



Innovation of sustainable logistics services

How can we improve energy efficiency of freight transport, by assuming the perspective of the actors involved?

New technology and regulatory mechanisms, for example economic, legal, knowledge based and societal, are predominated by an outside-in perspective on reducing climate impact of freight transport. In this project we present an inside-out perspective in which driving forces for improved sustainability through for example energy efficiency comes from the actors themselves – logistics providers and their customers. Principles of supply chain management and logistics combined with servitization and service innovations – interface to the market, energy efficient logistic services – are used to present systematic approaches to innovation of sustainable logistics services with particular focus on energy efficiency.

Key themes:

- Opportunities to improve energy efficiency and reduce need for transport through improvement of current and/or development of new logistics services
- Modularity of logistics services and how this contributes to sustainable development
- Current and new logistics services are needed to reduce energy-consuming transport activities in the supply chain
- Modes of service innovations to enhance the ability of logistics services to respond to the challenge of sustainable development

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