

CHAPTER 3: Trends for more effective LMD logistics

UNIT 3: Corporate Social Responsibility trends

Capsule 3.3.2

Evolution of shippers' strategy towards a transport and logistic service provider



To be done prior to this capsule:

The following capsules shall provide a good preparative overview of this conference's content: 2.4.1, 2.4.2, 2.4.3, 2.4.4, 2.4.5.

Capsule linked with:

This capsule is a key component of future strategies for logistics actors, strongly related to capsules 3.3.1 and 3.3.3 contents.

Authors:

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Presenting an LMD distribution model

A professional working as a principal for the negotiation of logistics and transport services will present his point of view on the evolution of expectations and practices for distributors and manufacturers.

In particular, he will talk about the actions taken to force their partners to take better account of environmental factors in their activities. In particular, he will indicate what effect the various regulations and laws have had over the years since 2010 for his company.

Category	Conference, intervention	EQF		
		4	5	6
			X	X

Exercises included	NO
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Effort for the capsule	1 hour (depending on the availability of the professional)
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Content of the Capsule

1. *Last Mile Logistics operations before 2010*
2. *Last Mile Logistics operations since 2010*
3. *List of actions coordinated with logistic service providers*
4. *Benefits from shipper's point of view*

Remark: 2010 setting the first definition of the Sustainable Development Goals (SDG) but being officially approved by UN members in 2015.

It would be ideal to have an expert who could talk about this history, but it is not essential for this capsule. He/she should primarily present the evolution of his/her company's practices towards transporters and logisticians.

Instructions - preparations

In order to best prepare this conference, the professional or expert who would be invited to present his or her company and its scope of intervention must correspond to the profile below:

- Industry or Distribution company, sub-contracting its logistics to deliver city centres
- Position taking into account the operational aspects of (at least some of the missions below in its role):
 - Tender preparation to select logistics service providers
 - Customer service strategy-related position
 - High management position
 - Advocacy role for the company

Please note that this list is not exhaustive and you may find professionals who are quite capable of sharing their experience on data sharing with partners at different levels of the company.

Instructions - preparations

The teachers/professors will prepare the conference with some key aspects to cover during the discussion:

- Presentation of the company
- Key products or services
- Kind of logistics and transport operations sub-contracted for the activity
 - Ratio of own operations to outsourced operations
 - Geographic coverage and international activity (if any)
- Presentation of the distribution strategy of the company:
 - Choice of distribution channels available to end customers
 - Influence of logistics partners in defining this strategy
 - Prioritisation of current performance criteria expected by logistics providers

Instructions – list of potential experts

You will find below a list of enterprises that may be willing to free one of their experts in order to introduce students to their expertise and future operations. It is important to link the environments of work and education to best prepare the experts of tomorrow.

Company profiles best suited for this introductory conference on explaining the benefits of sharing data across partners:

- Industrial or distribution groups, sub-contracting their last mile delivery to logistics third parties or fourth parties
(i.e.: Clothing brands, McDonald's, etc.)
- Distribution groups with their own fleet and logistics, potential sub-contracting part of their operations to provide a comparison in practices
(i.e.: Carrefour, Lidl)
- E-Commerce distribution experts sub-contracting part of their logistics to other operators
(i.e.: Amazon, C-Discount, Fnac, etc.)

Conference, interview - Source 1

No specific conference identified online for this specific topic.

Exercises

No exercise prepared for this specific session.

Teachers and professors may want to prepare something specific depending on the content provided by the expert/professional, but it will necessarily be specific to the intervention.