



ASSOCIAZIONE
PER LA LOGISTICA
SOSTENIBILE

LOGISTICS INNOVATION & SUSTAINABILITY

Giulio AGUIARI, President SOS-LOGistica

SUSTAINABLE LOGISTICS: *Public and Private partnerships, a win-win situation*

Genoa, 30th November 2007



La **sostenibilità**
è un diritto
per noi e i nostri figli.
E per le **imprese**
può essere anche
un'**occasione di sviluppo.**

Sustainability
is a right of ours and of our children.
For **Enterprises** it can also be
an **opportunity for development.**

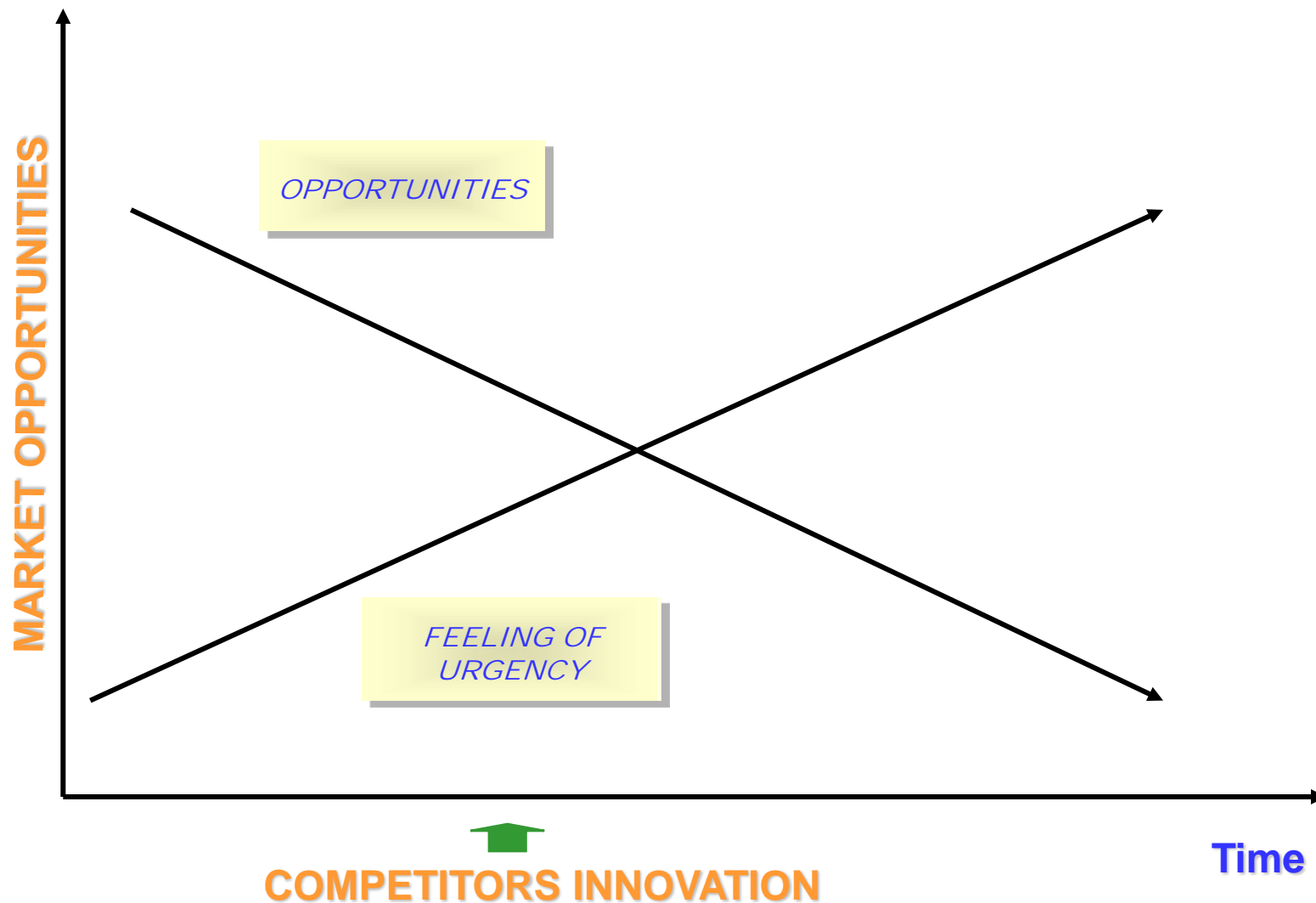
www.sos-logistica.org

Sustainable Logistics

is

- ◆ ***Sustainable freight transport and sustainable accessibility***
- ◆ ***Sustainable distribution***
- ◆ ***Sustainable design and packaging of products***
- ◆ ***Reverse Logistics***
- ◆ ***Sustainable District Logistics approach***
- ◆ ***Sustainable supply chain management: reviews current purchasing and supply chain practices***

