

PICS Seminar

# Lean & Green

Sustainability, green, de-carbonization, ... A challenge for every company.  
But how to find creative solutions?



Many companies took the necessary steps to reduce their CO<sub>2</sub> emissions. In many cases there also seems to be an economic improvement, as the easiest and most efficient way to reduce your carbon footprint is eliminating waste. For example, by driving less empty kilometers, bundle shipments, better collaboration, etc. But there's more that can be done...



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# Lean & Green

## Program

13.00 Welcome

13.30 **Lean and green: an introduction, Prof. Cathy Macharis** – *Vrije Universiteit Brussel, Onderzoeksgroep MOBI*  
Sustainable logistics can go hand in hand with lower costs. In this introduction different possibilities of lean and green solutions are introduced.

13.45 **A Modal Shift to intermodal transport: green and lean, Dries Meers** – *researcher VUB, Onderzoeksgroep MOBI, Steunpunt Mobilo*

European, national and regional policies in the European Union try to accommodate a modal shift from road freight transport to more sustainable transport modes such as rail, inland waterway and short sea shipping. A modal shift can reduce road congestion and increase the accessibility of the European market. It also reduces the negative impact of transport on local environment and global climate. In this presentation, we illustrate that there are also tangible gains for companies switching to more sustainable transport modes. A website developed to stimulate intermodal transport in the province of Flemish Brabant, demonstrates how intermodal transport can include a cost advantage for local companies.

**Case Ricoh – Sustainable transport: network and cost compliant. Mia Craeghs**, *Manager European Transport*

This presentation provides a real case example how Ricoh has matched sustainability with logistics network optimization to be more cost attractive.

**Horizontal collaboration – towards a new paradigm?**

**Erik van Agtmaal**, *Managing Partner – Altimedes Consulting*

There is growing awareness that more horizontal collaboration is required to transform our transport and logistics system to become more sustainable. New business models and services have been developed to enable voluntary horizontal collaboration. This presentation provides an answer to the following questions:

- What triggered horizontal collaboration in a number of bundling initiatives?
- What are the barriers, success factors and benefits of horizontal collaboration?
- What is the role of Logistics Service Providers and other “orchestrators”?
- Should public authorities play a more active role to promote and facilitate horizontal collaboration?

15.00 Break

15.30 **Electric and hybrid trucks in intermodal freight transport, Kenneth Lebeau** – *researcher VUB, Onderzoeksgroep MOBI*

One of the possible solutions towards cleaner freight transportation is the inclusion of clean vehicle technologies. Here, electric and hybrid trucks can play an interesting role. Their external costs are lower than the conventional diesel alternatives. In this presentation, the feasibility of incorporating electric and hybrid trucks in a real-life logistics setting will be elaborated.

**Case Hasselt CityDepot – Bob Van Steenweghen** – *Head of Strategic Sales & Marketing, H.Essers*

Lean & Green are DNA-requirements for a contemporary logistic service provider. For a partner of the future, the genes for sustainability and pro-activity need to be incorporated as well. Not as a mandatory coat of varnish, but in a wider significance of absolute reliability, openness, structured and certified environmental approach. Pro-activity as in thinking, searching for individual and synergistic optimizations, as well as in leading technology and services portfolio. Bundling streams is one out of many exponents, and city distribution a particular relevant application. In Hasselt, H.Essers is co-initiator of instantiation of city distribution.

**Sustainable mobility: leveraging internal pilots for our customers. Dirk De Groof**, *Business Development Manager M&S – Electrabel*

Since 2008 Electrabel GDF SUEZ launched its plan ‘Together for less CO<sub>2</sub>’ entailing 10 commitments. With regard to mobility Electrabel first wants to stimulate electrical and natural gas vehicles and has developed a complementary offer for its customers and secondly she wants to reduce CO<sub>2</sub> emissions related to the trips of her employees proposing innovative solutions and increasing their well being. The case speech will deep dive in concrete solutions for electric, CNG and LNG driven transport means for different needs (milk run trips, company cars, pool fleet with reservation system, first and last mile solutions, long distance transport etc.).

**Meeting Customer Demand for Green Services.**

**Wil Matthijssen**, *Benelux Coordinator GoGreen program and Alessandro Santangelo*, *Business Development Intermodal, DHL.*

Deutsche Post DHL has developed an environmental program called GoGreen. During the presentation we will elaborate on the specifics of the program including Carbon Footprint Report, Carbon Offsetting, Carbon Dashboard, and an overview on the Intermodal solutions will be provided.

17.30 **Panel Debate chaired by Prof Cathy Macharis**, *VUB*

18.00 Network cocktail

## Date

Tuesday 20 March 2012

## Location

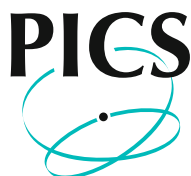
GDF SUEZ, Brussels

## Price

€ 95 for PICS members, € 145 for non-members – Prices excl. VAT. When subscribing to a membership, the PICS member discount will immediately be granted. Confirmation: after registration you will receive an e-mail confirmation, the route description and an invoice.

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