

CHAPTER 3: Trends for more effective LMD logistics

UNIT 3: Corporate Social Responsibility trends

Capsule 3.3.1

Enterprises' effort toward a virtuous impact

To be done prior to this capsule:

Definition or documents should be provided to students to well understand what CSR measures are and their output for companies. Link with capsules 2.4.1, 2.4.2, 2.4.3, 2.4.4, 2.4.5, 2.5.7

Capsule linked with:

Any document or source referencing tools that help measuring CSR impact, or labels criteria will help students understand better the case study.
Link with capsules 3.3.2 and 3.3.3

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Objectives of the capsule

The aim of this capsule is to demonstrate that, although logistics and transport activities are considered to have a high impact on the environment and a difficult working environment, companies have sought solutions and invested in various efforts to improve these two aspects.

You will therefore find here various case studies that illustrate how T&L companies consider this topic and the benefits they derive from it.

Category	Document, source	EQF		
		4	5	6
		X	X	X

Exercises included	YES
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Effort for the capsule	Content 10 Min.	Exercises 5 Min.	Extra material 50 Min.
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Content of the capsule

1. Case studies on CSR measures by various transport & logistics companies
2. Synthesis notes about the benefits and consequences for the sector

Instructions for the capsule

You will find attached to this capsule several documents:

1. SUSMILE synthesis document of the case studies referenced, and the reason why we selected these examples
2. Case study documents, presenting a specific situation and the rationale behind the CSR strategy, adapted to the specificities of urban logistics

IMPORTANT:

Other case studies may be more adapted in the future with more recent data and more innovative operations to suit the needs of urban logistic demand. We invite you to keep watch for those updated reviews that may bring additional value to this SUSMILE MOOC content.

Also, the content of this capsule is quite exhaustive and ambitious, to give an idea about various optimisation strategies on top of existing logistic techniques, dedicated to urban environment. Teachers may want to select only few of the examples depending on the level of their students and timing available.

Source 1 – SUSMILE Synthesis

The purpose of this document is to briefly present the case studies provided for this capsule:
“Enterprises’ effort towards a virtuous impact”.

It will briefly explain why we selected the different sources indicated as interesting case studies to analyse. The aim is to put the 2 situations in perspective with the whole content of the SUSMILE MOOC, so that you can reflect on its use and possibly look for other case studies if necessary.

Please note that it may be time-related as the initial production of this synthesis was done in 2022 and new technologies, practices or business models may have merged in the coming years.

The aim of these sources is to invite students to put the theoretical elements into perspective and to understand each private sector model in order to cope either with its environment, competition, etc.

Source 2 – Information source: case study S2

Ani Melkonyan, Tim Gruchmann, Fabian Lohmar, Vasanth Kamath, Stefan Spinler – ScienceDirect.com (2020, October), “Sustainability assessment of last mile logistics and distribution strategies: The case of local food networks”

Document in English, 5 minutes reading

Summary:

Last mile logistics is crucial, as it is responsible for the supply of goods to the customer, while facing strong inefficiencies, not only in terms of delivery costs, but also environmental and social problems.

This paper is an attempt to model three distribution organisations for food products, based on predetermined factors, and to try to identify which one is the most suitable depending on the type of customers, their consumption habits and the environmental impact.

Source 3 – Information source: case study S3

Accenture.com (2021), ‘The sustainable last mile’

Document in English, along with below online synthesis:

<https://www.accenture.com/us-en/insights/consulting/sustainable-last-mile-delivery>

Summary:

One of the most striking effects of the covid pandemic is the acceleration of local or in-market processing of orders or supplies, which allows products to reach end-customers more quickly. Amazon has been one of the pioneers of this approach, and the company's ability to deliver on its “within a day delivery” promises has always relied on its innovative local processing strategy. The aim was to offer greater speed and convenience while reducing the carbon footprint.

This study focuses on initiatives and incentives that are likely to encourage similar projects and reinforce an overall sustainable effort by last-mile logistics operators.

Source 4 – Information source: case study S4

Thomasnet.com (2021, January), “Amazon Corporate Social Responsibility (CSR) and Sustainability”

Document in English, along with below online synthesis:

<https://www.thomasnet.com/articles/other/amazon-csr-sustainability/>

Summary:

As the world’s largest multinational technology company, most known for its last mile delivery operations, Amazon has rapidly positioned itself as a dominant player in the e-commerce landscape. As such they have a significant leverage over the retail actors, transporters and logisticians in various countries and they bear a responsibility in defining the rules for more efficient operations, as well as influencing the Corporate Social Responsibilities of the sector.

This article is a global synthesis of their initiatives on the matter.

Source 5 – Information source: case study S5

Jesus Gonzalez-Feliu, Joëlle Morana - HAL open science (2013, March), “Collaborative transportation sharing: from theory to practice via a case study from France”

Document in English.

Summary:

Both the new trends in retail and commerce organization and the technological innovation in supply chain management and distribution planning have led decision makers to consider collaborative strategies to reduce overall cost, pollution emissions, and improve social management of the supply process.

In freight distribution, the most popular collaborative strategy is that of logistics sharing. The aim of this document is to define the main concepts related to logistics sharing agreements and to present a conceptual schema representing the organisation-related aspects. The illustrated case study is about the distribution of press products on the French market.

Exercises

Questions are mentioned in the second part of the Source 1 document.

Indications for the answers expected are limited, in order to allow teachers adapt their messages or develop further some of the information available with their students. The objective of this capsule is to invite them formulating a synthesis of the key messages and be able defending them.

Some questions are related to each of the case studies, then a suggestion of questions is made for both, depending on the teachers' will to challenge their students, especially for EQF 6 levels.