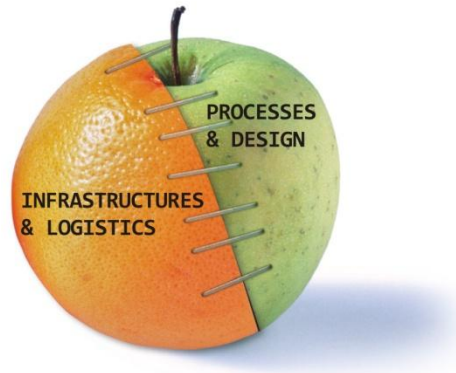




ASSOCIAZIONE PER LA  
LOGISTICA SOSTENIBILE

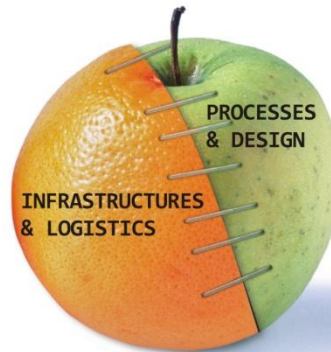
# **EXPO 2015: opportunity for synergies in a more sustainable development**

Giulio AGUIARI, President SOS-LOGistica  
Milan, 3rd December 2009



**By *Sustainable Logistics* we mean a Logistics that aims to offer the service and economic conditions the markets want and at the same time seeks out all the best environment and mobility solutions for the production, transport, delivery and recycling of products and goods.**

**Citizens in the more advanced nations are becoming increasingly intolerant of traffic and other environmental pressures connected with the production and delivery of goods.**

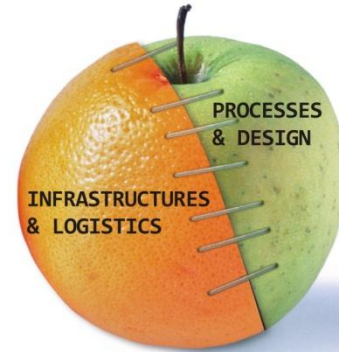


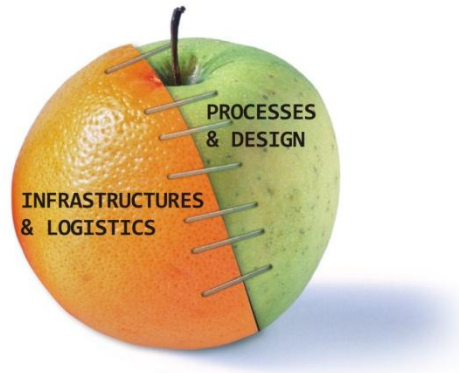
**Our approach is based on a firm conviction that in most cases “*polluting costs*” and that looking for the most economical solution for a given operation is by no means incompatible with also looking for the most environmentally correct solution.**

# SUSTAINABLE LOGISTICS

*is*

- ◆ ***Sustainable freight transport and sustainable accessibility***
- ◆ ***Sustainable distribution***
- ◆ ***Sustainable design and packaging of products***
- ◆ ***Reverse Logistics***
- ◆ ***Sustainable District Logistics approach***

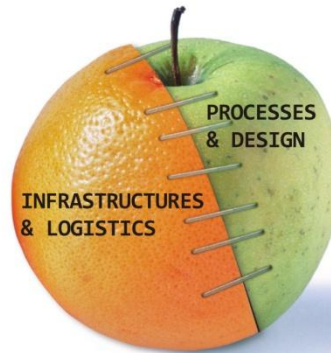




**These issues are highly relevant to small and medium enterprises in Italy (*where more than 90% of GDP is produced by firms with fewer than 50 employees*) and so the costs of environmental problems arising from the difficulty of acting together as a “system”.**

# 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*

# 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

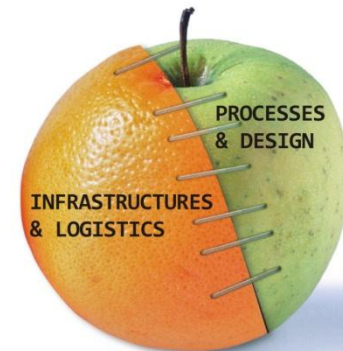
- ◆ ***Implementation method: value analysis not emotional decisions***

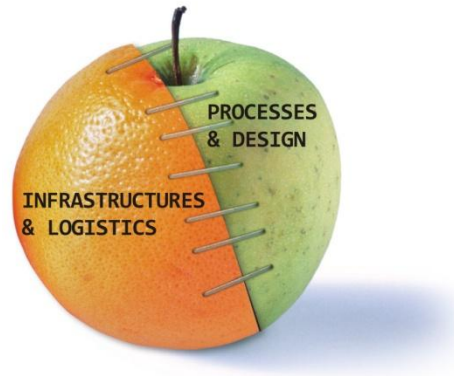
- ◆ ***Act: redesigning products and processes***

