



ASSOCIAZIONE PER LA
LOGISTICA SOSTENIBILE

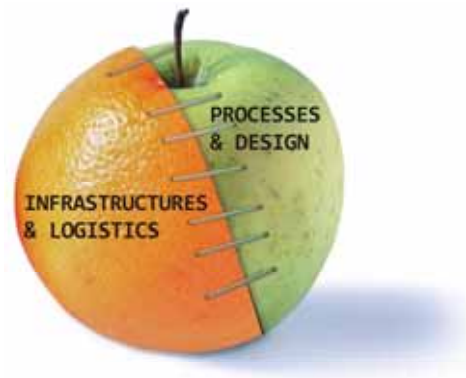
BIENNIAL OF THE MEDITERRANEAN OPPORTUNITIES FOR INNOVATION & SUSTAINABILITY

Giulio AGUIARI, President SOS-LOGistica

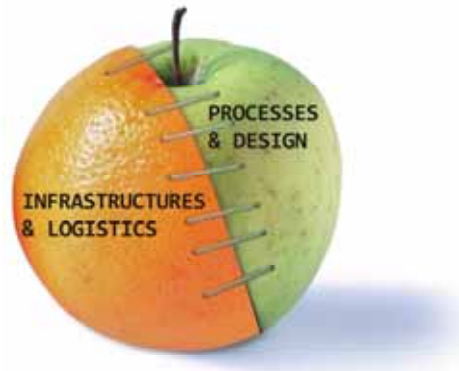
GENOA: BIENNIAL OF THE MEDITERRANEAN

*An Opportunity to Promote Sustainable Development and Energy Saving
for the Mediterranean Area and the Whole of Europe*

Genoa, 1 December 2010



By *Sustainable Logistics* we mean a Logistics that aims to offer the service and economic conditions the markets want and at the same time seeks out all the best environment and mobility solutions for the production, transport, delivery and recycling of products and goods.



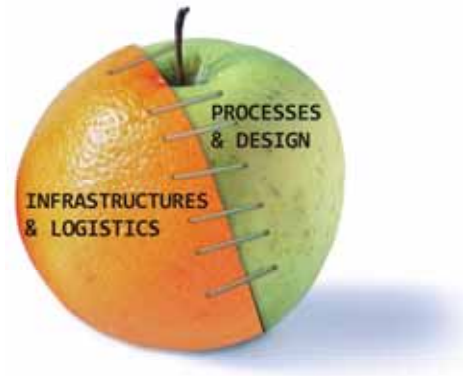
Our approach is based on the firm conviction that in most cases "*polluting costs money*" and that looking for the most economical solution for a given operation is by no means incompatible with also looking for the most environmentally correct solution.

“Environment technologies could have
for the next twenty years
the same impact of I.T. in the past twenty years”

Anthony Giddens former Director of The London School of Economics



FROM " N I M B Y " (Not In My Back Yard)
TO " M C M " (Mieux Chez Moi)

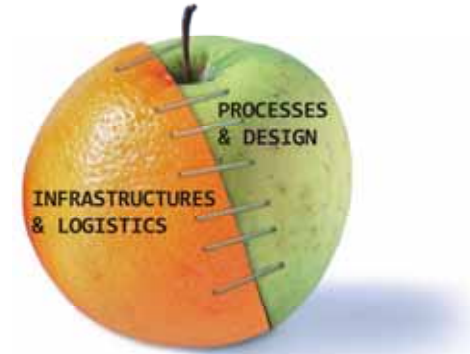


AN *EARLY INVOLVEMENT* IS VERY IMPORTANT:
THE INITIAL 5% OF THE COSTS
HEAVILY INFLUENCES THE REMAINING 95%
OF THE COSTS AND OF THE PROBLEMS.

