Project Low Carbon Cool Chain

CEC has emerged as a leader to provide a fundraising program for the first true independent global community of Low Carbon Cool Chain experts, leaders, and learners.

There is significant demand for new integrated cool chain transport systems, tools, methods, practices, and business models. We have identified the fast growing key target market sectors and customers worldwide.

This partner project is **filling the immediate demand for new cool chain technology and business model**, and **fast growing need for regional and international training and collaboration.** The project will result reduced energy consumption and improved efficiency flows accelerating low carbon cool chain transport worldwide.

Portfolio

CEC has developed a portfolio of low carbon cool chain transport solutions that comprise of a temperature controlled packaging system to contain the product; a cold element adapted to keep the product at even temperature; an intelligence platform to monitor the cool chain of the product; and low emission electric vehicles for the delivery of freight.

Our portfolio of low carbon cool chain transport solutions is designed to meet the needs of small to large suppliers, retailers and transportation companies, and boost and expand low carbon shipping worldwide.

Platform

CEC has developed a web-based collaboration platform that will enable effective knowledge and technology transfer, collaborative education, training, and support at local level, providing access to the latest low carbon cool chain transport system and business model, and a fast growing international community of business leaders and investors.

Opportunity

Perishable transportation market is estimated to grow fast regionally and globally despite the economical slowdown.

Many countries and farmers would like to become more engaged in the production of perishable products for export and sales but lack adequate and affordable packaging and transportation solutions. Today, up to 40% of perishable products are wasted or spoiled between production and reaching the consumer.

Partner Request

CEC is initially seeking partners to construct the Low Carbon Cool Chain Transport Hub and deliver the first release of the intelligence platform to better serve the specific needs of cool chain business community worldwide.

Proposal

CEC proposes to build this **Low Carbon Cool Chain Transport Hub, a web-based intelligence platform**, to better serve the specific business and communication needs of regional hubs and individuals and organizations across industries and continents.

The regional hubs will enable local and global collaboration providing individuals and organizations fast and easy online access to a fully functional dynamic Web 3.0 content and social computing marketplace.The functionality will connect the knowledge needs of the local community, with the hands-on-advisory and expertise. It enables information sharing ranging from technical specifications, business management and finance, partner projects, business development, training, employment, providing local support, updates, alerts, and community managed content.

All information and content will be organized, easily searchable and focused around 'low carbon cool chain' business needs and opportunities. The platform will contain a unique ability to leverage the functionality to specific management challenges, as well as private brands, hosted or deployed, and a la carte solutions. This will allow members of the local community to participate in a public or private forum and to select the technologies, solutions, experts and expertise most relevant to their specific business needs.

To achieve this rich content and functionality we propose to build the following using the latest in Web technology and social computing: Content Management; Collaboration; Community; Searching; User Management Registration with Roles and Profiles; Community maintained input of Content, Documents, and Blogs; Editorial Roles of Content, Documents, and Blogs; Matching Criteria of Needs Assessment with Solutions; Content including partnership projects, strategies, requirements; Project and Program management focused on Collaboration, Reporting, and Sharing when appropriate; Knowledge Management; Technical Training; Company Face-Book; Company Advertising; eCommerce Platform.

About the Platform

International collaboration approach builds on our commitment to recognize the importance of addressing and adapting to the regional and global cool chain transport challenges. Priorities include risks and opportunities that arise from adverse impacts of climate change.

This platform is an online cool chain marketplace filling the need of collaboration and communication at regional and international level between cool chain experts and advisory teams, all seeking new solutions and actionable knowledge.

Our commitment is to deliver speed-to-market solutions, experts and expertise to end-users of technology. We will deliver technology and business consulting services through our in-house advisory teams and local working groups. Our focus is optimize efficiency flows to save money, materials, energy, and labor cost to increase productivity and profitability. These objectives will enhance science based sustainable management and economic development in three interrelated dimensions: economic, social, and ecological.

The software and platform combines the latest in Web 3.0 ready technology where information is dynamically and automatically updated to fit the specific efficiency flows and management needs of a community. Never before has technology played such a strategic role to the local and global commerce. This solution empowers cool chain technology experts with the tools they need to Acquire, Organize, and Distribute vital information and tools in a targeted and efficient manner.

The applications of this platform solution are endless and only limited by the imagination of the community. If you can think it, we can apply it. Immediate and out of the box capabilities includes: Building and registering communities; Activating and profiling the community; Acquiring and organizing relevant information with constant and automated updates; Information channeling.

All these capabilities enable targeted branding, messaging, and information sharing from a sponsor to a user and back. But that's not all, the key is to provide collaboration and active participation to the community to keep all parties engaged, activated, learning, and coming back. Sell more products and services while learning that's the goal. Now that's a community engaged in social computing to solve business problems.

