

# Conclusion

Routes to a greener future  
Towards more sustainable freight transport



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## Conclusion

In this e-learning tutorial, you have been presented with some of the challenges and dilemmas facing the logistics industry. But throughout, it has been made clear that as well as facing urgent environmental challenges, there are real business opportunities for logistics organisations. To conclude this tutorial, we asked [Dr XYZ] of [ABC organisation], a renowned expert in the field, to respond to some of the key questions we face

[Click here to start.](#)



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## Routes to a greener future

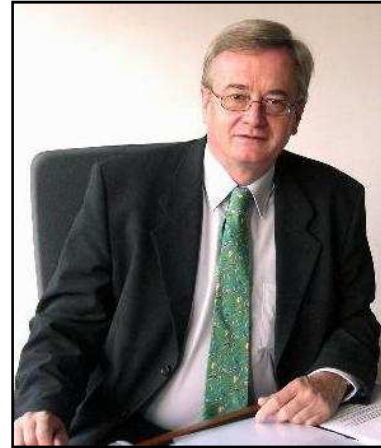
Towards more sustainable freight transport



### Dr Smith's views of sustainable transport

Click the links below to hear Dr Smith's views in each of these areas.

- Who needs to be involved in responding to our key challenges?
- What technologies are available to help us?
- How does the mode of transport affect environmental impact?
- Why does optimising vehicle utilisation matter?
- Why do you think this is such a complex issue for organisations?
- So, what do we do next?



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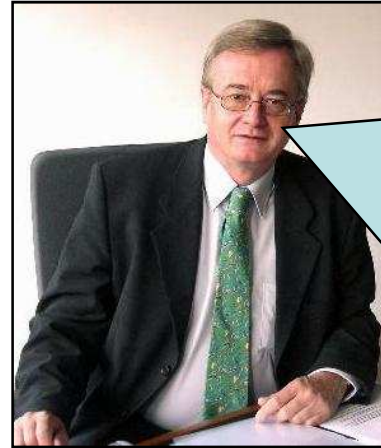
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[Spoken audio] Freight transport not only affects the environmental but also has social and economic impacts such as increased congestion and effects on health. In particular, transport contributes substantially to increased CO<sub>2</sub> emissions and thus to climate change and its consequences. Given the EU's commitment to reducing overall emissions, it is clear that the transport sector will have to play its part in achieving these reductions. So- no one part of society can solve these complex problems alone – business, government and civil society have to work together to find solutions.



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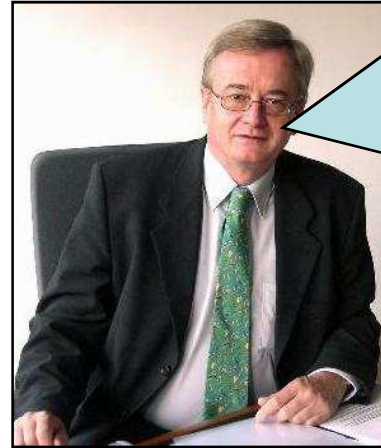
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[Spoken audio] Technological solutions already available include software systems that integrate vehicle routing and tracking into the company's order management system as well as modern vehicles which reduce fuel consumption and emissions. Alternative fuel sources such as gas and electricity help reduce emissions. In the future it is hoped that 2nd generation biofuels will play their part as well as, at some time, advanced fuels such as hydrogen.



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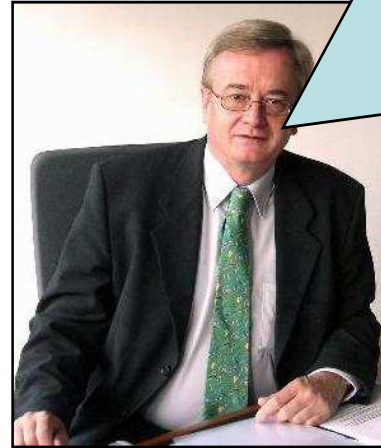
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[Spoken audio] The mode of transport used also affects the environmental impact of transporting goods. Certainly there is no doubt that air freight is costly both financially and in its impact on the environment and should be avoided wherever possible. Environmentalists also promote the advantages of rail and sea over road. Here the arguments are a little more complicated; whether rail and sea routes offer environmental benefits will depend on the route in question, but whether you are a provider or a user of logistic services, it is certainly worth regularly reviewing transport modes as the balance of argument can change quite fast. New routes may have opened up since the current routes were planned, or costs may have changed, for example as a result of increasing congestion.