SUSTAINABLE LOGISTICS

is

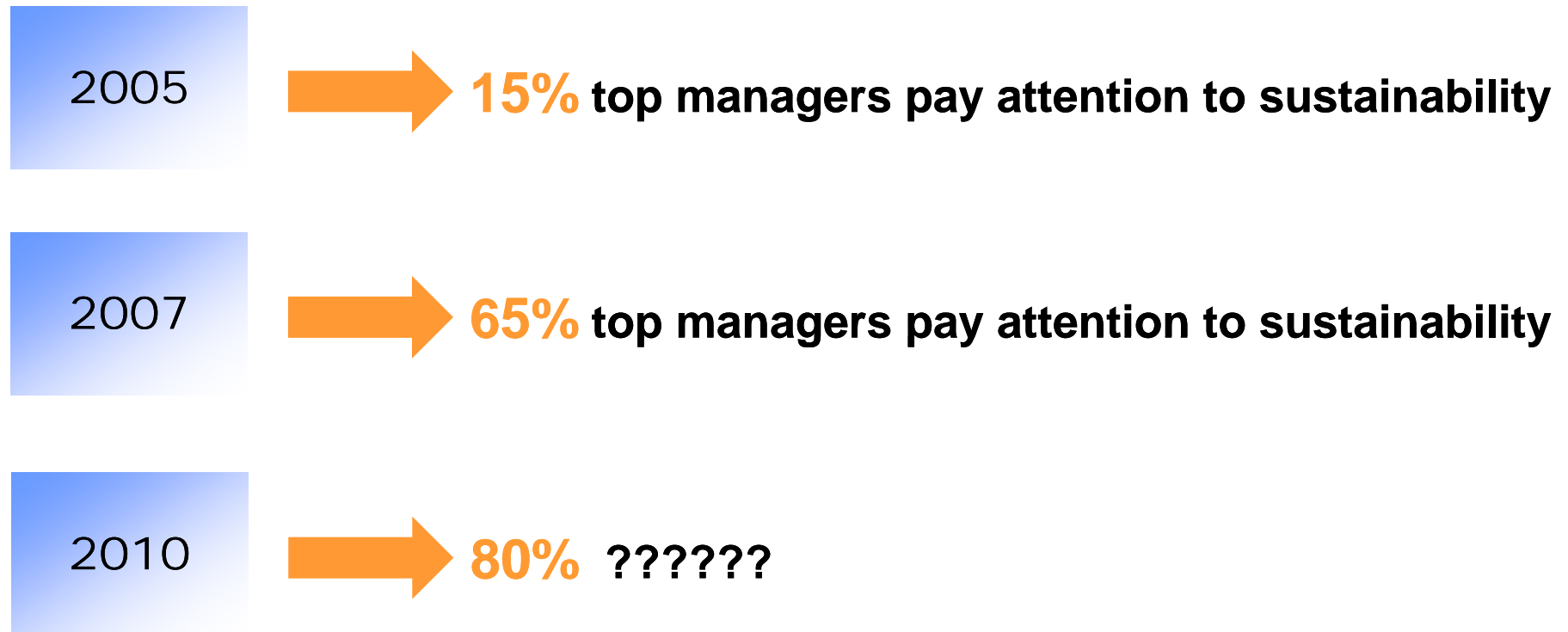
- ◆ ***Sustainable freight transport and sustainable accessibility***
- ◆ ***Sustainable distribution***
- ◆ ***Sustainable design and packaging of products***
- ◆ ***Reverse Logistics***



SUSTAINABILITY:

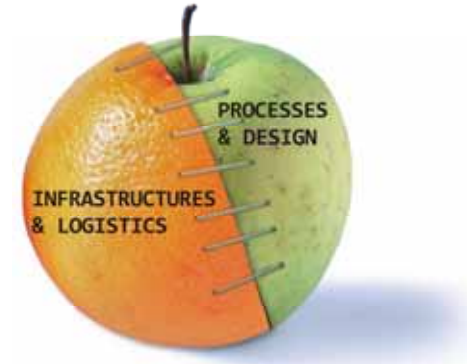
no more a "nice to have" but "a must"

a McKinsey report on Top Management:



PRAGMATIC ECOLOGY

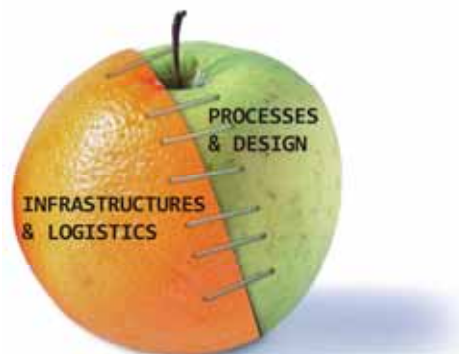
- ◆ ***Sustainable Logistics = Friendly Products Design***
- ◆ ***Is sustainability a cost? have a go at un-sustainability! (e.g. Naples garbage...)***



- ◆ ***Behind every big problem there is a great opportunity***
- ◆ ***Companies must integrate social value in their decisions and face up to difficulties to improve the behaviour of the private citizens by a more responsible use of technologies***