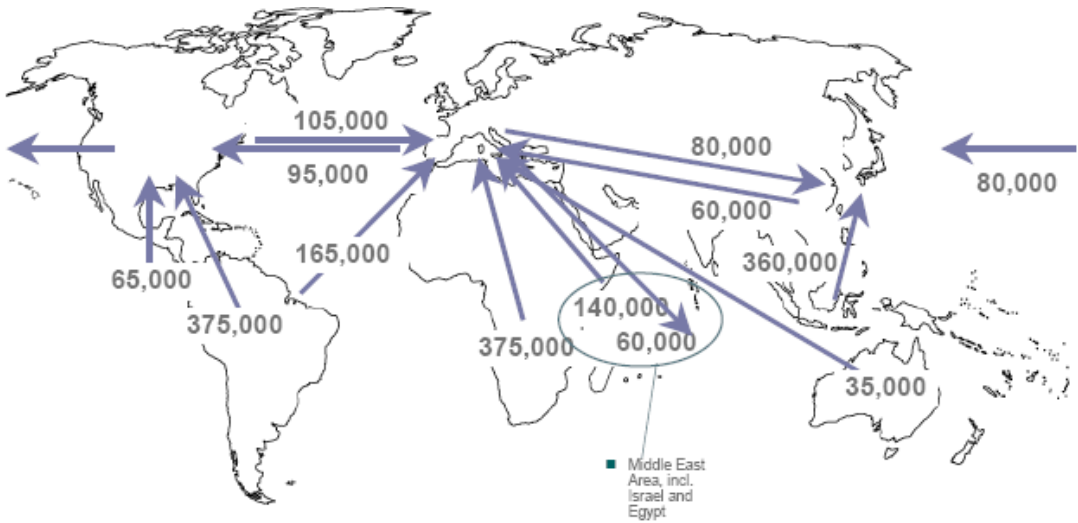**About the Software and Platform**

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105,000

95,000

80,000

80,000

65,000

165,000

60,000

360,000

375,000

140,000

375,000

60,000

35,000

■ Middle East
Area, incl.
Israel and
Egypt

Source: Boeing, YDL, ITC Stats, FAO, USDA, Airports Data, Customs, Kaiser Associates, Lufthansa Consulting

Estimate of worldwide perishable flows 2005 in tonnes

Technology Discriminators

'Stronger Cool Chain, without The Use of External Power'

Packaging. The Thermo Module is an innovative and cost effective solution for freight because it is made with light recycled materials. It is easy to use and clean. It does NOT require external power sources to operate, such as temperature controlled vehicles for transportation.

Smaller and Faster Delivery. Enables significantly smaller deliveries directly to customers. Avoids the costs and delays generated by intermediate cold cargo storing. Companies can increase their offerings to customers, while improving flexibility, quality, and speed of service. Improves efficiency in city and short-distance delivery.

Low Carbon Shipping and Transport. Uses thermo module packaging and **NON**-refrigerated hybrid or electric vehicles in local delivery.

Savings in Energy and Fleet. Refrigerated vehicles are NOT needed for transportation. Savings in fuel costs and reduced mileage. The same or smaller size vehicle can deliver frozen goods, perishables and dry goods in the same vehicle to customers.

Economic Impact. Real-time business intelligence platform monitors, verifies, and reports that the cold chain is not broken during the transportation. This has not been possible when using conventional technologies and transport equipment, where cargo space doors must be opened thus creating temperature spikes. Verification system has great impact for companies creating significant savings in recompenses and insurance premiums.

Risk Mitigation. The risk for spoilage of perishable cargo will be significantly reduced when the cold chain is not broken and even temperatures are maintained.

Savings in Energy and Fleet. Savings in fuel costs and reduced mileage per delivery; the same or smaller size vehicle can transport frozen goods, perishables and dry goods to customers.

Storage. The thermo module (packaging) can remain in the customers' premises working as a cold storage for a limited time.

New Business Model. Opens new markets and business opportunities for manufacturers, suppliers, logistics companies, entrepreneurs, and farmers, wholesalers and retailers of temperature controlled products.

Environment. Eco-efficient, reduces waste, and the use of fuel, materials and water.

Regional Opportunity

All Dealers, Buying Groups, Distributors, Service Providers, and Manufacturers will be required to attend hands-on 'Low Carbon Cool Chain Transport System' training program in Atlanta, Georgia.

Dealer
To become an official dealer, you will be required purchase a minimum amount of units at the discounted wholesale pricing.

Buying Group
Establishing Buying group status requires a minimum purchase of units. As a buying group, you will have the opportunity to supply and support dealers as well as retail customers while receiving the next highest percent of profit margin behind a distributorship. The advantage of having a buying group is that it does not require an annual stocking requirement.

Distributor (By Invitation Only to Existing Dealers Only)
As a distributor, you have a specified and protected region in which you can distribute a designated amount of inventory. You will be required to maintain a minimum number of units in inventory. There is an initial investment for a distributor. Thereafter, the distributor will be required to have purchased a minimum amount of product by the end of the first year, and for year two, and in the third year.

Service Provider
As a service provider, you have a specified and protected region in which you can distribute low carbon cool chain transport systems, and provide consulting services to our customers. There is an initial investment for a Service Provider. Thereafter, the distributor will be required to have purchased a minimum amount of product by the end of the first year, and for year two, and in the third year.

Manufacturer
Regional manufacturing opportunities.

IT and ICT
Regional IT and ICT support opportunities.

Territories
Regions and minimum requirements will be defined in each contract and will provide business development or economic development protection for that area, but will offer no protection for retail purchases. There is no restriction on where the distributor may sell domestically.

Low Carbon Cool Chain Transport Hub
http://www.chamberofecocommerce.com/partnerprojects/lowcarbontransport.html

Contact your regional CEC leader or email us**: info@ChamberofEcoCommerce.com**