



COLLOQUIUM ON

**GREEN LOGISTICS MANAGEMENT: BALANCING ENVIRONMENTAL  
AND SHAREHOLDER PRIORITIES**

Historical Complex of Santa Chiara  
Via Santa Chiara, 49/C  
Naples (Italy)  
28-29 September 2016

**Aim of the colloquium**

The main aim of the colloquium is to establish a forum to discuss contemporary and future issues on environmental sustainability in logistics and supply chain management affecting both research and practice. Accordingly, scholars, company managers and practitioners are the target audience of the colloquium. In addition, the colloquium seeks to set-up a base to identify areas for developing collaborative projects in this area.

**Structure**

The colloquium is organised on two-days basis in which there will be keynote speeches and paper presentations in order to have fresh views on both academic research and practice on green logistics and supply chain management.

**Sessions background**

The colloquium is organised into three different sessions along the two days. Here is the background and the objectives of each of sessions:

*Session 1: Current issues and future challenges in green road transport management*

Freight transport is essential for the economic development even if it is harmful to the environment and the human health. Recently, manufacturers, retailers and logistics service providers are putting increasing attention to negative externalities of their transport operations. Most of the freight transportation is carried out by road mode which emits the largest proportion of pollutants. Despite the improvements in transport technologies and fuels, the emission of the transport sector at global and regional level continues to increase. The session attempts to answer the following questions: what are the current and future practices that may reduce the environmental impact of road transport operations and increase profitability and value creation in the supply chain? How road transport hauliers may better collaborate with manufacturers and retailers in order to achieve more green and profitable road transport operations? How to improve the control on emissions in the road freight transport chain?

### *Session 2: Environmental performance measurement in the supply chain: practices and methodological issues*

For the vast majority of companies, the costs and savings associated with the adoption of environmental sustainability initiatives and programmes seem to be a deciding factor. In response to increasing demands of incorporating environmental sustainability concerns in the business model, firms have become increasingly interested in the environmental performance measurement at both company and supply chain level. Despite there are many cases where a positive impact of environmental measures on business performance has been recorded, the analysis of the impact of green initiatives on company and supply chain performance is at an early stage. In addition, recent research also found that the lack of a standard methodology for environmental performance measurement inhibiting companies from sharing the costs and benefits of environmental initiatives. This session seeks to answer the following questions: what are the goals, requirements, and challenges of measuring environmental performance in the current supply chain practices? How collaboration among shippers and logistics service providers may improve and facilitate the measurement of environmental performance? What are the most innovative methodologies in measuring supply chain environmental performance?

### *Session 3: The role of shipper and collaboration for reducing the environmental impact of logistics operations*

Several research have put in evidence that there is a general consensus that buyer influence on green initiatives is limited and environmental sustainability has not been fully incorporated in the sourcing decision-making process of more green logistics services yet. On the other side, other studies have stressed the critical role of shippers in spurring environmental sustainability programmes in logistics service providers. As a result, the level of collaboration among shipper and logistics service providers may vary according with a number of factors such as the company size, the type of industry and the level of environmental sustainability awareness. The main aim of this session is to discuss and answer the following questions: what are the inter-organisational mechanisms required to set up collaborative green initiatives based on shipper-logistics service providers relationships? How technological and communicational barriers may be overcome to create successful green collaboration among shipper and logistics service providers? Which are the new approaches and innovative concepts that may be implemented in practices to increase the benefits in terms of emission and cost reduction of collaborative green initiatives?

#### **SCIENTIFIC COMMITTEE**

- Alfonso Morvillo (IRISS-CNR, Italy)
- Alan McKinnon (the KLU, Germany)
- Pietro Evangelista (IRISS-CNR, Italy)
- Maria Huge-Brodin (Linköping University, Sweden)
- Edward Sweeney (Aston University, UK)

