

# Freight Innovation Fund Accelerator

**Cohort 5 - Partner Profiles**

**April 2026**



## Challenge Fit

**Challenge 1:**  
Renewable Energy Supply

**Challenge 2:**  
Autonomy in Freight and Logistics

**Challenge 3:**  
Supply Chain Resilience

### Challenge 1 – Renewable Energy Supply

Utilising new technologies and tools to shape a better and healthier workplace for both the people and the planet.

### Challenge 2 – Autonomy in Freight and Logistics

In our operations various aspects are still conducted manually with data input being manual. This means we have a limited amount of data available, to optimise our operation.

### Challenge 3 – Supply Chain Resilience

In certain parts of our network external forces can massively impact our operation – customers, sailing conditions and tides. We are very interested in pursuing digital solutions to these issues.

### Organisation description

DFDS, one of Europe's leading ferry operators, operates a fleet of six vessels with over 15,000 annual crossings between the UK and France, a vital trade route that facilitates 59% of all ferry journeys between the UK and the EU and handling 33% of the UK's trade in goods with the EU, worth £144bn.

As a leader in innovation, DFDS is increasingly working towards digitisation of its operations and leverage AI-driven predictive analytics to optimise operations and minimise disruption to ensure a reliable service.

DFDS BU Channel is committed to decarbonising its operations by adopting cleaner fuels and innovative technologies. Our strategy includes biofuels, electrification, and efficiency improvements to achieve net-zero emissions by 2050, ensuring a greener future for maritime transport.

Safety is central to DFDS's operations. Our comprehensive health and safety policy covers all aspects of their business. The "Safety First" program tracks accidents and near-misses, reinforcing our dedication to continuous safety improvements and a secure environment.

### Motivation to become a Programme Partner

At DFDS, we believe in the transformative power of innovation and collaboration. As a leading provider of integrated shipping and logistics solutions, we are committed to driving sustainable growth and enhancing our operational efficiency. Our strategic priorities focus on overcoming challenges in our digitalisation and decarbonisation journey. We recognise that collaborating with start-ups and SMEs will enable us to leverage the latest innovative solutions, ensuring we stay ahead in the industry while achieving our sustainability goals.



### Testbed facilities and resources

- **Access to UK Ports and Vessels:** Utilise the ports and vessels DFDS operates to support project objectives.
- **Expert Staff:** Engage with DFDS staff, from senior management to subject matter experts.
- **Operational Data:** Leverage both historical and real-time operational data.
- **Real-World Testing:** Test and trial solutions in a live industry environment.
- **Decarbonisation and Digitisation Insights:** Access previous studies and future strategies for decarbonisation and digitisation, as appropriate.
- **Academic and Industry Collaborations:** Connect with DFDS's academic and industry partners and collaborators, as appropriate.
- **Compliance and Integration:** SMEs must adhere to GDPR for data protection, integrate seamlessly with DFDS systems, and sign NDAs and data sharing/processing agreements to ensure confidentiality and secure data handling.

### Procurement route

DFDS, a well-established business, adheres to procurement regulations based on its registered company location. The Procurement function, established in 2010, operates as a DFDS Group Function with its main office in Copenhagen, Denmark, and local offices in Dieppe and Dunkerque, France; Immingham, UK; and Klaipeda, Lithuania.

The procurement process varies depending on the project value and follows a structured sourcing process. It's important to note that partnering with DFDS does not guarantee a contract.



## Challenge Fit

**Challenge 2:**  
Autonomy in Freight and Logistics

**Challenge 3:**  
Supply Chain Resilience

**Challenge 4:**  
Open Challenge

GXO are committed to fostering collaboration between industry and pioneering technology providers. Technology and sustainability are central to our transport strategy, not just for efficiency, but for long-term viability. We are investing in advanced technologies deliver the transportation of tomorrow, today. We champion sustainability in everything we do. Our teams are committed to driving down fleet emissions, by maximising our shared transport network, implementing AI-powered route optimization and implementing eco-friendly fuels and electric vehicles. We're dedicated to delivering a greener future and more efficient operations.

The challenges set by the FiF Accelerator align with this strategic approach and we welcome the opportunity to collaborate with innovators in real world logistics settings to implement solutions that have the potential to drive greater efficiency, resilience and sustainability across supply chains.

### Organisation description

GXO Logistics, Inc. (NYSE: GXO) is the world's largest pure-play contract logistics provider and is positioned to capitalize on the rapid growth of ecommerce, automation and outsourcing. GXO has more than 150,000 team members across more than 1,000 facilities totalling more than 200 million square feet. The company serves the world's leading blue-

chip companies to solve complex logistics challenges with technologically advanced supply chain and ecommerce solutions, at scale and with speed.

