NAME OF CASE

Council for Sustainable Logistics ("CNL – Council für nachhaltige Logistik")

Key Words:
Implementation of low emission technologies, Innovative vehicles, vessels and equipment, Business to business (B2B) solutions, cooperation, Competitive aspects: collaboration (cooperation with competitors), Communication between businesses and authorities: coordination, consultation, Service quality and sustainability agreements/certification, Transport management, fleet management, Environmental standards and policy, Education and training

Case logo or picture

The Council for Sustainable Logistics contains a comprehensive selection of the most important companies in Austria in the following business branches:

• Logistics,
• retail and
• production.

The main goal of the initiative is to bring together the knowledge and point of views of the whole supply chain to generate innovative and sustainable logistics solutions.

Benefits

• Economically viable solutions for current challenges like the reduction of CO² emissions in traffic are to be expected, as the companies are checking all proposals for their economic impact.
• New services can be developed in the tight cooperation of different actors along the supply chain.
• The strict commitment to find sustainable solutions for the logistics sector will be of great importance to society as a whole.

Starting point/objectives/motivation:

Transport and traffic as well as the storage and handling of goods are one of the main sources of development of greenhouse gases in Austria and therefore an important economic sector.

Solution

To reduce the detrimental impact of the sector on natural systems and society as well as to boost its power to innovate the Austrian economy, 15 strong companies of different branches united to finance several posts at the University of Natural Resources and Life Sciences in Vienna. The core team of the council consists of the counselor, and his associates. They are guided by experienced active academic professors. The Council for Sustainable Logistics is an interface between the economic reality of its financing companies and the academic re-search at the university.

One of the main success factors of this initiative is the growing awareness within the logistics’ sector of its responsibility towards society to deliver services in a sustainable and innovative manner.

The motivated team around the Counselor is additionally putting this thought forward. The well-chosen, qualified personal of this team fuses the sometimes very much differentiated academic and economic realities in order to deliver useful information and solutions for the participating companies.

Success factors

One of the main success factors of this initiative is the growing awareness within the logistics’ sector of its responsibility towards society to deliver services in a sustainable and innovative manner.

The persistent commitment of the main actor to combine the most innovative companies in logistics, retail and production succeeded in establishing a diverse and powerful group of financers.

Supported strategic targets

Increased efficiency / productivity of logistics processes, Increased company profitability, Increased competiveness, Increased quality, Image, Increased safety and security, Limited climate change, Reduced emissions, Conservation of resources
The Council for Sustainable Logistics is an innovative approach to combine academic knowledge and experiences from the economic reality throughout the whole supply chain without public funding.

The participating companies are benefitting from the combined innovative power for a moderate fee.

This new approach is likely to find innovative and sustainable solutions for persisting problems in the logistics sector. As a by-product, also the image of the whole logistics sector will be positively influenced.

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As the Council consists of different economic actors, the topics of interest are not clearly tied to a single section of the supply chain. The Council for Sustainable Logistics is currently working in all sections of the supply chain – main topics are
• innovative power trains as well as
• sustainable warehouse solutions.

Main actors involved:
• logistics companies
• retail companies
• production companies
• University

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