










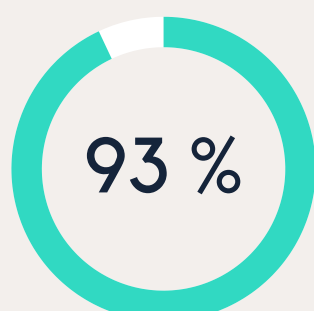
WHAT IS GREEN LOGISTICS?

Green logistics consists in using more eco-friendly and sustainable processes in order to reduce the environmental impact of logistics. This approach covers the entire life cycle of the product: manufacturing, storage, transport, marketing, use and disposal.

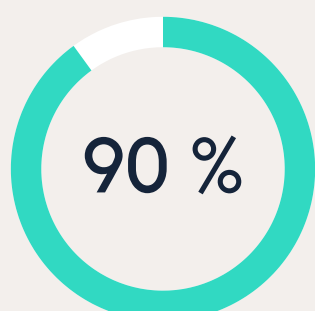
More specifically, it involves:

-  The use of ecological raw materials and recyclable materials
-  The use of clean or renewable energy
-  Trucks loaded to full capacity
-  Environmentally friendly means of transportation
-  Cross-docking for supply management
-  Optimized distribution networks
-  Decrease in the number of vehicles used and kilometers traveled
-  Recycling returned or end-of-life goods
-  Optimised routes

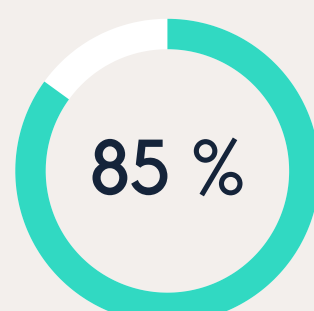
Consumers are increasingly aware of the impact of their choices



Feel insufficiently informed about the environmental impact of the delivery



Express their wish to have more information about the impact of delivery options



Think that it would have an impact on their choice of delivery method

The last mile: at the heart of the environmental issues posed by transport

- Warehouses have moved further away from city centers: the average distance of parcel delivery agencies from the heart of Paris has increased from 6.3 km in 1974 to 18.1 km in 2010
- Most deliveries are home deliveries. Deliveries made at pick-up points has even decreased: 68% of buyers used it in 2020 versus 83% in 2018
- The order frequency has increased: 1.2 purchases per month in 2011 to 3.5 today, which is almost three times more in less than 10 years

30 %

of CO₂ emissions from transportation are caused by last mile logistics

Route optimization helps reducing:

- The number of vehicles used
- The distance they travel
- The amount of fuel they use
- The number of empty trips made
- **And thus CO₂ emissions!**

ARE YOU INTERESTED IN THE SUBJECT OF GREEN LOGISTICS?

READ OUR ARTICLE ON THIS TOPIC

Do you want to make your logistics more green?

Contact us to discuss it!