GXO offers managed transportation, dedicated fleet and multi-client transport services for customers across a wide range of industry sectors. Our expertise deploying advanced technology and AI integration propels us ahead, setting new benchmarks in safety, efficiency and sustainability. It's why major brands and retailers rely on GXO as their trusted transport partner.

### Motivation to become a Programme Partner

We see endless opportunities to advance logistics technology through innovation, engineering the supply chains of tomorrow, today. We invest in innovation and are committed to working with the wider technology ecosystem to drive meaningful transformation across the logistics sector.

In April 2026 we launched GXO Accelerator in the UK&I which is an open innovation programme to collaborate with innovative technology companies, start-ups and scale-ups to solve real logistics challenges. We are proud to have been an industry partner for the Freight Innovation Fund for cohorts two, three and four and see this as highly complementary to our Accelerator.



### Testbed facilities and resources

GXO operates a large and diverse logistics network across the UK, with 450 sites and employing over 60,000 team members, giving SMEs the opportunity to trial solutions in real operational environments rather than simulated conditions. Depending on the nature of the solution and trial objectives, SMEs may be able to test within live warehouse, transport, or shared network settings across sectors such as e fulfilment, food & beverage, construction, healthcare, and defence.

Trials are supported by GXO's central innovation team working closely with operational site teams. We have experience supporting live trials through the Freight Innovation Fund across multiple cohorts, as well as through our internal GXO Accelerator, and will work with each SME to scope an appropriate testbed based on maturity, risk, and operational impact. Available resources may include access to operational data (subject to approvals), site-based trials, operational expertise, and structured feedback from frontline teams.

### Procurement route

GXO has a global procurement function that the innovator would work with if we choose to partner with them following the programme. Part of the onboarding process would include a Data Impact Assessment and IT Security Questionnaire. All our Business Partners are required to comply with Business Partner Code of Conduct and to conduct their business in accordance with its principles as well as those set out in our Code of Business Ethics. We would normally expect the SME to work under our standard terms and conditions, our inhouse legal team will guide the SME through this process.



## Challenge Fit

**Challenge 1:**  
Renewable Energy Supply

**Challenge 2:**  
Autonomy in Freight and Logistics

**Challenge 3:**  
Supply Chain Resilience

### Challenge 1 – Renewable Energy Supply

- Solutions to reduce Scope 3 emissions from third-party operations on site.
- Innovative building-integrated renewables where solar is not viable.
- Exploration and deployment of e-fuels.

### Challenge 2 – Autonomy in Freight and Logistics

- Robotic picking and packing solutions for cartons and heavy sack handling.
- Outdoor autonomous cleaning systems for large-scale environments.
- ATEX-rated robotic cleaning solutions (dry suction-based, no water use).
- Automated baggage handling systems to improve efficiency and throughput.

### Challenge 3 – Supply Chain Resilience

- Integrated data platforms for end-to-end cargo tracking and accurate ETA prediction across vessels, trucks, and terminals.
- Regional master planning tools to optimise multi-port cargo flows.
- Container reorganisation solutions delivering substantial efficiency gains (target ~50% reduction).

### Organisation description

The Port of Tyne is one of the UK's leading deep-sea trust ports and a key gateway for global trade, supporting critical supply chains across automotive, offshore energy, bulk, and container sectors. The Port plays a vital role in regional and national logistics infrastructure. We are recognised for our commitment to innovation, sustainability, and digital transformation, demonstrated through initiatives such as our 2050 Maritime Innovation Hub and Net Zero Port strategy. Most recently we won awards for innovation, environmental and sustainability as well as digital transformation highlighting our adoption of cutting-edge technologies to improve efficiency, safety, and environmental performance. Our collaborative approach and strong industry partnerships position us as an ideal partner for developing and scaling innovative solutions.

### Motivation to become a Programme Partner

Our motivation to retain our position as a partner in the FIF Accelerator programme is to continue to collaborate with innovative partners to advance sustainable freight and logistics. As part of our ongoing digital transformation, we aim to improve safety, improve cargo flow, reduce emissions, and increase operational resilience. We are actively investing in automation and decarbonisation, and seek technologies that can support real-time decision-making, resource use and drive measurable carbon reductions. Through this programme, we aim to accelerate innovation, test scalable solutions and contribute to shaping a greener, smarter future.