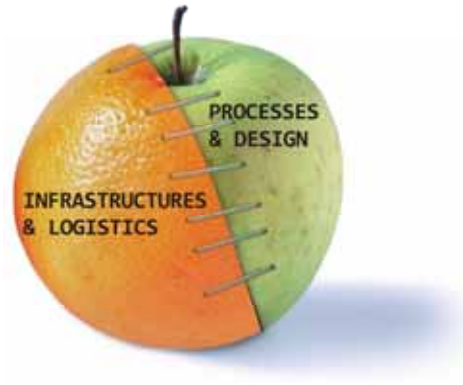
Galileo Galilei

Through **INVERSE MANUFACTURING**
and **REVERSE LOGISTICS**
we can limit the
ECOLOGICAL FOOTPRINT
of developed Countries



For example, if we talk about Italy, every Italian has an ecological footprint of 4.2 hectares and a biological capacity of 1.1 (referred to a family, a region, a nation ...)

ECOLOGICAL FOOTPRINT is the biologically productive territory used by an individual to produce the resources he consumes and to absorb the waste he generates (*W. Rees & Mathis Wackernagel – British Columbia University*)



IN A SCENARIO OF INCESSANT

GREENWASHING

PUBLIC AUTHORITIES AND COMPANIES

MUST CAREFULLY THINK OF EVERY PROPOSAL

AIMING TO INCREASE SUSTAINABILITY...

