

SusInt

Sustainable Transports through Improved Actor Interfaces



Linköpings universitet

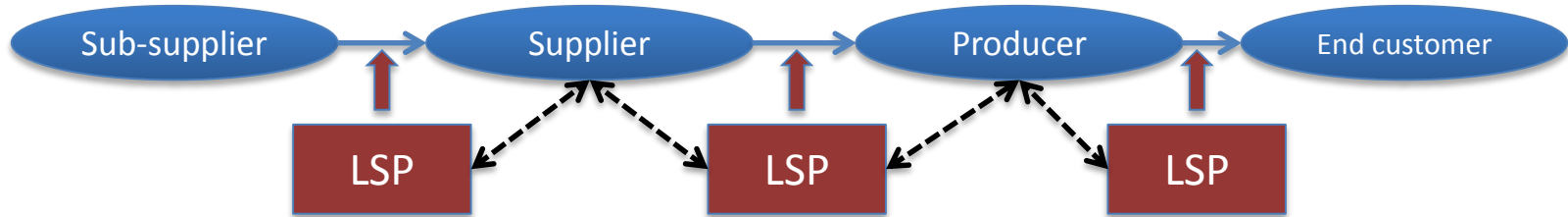


SYDDANSK UNIVERSITET



HANDELSHØYSKOLEN

Goal and execution



- The *purpose* of the SusInt project was to *analyse* the interface and the interplay between LSPs (logistics service providers) and their customers.
 - Identify the level of cooperation, drivers and barriers.
 - Explore the business models among LSPs and their customers.
 - To guide towards an increased sustainability and competitiveness among LSPs.
- *Methodology*
 - LSP **case studies**, **questionnaires** to customers
 - **Analyses** of the interface include comparing business models and strategies/expectations between LSPs and customers

Results

- The *degree of cooperation* in the interface differ between the Nordic countries
 - Confusing: least cooperation coupled with highest degree of customer satisfaction!
 - Overall: closer collaboration → improved understanding of the role of green aspects, now and in the future
- Major barriers for greening LSPs' business models:
 - Different business logics: Efficiency through network fill-rates vs. Efficiency in specific supply chains
 - Customers' low priority of green aspects

Recommendations, sample

- For LSPs
 - Initiate close collaboration schemes with strategic customers
- For their Customers
 - Understand the business logic of LSPs in their requirements
 - (Analogy: how you buy and receive "green electricity")
- For Authorities
 - Regulative measures towards customers, not only LSPs and automotive sectors
- For Future research
 - Understanding of complex patterns require a network-based approach, to capture the interface between two complex settings

Thanks for your attention!

Questions?

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