

Sustainable Transports through Improved Actor Interfaces

SusInt

ABOUT THE PROJECT

The SusInt project addresses the question of how logistics and transport systems can become more environmentally sustainable. The stance taken is that the business models of Logistics Service Providers (LSPs) and their customers do not match, which impedes the provision of more environmentally friendly services.

THE OBJECTIVE

The purpose of the SusInt project is to analyse the interface and the interplay between LSPs and their customers. E.g.:

- ▶ Identify the level of cooperation among the actors, and the drivers and barriers to cooperation
- ▶ Explore the business models among logistics service providers and their customers
- ▶ Assist in improving sustainability and competitiveness for logistics companies, and consequently for supply chains in the Nordic region

THE RESULTS

The results from the project show that the degree of cooperation between LSPs and their customers differ between different Nordic countries, despite otherwise comparable sizes, owner structures, service scope and strategies. Still, the expectations for cooperation with LSPs vary between customers in different countries; while the lowest degree of cooperation is identified in the Danish case, the highest appreciation of cooperation is seen among Danish customers.

Environmental aspects are not prioritised among the customers. This is an important barrier for the LSPs to develop greener business models. As such, environmental improvements rely on the design of LSPs' networks, which in turn depends on the LSPs' customer bases and customer demands. Different business models constitute a challenge; logistics companies focus on relationships and network design, while their customers focus on products and supply chains. Legislation is not considered as a driver in greening logistics, as it is a

customers market. Given that, the results indicate that regulatory measures could potentially be aimed towards customers of the LSPs instead.

The results highlight the importance of researching the greening of logistics and transport not from a single company or relationship perspective, but rather from a network perspective. Such an approach allows for increased understanding of the complex interaction patterns, which in turn can generate more innovative solutions to the problem of greening transports and logistics in the Nordic region in particular, and the international context in general.

PROJECT PARTNERS

Linköping University (SE), University of Southern Denmark (DK) and BI Norwegian Business School (NO).

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