### Testbed facilities and resources

The Port of Tyne offers a unique, fully operational port environment for SMEs to develop, test, and scale innovative freight and logistics solutions. Our estate includes diverse, real-world operations across warehousing, container, bulk, transport fleet, automotive, and cruise terminals, with multimodal connectivity via road, rail, and offshore access.

The Port can offer (subject to port policy) access to a private 5G network that provides fast, reliable, and secure connectivity across the entire estate. This creates a strong digital backbone for testing new technologies in a live operational environment, where consistent coverage and low latency are critical. With this in place, SMEs can deploy and trial solutions in real-world conditions, benefiting from stable, high-performance connectivity that supports everything from autonomous systems to data-driven applications. It's a flexible and responsive environment where ideas can be tested, refined, and scaled with confidence.

SMEs can benefit from hands on support through our on-site Innovation Hub, alongside technical expertise from our Operations, Innovation, IT, and HSEQC teams.

### Procurement route

The Port of Tyne's procurement process is guided by six strategic themes aligned with our Tyne 2050 vision: cost and budget allocation, net zero and energy security, new business generation/cost saving, modernisation and efficiency, safety and security, and stakeholder benefit. We use an evaluation system to assess potential solutions against these priorities. For successful trials, SMEs must demonstrate how their solution addresses one or more of these themes. It must be noted working as partners will not guarantee a contract and a tender process may be required.

# Portsmouth International Port (PIP)



## Challenge Fit

**Challenge 1:**  
Renewable Energy Supply

**Challenge 2:**  
Autonomy in Freight and Logistics

**Challenge 3:**  
Supply Chain Resilience

**Challenge 4:**  
Open challenge

Portsmouth International Port, (PIP), are looking for solutions within all challenge scopes again this year.

We have now commissioned our shore power system which will be used to power ships whilst alongside and charge batteries onboard. However we have excess supply, unique in ports in the UK, and are looking for solutions that can make economic use of the excess power availability for wider use in the maritime, freight or community in and around the port.

Additionally, work in previous accelerators has seen preliminary steps toward automation on site and we continue to look for opportunities to push this further with movements around a complex, every changing yard and port area.

Lastly, supply chains remain under pressure and through chain collaboration is key to maintaining efficiencies and developing deeper sustainable benefits reducing friction between parties, modes and across sites.

Opportunities to build on work done with previous SMEs will be warmly welcomed with projects to further develop products that benefit the whole freight industry.

## Organisation description

PIP is a landlord style, municipal cruise and ferry port. Our customers include major ferry operators such as Brittany Ferries, DFDS and major cruise lines like Virgin Voyages, Saga and Viking.

Being municipal, the residents of Portsmouth own the city and we continue to focus on providing the most sustainable port and transport hub which provides income for the city, work for residents (over 3'000 jobs linked to the port) and ensures that its operations do not hurt the environment. Our future plans our set out in our 20 year Masterplan.

We describe ourselves as a 'goldilocks port' for trials as we are big enough that we can provide real data, learning opportunities and mentorship whilst our site and relatively small team can make decisions on trials quickly with clear reporting lines and a wide overview.

Our consumers include over 2 million passengers and 200,000 road freight movements whilst we handle more than 1500 vessels a year.



## Motivation to become a Programme Partner

PIP has set innovation as part of its core mission so that we can provide a port that delivers for its owners, the residents of Portsmouth. This means that we have a focus around environment, society and governance beyond simple commercial needs.

We have been part of the FIF catapult since its inception and we feel very strongly that all parties benefit from collaborative work with the wider aim of driving freight and maritime forward for all.

## Testbed facilities and resources

PIP can provide mentorship; data; physical locations and more.

Previous trials have included product development, new use cases, links with wider organisations and industry bodies.

We have supported numerous trialists outside of these schemes too with projects under UKRI and CMDC coming to fruition and a partnership approach.

## Procurement route

Procurement is generally through Portsmouth City Council's procurement and tendering process which can be found online. Public sector procurement means that there are limitations around direct contract awards although there are some exclusions.



## Challenge Fit

**Challenge 3:**  
Supply Chain Resilience

**Challenge 4:**  
Open Challenge

We import around 400,000 tonnes of timber each year. The timber is discharged from short sea ships to one of three terminals. Each ship holds timber imported by different customers. The timber is placed on the quay, a barcode manually attached and then scanned into our stock control system before conveyance to storage.

This stock control system is particularly valued by our customers as it provides visibility of timber packs throughout the process. We have recently upgraded the digital support system to provide improved scanners, data resilience and standardisation of processes within the supply chain. With our new 'shore trace' system now embedding we are seeking support to unlock the next steps in efficiency.