#### **LOCAL ORGANISING COMMITTEE**

- Alfonso Morvillo (IRISS-CNR, Italy)
- Pietro Evangelista (IRISS-CNR, Italy)
- Assunta Martone (IRISS-CNR, Italy)
- Stefano Carotenuto (IRISS-CNR, Italy)
- Valeria Catanese (IRISS-CNR, Italy)
- Antonio Coviello (IRISS-CNR, Italy)
- Daniela De Gregorio (IRISS-CNR, Italy)
- Giuseppe Gargiulo (IRISS-CNR, Italy)
- Attilio Musella (IRISS-CNR, Italy)
- Angela Petrillo (IRISS-CNR, Italy)

## PROGRAMME

### **Wednesday 28 September 2016**

*08,30: Registration and coffee*

08.45-09,00: Welcome by Alfonso Morvillo, Director of IRISS-CNR

#### **09.00-12.30 - Session 1: Current and future challenges in green road transport management**

Chairman: Edward Sweeney (Aston University, UK)

09.00-10.00: Keynote speaker: Alan McKinnon (the KLU, Germany) “Low carbon logistics in a climate-changed world”

10.00-10.30: Paper 1.1: Henrik Sternberg (Lund University, Sweden) “Logistics off the record - tactical fragmentation of LSP operations”

*10.30-11.00: Coffee break*

11.00-11.30: Paper 1.2: Phil Greening (Heriot-Watt University, UK), Maja Piecyk (Westminster University, UK), Alan McKinnon (the KLU, Germany) and Andrew Palmer (Heriot-Watt University, UK) “The value of data in radical re-organisation of logistics in a connected world: a roadmap to 2050 for the UK”

11.30-12.00: Paper 1.3: Heikki Liimatainen and Lasse Nykänen (Tampere University of Technology, Finland) “Impacts of increasing maximum truck weight -The case of Finland”

12.00-12.30: Panel discussion

*12.30-14.00: Lunch*

#### **14.00-17.30 - Session 2: Environmental performance measurement in the supply chain: practices and methodological issues**

Chairman: Maria Huge-Brodin (Linköping University, Sweden)

14.00-15.00: Keynote speaker: Eric Ballot (Mines ParisTech, France) “Environmental footprint measurements of supply chain and main influence factors”

15.00-15.30: Paper 2.1: Alan Lewis, Eszter Toth-Weedon, Suzanne Greene and Sophie Punte (Smart Freight Centre, the Netherlands) “Balancing harmonisation of calculation methodology with accuracy, credibility and business benefit when carbon footprinting freight transport”

*15.30-16.00: Coffee break*

16.00-16.30: Paper 2.2: Sarah Shaw, David B. Grant (Hull University, UK) and John D. Mangan (Newcastle University, UK) “The evolution of green supply chain performance measurement: A research agenda for the next decade”

16.30-17,00: Paper 2.3: Sini Laari, Juuso Töyli and Lauri Ojala (Turku School of Economics, Finland) “Aligning competitive strategy and green supply chain management practices: the effect on performance of logistics service providers”

17.00-17.30: Panel discussion

**09.00-13.00 - Session 3: The role of shipper and collaboration for reducing the environmental impact of logistics operations**

Chairman: Pietro Evangelista (IRISS-CNR, Italy)

09.00-10.00: Keynote speaker: Sergio Barbarino (Procter and Gamble) “Aiming for the physical Internet: a practical approach”

10.00-10.30: Paper 3.1: Dan Andersson, Arni Halldorsson and Kajsa Hulthén (Chalmers University, Sweden) “Purchasing transport services: Collaborative agreements for green connectivity”

*10.30-11.00: Coffee break*

11.00-11.30: Paper 3.2: Chris Irish (Institute for Grocery Distribution, UK) “Collaboration and the catalyst for change: making green logistics work for businesses”

11.30-12.00: Paper 3.3: Andrew Palmer, Pratyush Dadhich and Phil Greening (Heriot-Watt University, UK) “Opportunities for improving transport efficiency through multi-lateral collaboration in FMCG supply chains”

12.00-12.30: Panel discussion

12.30-12.50: Conclusion by Alan McKinnon

12.50-13.00: Final remarks by Alfonso Morvillo

*13.00-14.00: Lunch*

**To register for the colloquium, please visit the following URL:**  
**<http://www.iriss.cnr.it/green-logistics-registration/>**