Life cycle *THINKING*

Life cycle *DESIGN*

Life cycle *ASSESSMENT*

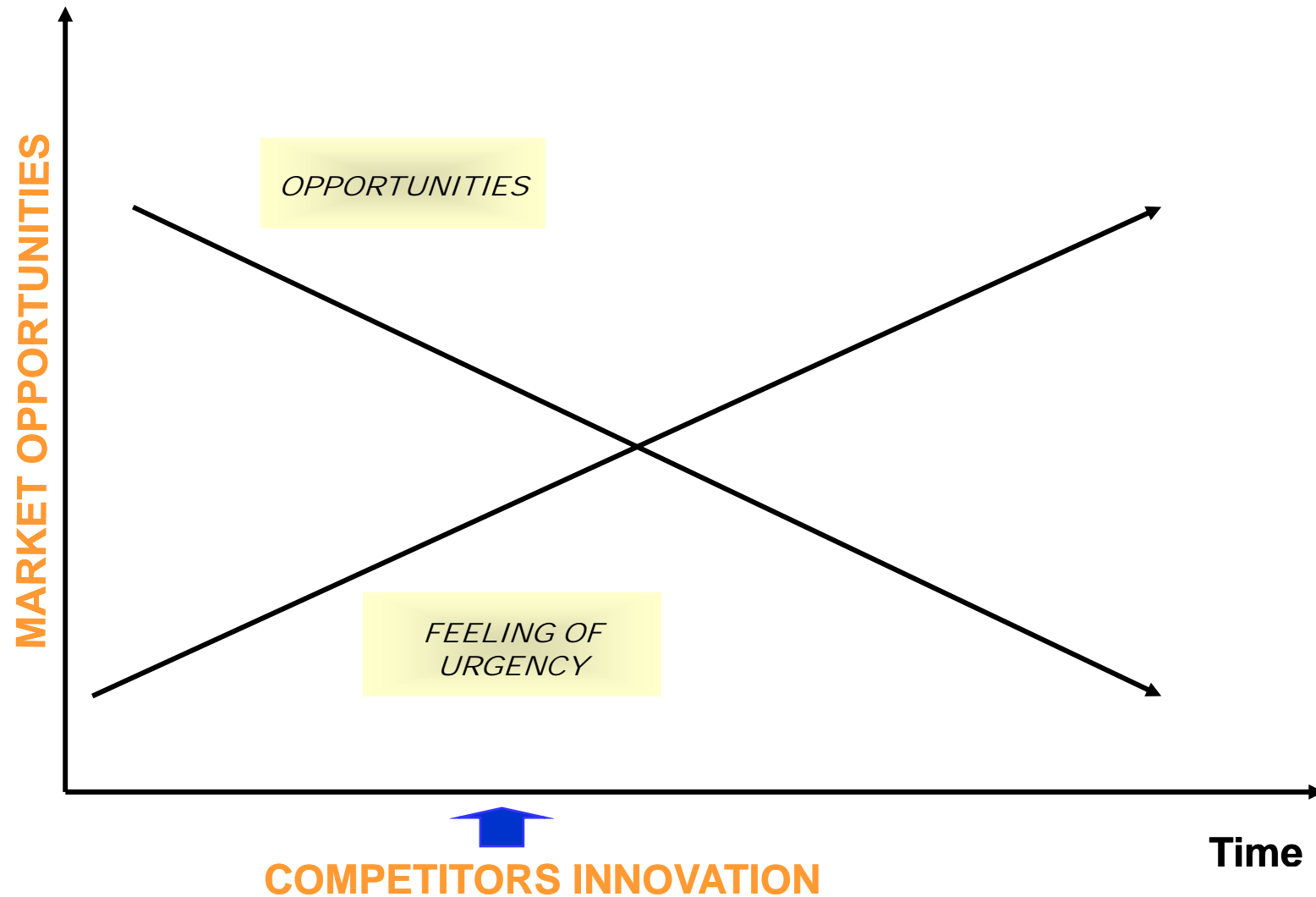
SUSTAINABLE LOGISTICS CRITERIA

HOW TO *PROJECT* PRODUCTS & SERVICES

HOW TO *CARRY OUT*

HOW TO *COMMUNICATE*

THE URGENCY PARADOX



*“EXPERIENCE AND THE PAST
ARE VERY IMPORTANT VALUES,
BUT THE FUTURE IS THE ONLY PLACE
WHERE WE CAN GO”.*

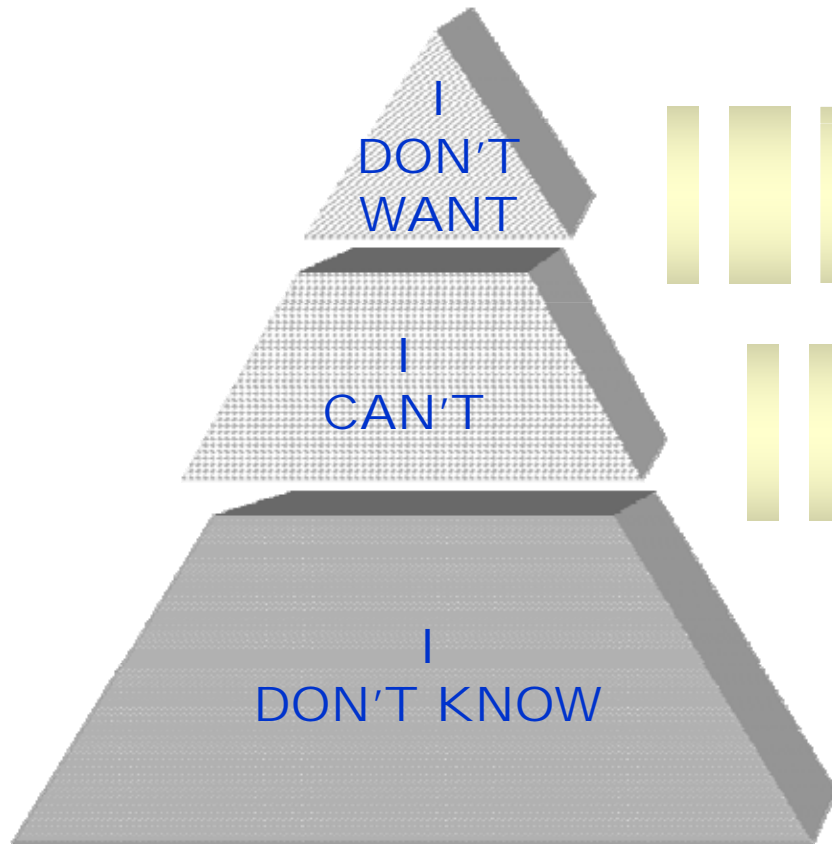
Renzo Piano

*“MEDITERRANEAN SEA
IS A BECOMING, A HOPE,
NOT JUST A ROOT...”.*

ADONIS (Ali Ahmad Said Asbar)

HOW TO SHIFT IN A COMPANY

THE PYRAMID OF RESISTANCE



THE ACTIONS

- ◆ Incentive systems
- ◆ Organization line, Oper. procedures
- ◆ Cultural changes

- ◆ Managerial style
- ◆ Behaviour, attitude, competence

- ◆ Communication
- ◆ Involvement
- ◆ Competencies sharing