

# Introduction

## Routes to a greener future

Towards more sustainable freight transport



### Main menu

#### The freight industry in the 21st century - Impacts and Risks

10 mins

#### Responses

10 mins per case

#### Conclusion

5 mins

#### Links

Relevant legislation  
Sources of loans and grants  
Accreditation bodies  
Other useful links  
Glossary`



This specification was developed with the financial support of the European Commission's 6<sup>th</sup> framework programme



# Introduction

## Routes to a greener future

Towards more sustainable freight transport



### Freight in the 21<sup>st</sup> Century

Transport and logistics are an integral aspect of almost every business today. We take for granted in today's global markets that products and raw materials may be sent long distances, routed via centralised distribution hubs and then delivered to our doorsteps. But transport presents business with some challenging problems....

The programme starts with an animated montage, with captions. Shown here are only the captions and types of image; the montage would be effectively designed, with images appearing and disappearing.

**It continues, animated, straight onto the next screen, without the user clicking anything...**

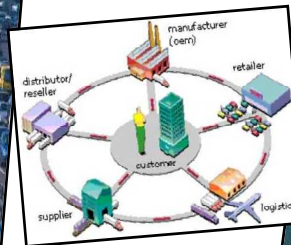
Increasing fuel costs...



Congestion...



More complex supply chains...



Consequences of increasing globalisation



# Introduction

Routes to a greener future  
Towards more sustainable freight transport



## The freight industry in the 21<sup>st</sup> Century

This is the same screen,  
continued...



And as sustainability becomes an issue, there's even more to think about...

Increased regulation

No clear solutions...



Public concern about emissions and climate change...



# Introduction

## Routes to a greener future

Towards more sustainable freight transport

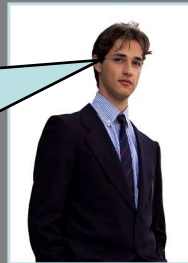


### Facing up to challenges in freight transport

Click on each image to hear about some of the challenges that logistics suppliers and buyers face.

The user hears some real-life interviews with logistics/transport professionals who provide stories and anecdotes about the challenges they face.

**[spoken audio]** Rising fuel costs are eating into our profit margins. Everything we hear suggests that things are only going to get worse...



**[spoken audio]** As a logistics company, we would like to do our part to make the freight industry more sustainable. But our clients want to hold less inventory, so they demand more frequent deliveries from us. If only we could work more in partnership with our clients, I think we could solve some of these problems...


**[spoken audio]** Keeping our shelves fully stocked at all times means air freight, especially in the case of seasonal produce. And we know that packaging is also an issue. But we are in a consumer-led society today and we have to be led by what our customers want...



# Introduction

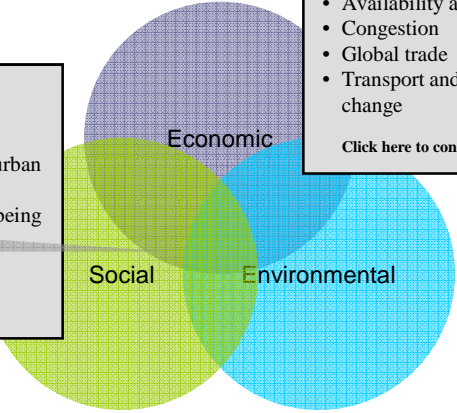
## Routes to a greener future

Towards more sustainable freight transport



### Impacts

Sustainable development issues are often classified into three areas, *economic*, *social* and *environmental*. Transport has consequences in all three areas – click on the diagram to find out more.



**Economic issues:**

- Availability and price of oil
- Congestion
- Global trade
- Transport and climate change

[Click here to continue...>>](#)

**Social issues:**

- Consumer-driven society
- Degradation of rural and urban spaces
- Health, accidents & well-being

[Click here to continue...>>](#)

**Health, accidents, well-being**

Air pollution from vehicles can trigger asthma attacks and heart and lung problems. Also more traffic means more accidents.

**Economic**

**Social**

**Environmental**

◀ ▶

The diagram develops, one circle at a time. The user clicks on individual items to find out more.

# Introduction

Routes to a greener future  
Towards more sustainable freight transport

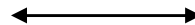


## Risks – and issues

But whose responsibility is sustainable freight transport? What issues are the various parties involved really concerned about? It depends on your point of view. Click on each icon to find out more.



Government



Business



Civil society

**Positive view:** "We've all got to make our views heard – and make sure the government listens."

**Negative view:** "What I do won't change anything – that's up to the government."



When the user mouses over each icons, they see a popup similar to the one shown.

# Introduction

## Routes to a greener future

Towards more sustainable freight transport



### Risks – and issues

But whose responsibility is sustainable freight transport? What issues are the various parties involved really concerned about? It depends on your point of view. Click on each icon to find out more.

- Legislation may lead to greater complexity and higher cost.
- Governments that are in office for a few years are reluctant to take decisions that benefit society only in the long term.



**Business**



- Consumers mistrust business's profit motives – there are benefits for companies that behave ethically.
- Should business be showing a lead – or just providing what consumers want to buy?
- There is a cost to 'being green' – businesses may fear it can make them uncompetitive.

Businesses, especially large corporates, have arguably more power than any governments or NGOs. They are also coming under increasing scrutiny not only from governments but from their customers, who have learned the power of that consumer pressure. Reputational issues can damage or enhance a company. Equally, smart companies have seen that sustainability offers many business opportunities.

When the user mouses over the main, large icon they see this popup.

When the user clicks on each icon, that icon grows and moves outwards towards the user. The other two icons shrink in size to emphasise that we are now seeing one perspective on the problem. Captions then appear next to the connecting lines, explaining the key concerns of the party whose perspective we are now taking.



# Introduction

Routes to a greener future  
Towards more sustainable freight transport



## The freight industry in the 21<sup>st</sup> Century

The animation stops with an explanation of the purpose of the e-learning programme.

This tutorial aims to:

- raise awareness of sustainability issues relating to freight transport;
- consider some possible solutions to the problems business faces;
- Assess business arguments for dealing with sustainability issues.