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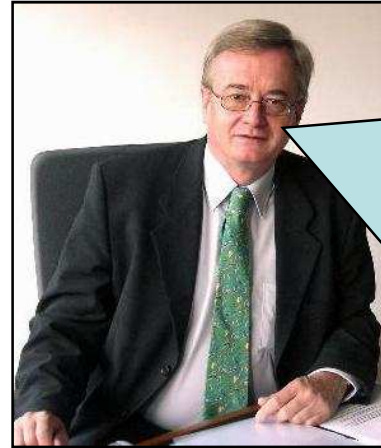
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[Spoken audio] Optimising vehicle utilisation is very important. There is no benefit in transporting air! Packaging needs to be thought of at the design stage – it should be designed with transport in mind, so that the products fit on the pallets and the pallets are the right size for the containers. Better collaboration between partners or even competitors can improve vehicle loading and backhauling, especially where remote locations are involved. Again collaboration can help reduce the amount of air transported and thus both the costs of transport and the number of vehicles on the road.



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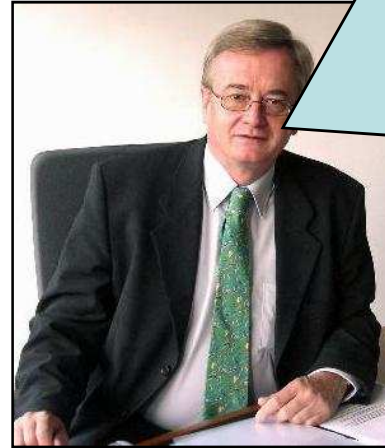
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[Spoken audio] In many situations there are no simple answers. There is often a trade-off between transport and inventory. The supply chain from raw material to end consumer may be complex, involving different organisations in different parts of the world. But as the scenarios show, better planning, or use of intermediate wholesalers may improve the ordering and storage of raw materials or products so that they do not need to be shipped at short notice by expensive and environmentally more damaging routes. As awareness of the importance of these issues grow, so does the pressure for change. Businesses are likely to find themselves driven on the one hand by government regulation and on the other by consumer demand for greener transport solutions. Companies that anticipate those demands stand to gain a business advantage.



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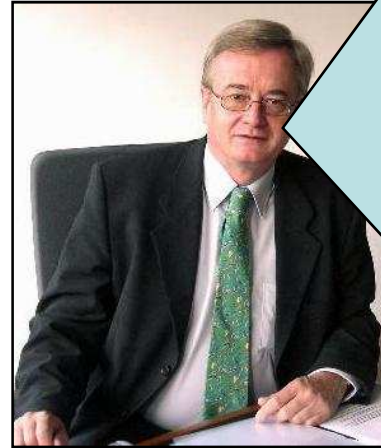
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[Spoken audio] I would encourage you to think about how these issues affect your company. Are there are processes that could be improved? If so, what is stopping this happening? Is it lack of knowledge on the part of the people who make decisions, in which case why not show them this tutorial? Is it poor communications? Sometimes companies carry on doing things the same way just because no one has thought to talk to customers or suppliers about the alternatives.

Do you have any metrics that would allow you to measure any improvements, or even rate your current performance? Decision-makers such as strategic planners or financial directors prefer numbers to vague arguments, and the last scenario provides some suggestions for how you might introduce metrics.

But the message I would like to leave you with is: Make a start. It's easy to say that the problem is too difficult, or too big to solve alone. There are some things that each of us can do – even if it is just getting colleagues together to discuss the possibilities. I hope that this tutorial has given you some ideas.



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### Conclusion and further information

That's the end of this tutorial. You can re-visit it at any point to remind yourself of the key issues covered.

The essential message is that business needs to act to reduce the harmful environmental effects of freight transport.

Good luck with your actions!