The urgency paradox



SUSTAINABILITY:

no more a “nice to have” but “a must”

a McKinsey recent report
on Top Management:

2005



15% top managers pay attention to sustainability

2007



65% top managers pay attention to sustainability

**“Environment technologies could have for the next twenty years
the same impact of I.T. in the past twenty years”**

Anthony Giddens *former Director of The London School of Economics*

“Less I pollute more I gain”

Pasquale Pistorio *former CEO STMicroelectronics and Vice President Confindustria*

**“Sustainability must become the main drive
towards innovation and development”**

Paolo Scaroni *CEO ENI Group*

**“In addition to the three human rights - liberté, égalité, fraternité -,
today there is a fourth one: the right to live in an integral environment”**

Jacques Chirac *former President of the French Republic*

Some new passwords:

- ◆ **CVC** **Compatible Value Chain** *that is an economic/sustainable balance*
- ◆ **IM** **Inverse Manufacturing** *that is to project and manufacture a product in a coherent manner with Reverse Logistic criteria*

The planetary challenges

Life cycle *THINKING*

Life cycle *DESIGN*

Life cycle *ASSESSMENT*

How is it possible to establish a Sustainable Supply Chain?

- ◆ *Define sustainability targets and understand consequences*
 - a) fashion?
 - b) strategy?
 - c) necessity?

} it is a one way decision in any case
- ◆ *Implementation method: value analysis not emotional decisions*
- ◆ *Act: redesigning products and processes*
- ◆ *The leading role played by Companies and P.A.*
- ◆ *Ongoing processes control*
- ◆ *Last but not least, together with a Sustainable Supply chain we need a more environment friendly Sustainable Marketing, promoting products and services*

How to compete with Cindia?

PROTECTIONISM



politically incorrect.

FULL
AUTOMATION



politically difficult.

CREATIVITY /
INNOVATION



the best way (*to better do our job is not enough: we need to add value...*).

*“EXPERIENCE AND THE PAST
ARE VERY IMPORTANT VALUES,
BUT THE FUTURE IS THE ONLY PLACE
WHERE WE CAN GO”.*

Renzo Piano

*“Since its main goal is to increase the number of customers,
a company has only two fundamental functions:
marketing and innovation.*

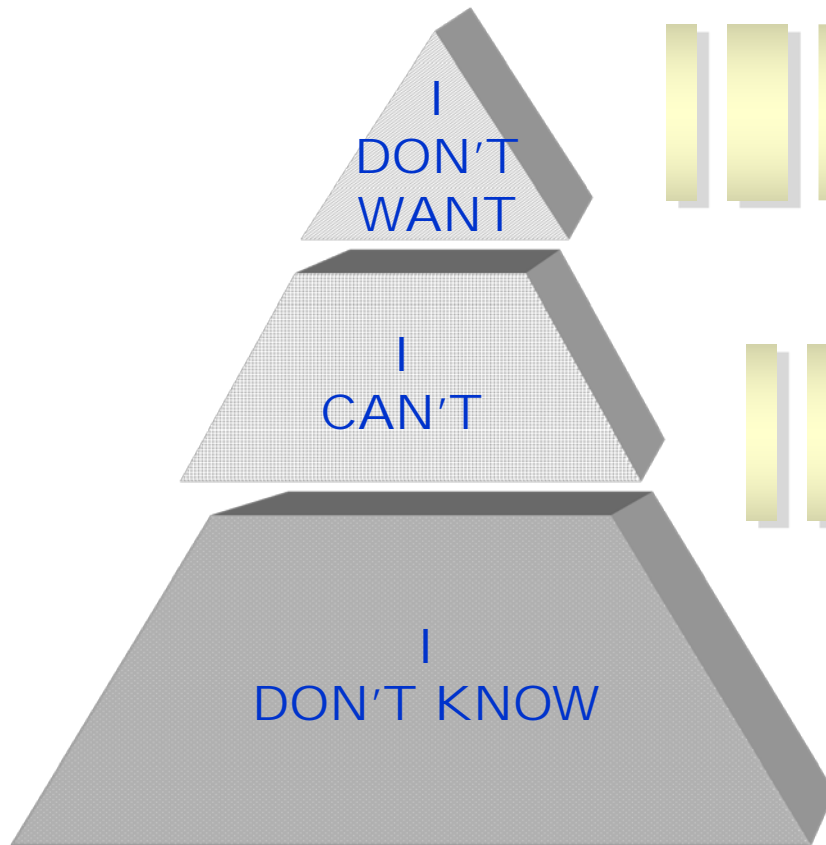
*Only **marketing and innovation** are carrying out results:
everything else is cost”.*

Peter Drucker

**TODAY WE HAVE ALSO TO ADD
A THIRD KEY OF COMPETITION:
“SUSTAINABILITY”.**

How to shift in a company

THE PYRAMID OF RESISTANCE



THE ACTIONS

