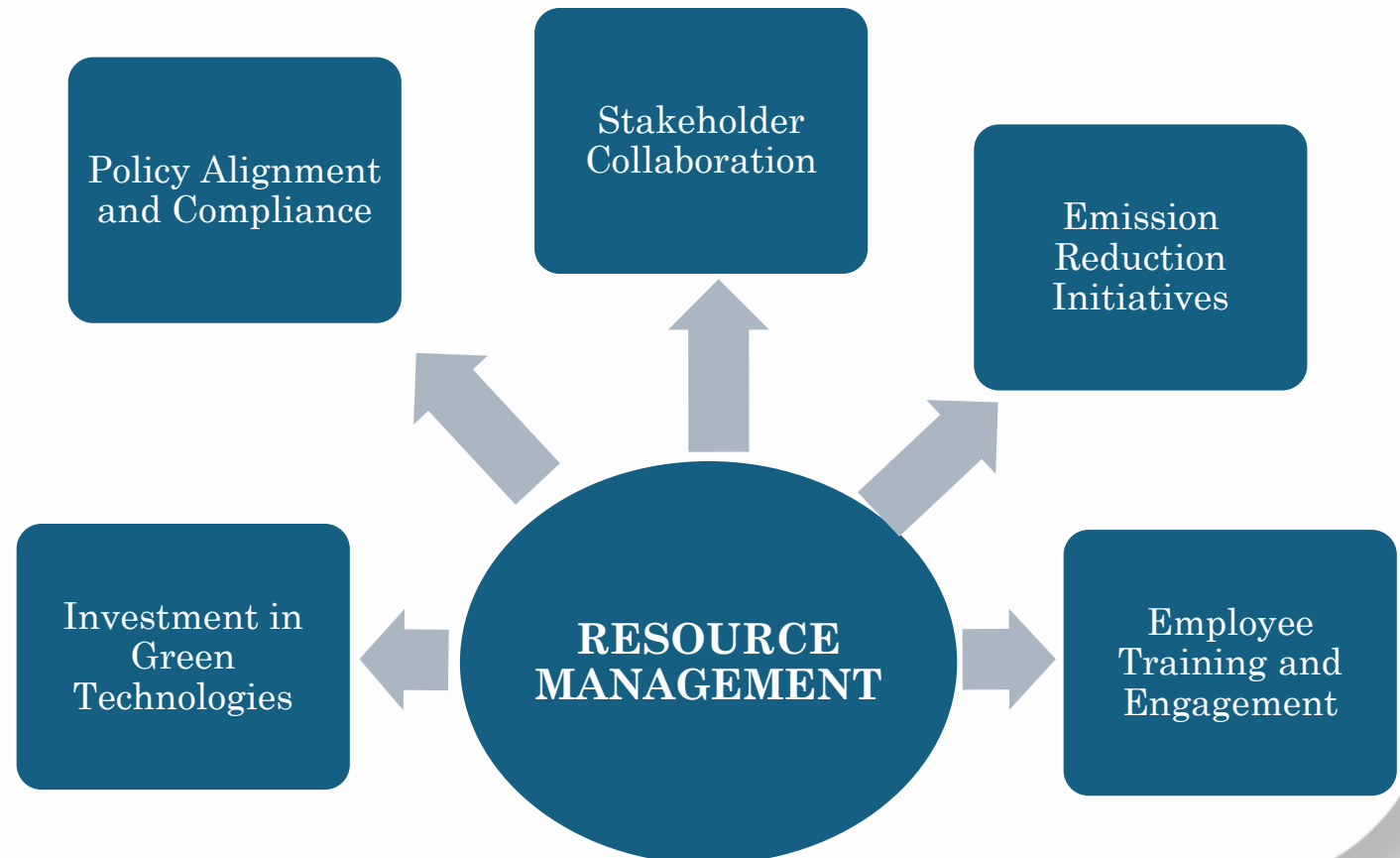
**Investment in Green Technologies and Policy Alignment and Compliance are *influencing each other* and there is a *positive correlation* between factors**

Investment in green technologies



Policy alignment and compliance

**Resource management (RM) is *influencing* all other factors**



# Conclusions



Strategic Resource Management (RM) and Employee Training (ET) are critical drivers for European Green Deal (EGD) readiness in inland transport enterprises, directly influencing operational sustainability and green technology adoption.



Investment in Green Technologies (IG) and Emission Reduction Initiatives (ER) are essential for compliance, but their economic feasibility and scalability must be carefully assessed.



Stakeholder Collaboration (SC) and Policy Alignment (PA) are vital for policy compliance and long-term sustainability, emphasizing the need for strong partnerships with regulators and industry peers.

# Thank you!

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