Solutions need to take account of the challenging operational and marine environment and the tight margins within the supply chain.

### Organisation description

Shoreham Port is a leading UK Trust Port founded in 1760. Today we are a highly diverse and rapidly growing economic hub. On water we serve commercial fishing, leisure users and a wide range of commercial cargo through both directly managed and tenanted terminals. Our cargoes include timber, steel, grain, aggregates, oil and a wide range of special projects.

On land we offer discharge, storage and haulage services. 175 businesses are based within the Port creating a vibrant commercial ecosystem. Our café Port Kitchen is the focal point of our estate-bringing together stakeholders, customers and the community to enjoy local produce.

We are a site of considerable renewable energy generation with onshore wind and solar used to power electric vehicles, plant and boats across our operations. There is strong potential to expand the amount of renewable energy generated on site with several projects underway. We have been a certified EcoPort for 12 years, placing us amongst the pioneers for sustainability within the maritime sector.

### Motivation to become a Programme Partner

Whilst we are rapidly growing, we recognise we have a significant opportunity to improve operational processes, some of which have been in place for decades. Adoption of new technology and digitalisation of processes presents the opportunity to transform customer outcomes – driving value across the supply chain. Based close to Brighton city centre we benefit from the adjacency of a creative and tech cluster; the programme presents the framework to further showcase the innovation within the locality.



### Testbed facilities and resources

- We bring a highly engaged, experienced and multi-functional management team. Engineering, Safety, Marine, Sustainability and Operational expertise will all support the project.
- Safety is the first point of our Masterplan 2026, and the project would need to adhere to strict site safety protocols.
- We have extensive experience working with SME's gained through both our property portfolio (over 50 SME's are based on the estate) and collaborative innovation projects.
- We bunker Hydrogenated Vegetable Oil (marine and land) within the estate and have renewable electricity available, generated from solar and onshore wind.
- Our estate offers offices, compounds, berths, quays and a natural beach. On water we operate a lock controlled impounded basin which could be used as a testbed.
- We have a high level of direct control over large aspects of supply chains including discharge, storage and onward logistics thereby enabling rapid deployment of transformative improvements.

### Procurement route

We are a stand-alone entity governed through an act of parliament. We adhere fully the Port Marine and Facilities Code and Ports Good Governance Guidance. Our empowered executive team have a high degree of freedom, either running competitive tenders or taking single source routes to procurement as we often work with long-established trusted partners. We do not operate framework or term contracts.



## Challenge Fit

### Challenge 3: Supply Chain Resilience

Independent freight operators lack the visibility and data-sharing infrastructure to anticipate, absorb, or adapt to disruption. Each operator runs their own systems, sees only their own slice of the network, and has no way to benchmark, compare, or collaborate in real time. TwentyForty's collaborative operator network is designed to change this. We're looking for digital solutions that can sit on top of shared, multi-operator data to deliver cross-partner supply chain visibility, predictive risk tools that draw on aggregated operational data, resilience scoring or benchmarking across independent fleets, or platforms that enable real-time data sharing between operators to improve collective response to disruption. The core question is whether a collaborative data network of independent operators can deliver the adaptive, transparent freight systems the sector needs.

### Organisation description

TwentyForty is a mission-led innovation platform accelerating the future of freight. It is structurally independent and not-for-profit, designed to serve the sector. Born from Welch Group's 90 years in logistics, TwentyForty brings operational credibility most research organisations lack, and is built around a collaborative network of freight operators who pool data, share learning, and co-design solutions no single operator could develop alone. Three core functions support this network: The Loading Bay (media platform sharing real operator experiences), Innovation and Advisory (collaborative research and practical trials across working fleets), and the 12 Pillars of Change (a policy and systems-change initiative bringing together operators and experts from twelve critical sectors).

### Motivation to become a Programme Partner

Our network of operators is generating valuable data, but we lack the digital capability to turn it into shared tools. The real opportunity here is collaborative: independent operators pooling their data to get insights none of them could access alone. We need SMEs who can build digital solutions on top of this shared dataset. A successful trial would prove the model, showing that collaborative operator networks can be a viable platform for freight innovation, and that shared data creates value greater than the sum of its parts.



### Testbed facilities and resources

- The testbed is TwentyForty's collaborative operator network: independent freight operators who have formally agreed to share data and participate in joint innovation. This gives SMEs access to multi-operator, multi-site data across different fleet sizes, vehicle types, and operational models. Data sources include vehicle telematics, depot charging systems, energy monitoring, and operational planning data. The anchor operator, Welch Group, runs electric HGVs across three sites, but the network extends beyond a single company.
- TwentyForty maintains a digital backbone for the network with structured data collection, workflow automation, and API access for third-party tools. SMEs receive anonymised datasets via API, with TwentyForty managing data governance, operator consent, and onboarding.
- SMEs get direct access to operators for feedback, user testing, and iteration. These are real businesses with real operational constraints. TwentyForty also connects SMEs to academic, policy, and industry contacts for validation. Solutions must comply with GDPR and data-sharing agreements with participating operators.