- ◆ ***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***





**AN *EARLY INVOLVEMENT* IS VERY IMPORTANT:**

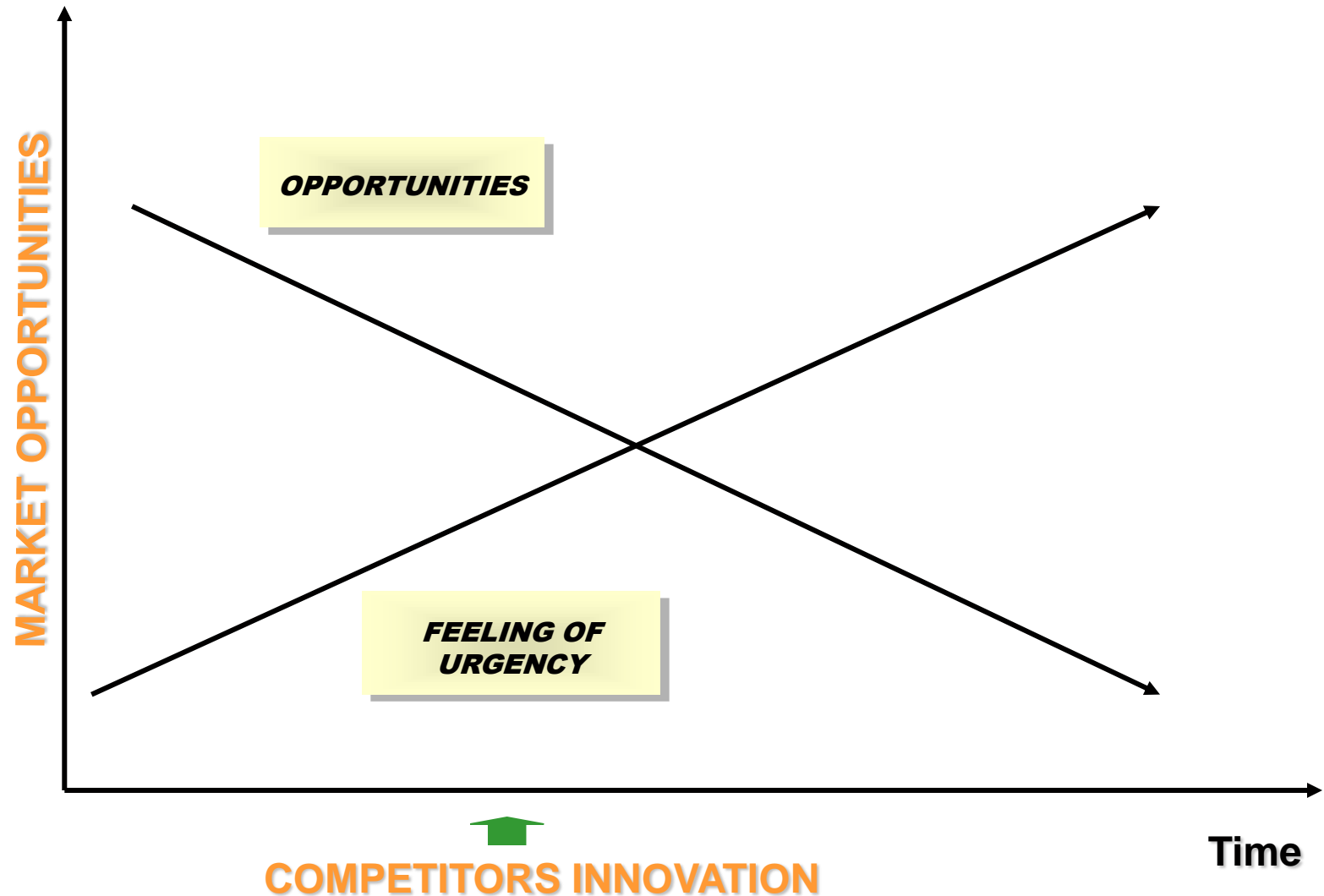
**THE INITIAL 5% OF THE COSTS**

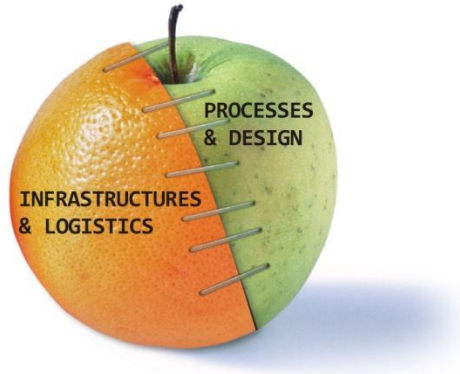
**HEAVILY INFLUENCES THE REMAINING 95%**

**OF THE COSTS AND OF THE PROBLEMS.**



# The Urgency Paradox





**“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*