![SUSMILE - Successful online learning for sustainable last mile logistics]

CHAPTER 3: Trends for more effective LMD logistics

UNIT 2: Information management; the key to success

Capsule 3.2.4

Mutual benefits of information management for public/private partnerships

To be done prior to this capsule:	Learn about the below concepts: Big data, Internet of Things (IoT), Artificial Intelligence (AI). Capsule 3.2.1 shall give an overview of those concepts and theirs links with logistics.
Capsule linked with:	This capsule will be an important introduction to the 3rd unit of this last chapter, with a professional point of view and experience toward collaboration in real conditions.
Authors:	AFT, SUSMILE consortium partner

Presenting an LMD distribution model

A professional from a logistics or transport company specialising in urban logistics will present the company's strategy or plans for sharing information with other partners and the expected benefits for both its operations and the company's environment.
The professional will particularly emphasise the difficulties of the sector in sharing data and then develop concrete techniques or strategies to overcome these challenges.

Category	Conference, intervention	EQF		
		4	5	6
			X	X

Exercises included	NO

Effort for the capsule	Content 60* Min.	Exercises 0 Min.	Extra material 0 Min.

*Depending on the availability of the professional

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Content of the capsule

1. *Technologies that collect data in the city*

2. *Actors that need to collaborate*

3. *Challenges faced during project design & implementation*

4. *Benefits of sharing data for public/private actors*

Remark: This capsule can be organised with an interesting format of 2 sessions or 2 invited professionals (public/private sector) at a time.

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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:

➢ Transport or logistic company, operating within a city centre

➢ Position taking into account the operational aspects of (at least some of the missions below in its role):

- Delivery rounds rotation
- Customer service (B2B or B2C)
- Negotiation with public administration
- Suppliers management
- 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

➢ Introduction to all stakeholders that have an impact on the distribution model
  ▪ Specific focus on public administration and other stakeholders
  ▪ Why the collaboration is required for operations

➢ Presentation of the distribution strategy of the company:
  ▪ Main equipment or infrastructure
  ▪ Competitive services versus other actors in the same segment of operations

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:

> ➢ Large logistic groups (more likely to have professionals available to share their experience than small companies, but all company sizes are interesting)
> (i.e.: FM Logistic, DB Schenker, Geodis, Kuehne Nagel)

> ➢ Associations specialised in logistics data and analysis
> (i.e.: Ecologie Logistique, France Logistique)

> ➢ E-Commerce distribution experts
> (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.