



ASSOCIAZIONE
PER LA LOGISTICA
SOSTENIBILE

Some remarks on SUSTAINABLE LOGISTICS

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**SUSTAINABLE LOGISTICS:
a win-win project for enterprises and environment
Milan 29th November 2006**

Sustainable Logistics

is

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

We are suffering four kinds of revolution:

- ◆ **“Globalization” revolution** (worldwide competition on prices)
- ◆ **“Services” revolution** (the increasing role..., every service can be outsourced...)
- ◆ **Revolution into the companies** (network company..., delocalizations..., short life products...)
- ◆ **“Kyoto standards” revolution**

Anthony Giddens,

former Director of The London School of Economics

says:

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

Pasquale Pistorio,

former CEO STMicroelectronics and Vice President Confindustria

says:

“Less I pollute more I gain”

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*

Sustainable Logistics criteria

HOW TO *PROJECT* PRODUCTS & SERVICES

HOW TO *CARRY OUT*

HOW TO *COMMUNICATE*

Why is Change So Difficult?

***“Nothing is so difficult
to change
as a winning formula.”***

Douglas D. Anderson

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...*).