



The importance of stakeholder analysis in freight transport

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Abstract

In this paper the multi actor, multi criteria analysis method or in short the MAMCA method is presented for the evaluation of transport project. In this method stakeholders are explicitly taken into account which is very important in the freight transport sector. Starting from an overview of evaluation methods, the paper comes to the integrated MAMCA approach. Several applications of this method are discussed.

Keywords: Freight transport; Evaluation methods; Multi criteria analysis.

1. Introduction

The evaluation of transport projects has become increasingly complex. Different aspects have to be taken into account and the consequences of the projects are usually far reaching and the different policy alternatives are numerous and difficult to predict. Several pressure or action groups have also emerged causing an even more complex decision making process. The use of multi criteria analysis for the evaluation of transport projects has increased due to this increasing complexity of the problem situation. The eclectic multi criteria analysis method developed by De Brucker (2000) for example enables to integrate different types of analysis tools used in transport project evaluation, such as the Environmental effect analysis, safety effects, economic impact analysis, etc.

At the same time, the importance of stakeholders within this evaluation process is been recognised. Research on transport projects is generally carried out to provide information to policymakers that have to operate within restrictive parameters (political, economical, social, etc...). Researchers should therefore take greater account of the different priorities of stakeholders such as policymakers, private enterprises and households (Van Ham and van Wee, 2003). These stakeholders should be incorporated explicitly in the evaluation process.

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