SusInt

Sustainable Transports through Improved Actor Interfaces

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• 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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