### Procurement route

Procurement decisions are made directly by the TwentyForty board in consultation with network operators. For successful trials, TwentyForty would look to establish a commercial agreement (subscription, licence, or consultancy model) that allows the solution to be offered across the operator network. Individual operators within the network would then procure directly from the SME, with TwentyForty facilitating introductions and providing ongoing coordination. This means SMEs gain access to multiple customers through a single trial relationship.

# Welch's Transport Ltd (Welch Group)



## Challenge Fit

**Challenge 1:**  
Renewable Energy Supply

**Challenge 2:**  
Autonomy in Freight and Logistics

**Challenge 3:**  
Supply Chain Resilience

**Challenge 4:**  
Open Challenge

We're interested in all four challenges. On autonomy, we want to explore automated yard management, AI-assisted load planning, and intelligent scheduling across our pallet network and general haulage operations. On renewable energy supply, we're actively deploying megawatt-scale charging infrastructure at our Duxford depot alongside existing solar generation and dual grid connections, and we need smarter tools for depot energy management, demand forecasting, and grid interaction. On supply chain resilience, we're looking at better integration between our TMS, telematics, and energy systems to improve operational visibility, predictive maintenance, and real-time decision-making. For the open challenge, we're interested in circular approaches to fleet assets, particularly battery lifecycle management and retrofit or repower options for electric HGVs and material handling equipment.

### Organisation description

Welch Group is a fourth-generation family logistics business operating across transport, warehousing, and specialist lifting from two depots in Cambridgeshire and Bedfordshire. We run six electric HGVs in daily operations and are currently deploying megawatt-

scale charging infrastructure at our flagship Duxford site, which also features solar generation and dual grid connections. We've led and participated in multiple Innovate UK-backed projects spanning digitalisation, decarbonisation, and fleet optimisation. Our fleet of over 70 vehicles, all equipped with telematics, operates across pallet network, general haulage, and e-fulfilment. We combine the agility of a family business with genuine operational depth, and we've built a track record of helping new technologies prove their value in real-world conditions before scaling.

### Motivation to become a Programme Partner

We're joining the FIF Accelerator because we want to find and test tools that solve real operational problems. We're already investing heavily in fleet electrification and depot energy infrastructure, and we need smarter systems to manage the complexity that comes with it. We want to work with SMEs building practical solutions for automated planning, energy optimisation, and supply chain visibility. We can move fast, we have the infrastructure to run meaningful trials, and we're ready to adopt what works.



### Testbed facilities and resources

- Welch Group offers SMEs access to a live logistics operation across two sites in Cambridgeshire and Bedfordshire. Our flagship depot at Duxford features solar generation, dual grid connections, and megawatt-scale EV charging infrastructure currently being deployed. This makes it an ideal environment for trialling innovations in energy management, smart charging, vehicle-to-grid interaction, or site-level automation.
- Our operational testbed includes a mixed fleet of over 70 vehicles, including six electric HGVs and electric forklifts, all equipped with telematics and monitored via Qargo TMS and BPW trailer tracking. SMEs can plug into real workflows across pallet network, general haulage, warehousing, and e-fulfilment.
- We can provide anonymised operational data covering vehicle performance, energy consumption, and logistics planning. Support includes access to operational and technical leads, mentoring on industry fit, and collaborative solution design. All pilots must meet basic health and safety, GDPR, and cyber hygiene standards, particularly where solutions integrate with vehicle systems or customer-facing interfaces. We're hands-on and happy to co-develop routes to deployment.

### Procurement route

As a family-owned business, our procurement is agile and relationship-driven. We can move quickly from a successful trial to adoption without the red tape typical of larger corporates. SMEs must demonstrate clear alignment with our goals: reducing emissions, cutting operational waste, or improving efficiency. Solutions that integrate with existing systems, including our TMS, telematics, energy infrastructure, or WMS, are especially valuable. We prioritise practical impact over polished pitch decks and offer a straightforward path from pilot to partnership. Trials that prove value can lead to direct procurement or deeper collaboration, with minimal bureaucracy.



## Get involved

Ready to accelerate innovation in transport, built environment, or public services?

### Connect with us:

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