

Transport-related CSR

for profitability and innovation

About the project

The purpose of this project is to develop and disseminate knowledge on how transport-related CSR can result in increased profitability and innovation. Trends such as increased competition place demands on the transport system not only to be economically, but also environmentally and socially sustainable. The CSR-performance needs to become an integrated part of the development of business and support the long term competitiveness of business. New ways of thinking and the power of innovation are needed. The knowledge regarding how CSR can support the economic development of business is limited. Knowledge regarding the development of new services and processes in line with a development towards the transport political goals and environmental goals of the society, supported by measurements and follow ups are needed.

Logistics service providers and shippers (retail chains) are in focus. Retail chains have in their role as mediators between customers and producers a large bargaining power and large possibility to influence the impact on CSR far beyond the company borders. The large potentials in the interfaces between the actors in the transport system come thereby in focus. Furthermore, we aim for an interactive research approach where research is conducted with business. This is clearly in line with the strategic research- and innovation agenda for logistics research in Sweden.

The participation of companies, in their roles as project partners and focus group, in case studies and workshops are central. This secures that the research within the project is practically feasible and can support the development of business.

Facts and figures

Project time: 2015-2018

Financier: Vinnova

Homepage: www.liu.se/transportrelaterat-csr-arbete

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Publications

- Björklund, M. (2015) Logistics decision levels, activities and sustainability focus among Swedish retailers, LRN conference, Derby University, 9-11 Sep.
- Björklund, M., Piecyk, M. (2015) Why logistics service providers (do not) report on CSR: a Swedish perspective, LRN conference, Derby University, 9-11 Sep.
- Forslund, H., Björklund, M. (2015) Supplier evaluation in supply chains, Actors' influences and perspectives on performance management, WIP, IPSERA conference, 30 April-2 May, Amsterdam.
- Björklund, M., Sandberg, E. (2015) Supplier relations and sustainability, WIP, IPSERA conference, 30 April-2 May, Amsterdam.
- Björklund, M., Forslund, H. (2015) In search of sustainable logistics innovation, NoFoMa conference 3-5 June, book of proceedings, Molde, Norway.
- Piecyk, M., Björklund, M. (2015). Green logistics, sustainable development and corporate social responsibility, *Green Logistics: Improving the environmental sustainability of Logistics*, [ed] McKinnon, Cullinane, Whiteing and Browne, Kogan page, 2015, 107-118
- Piecyk, M. & Björklund, M. (2015) Logistics service providers and corporate social responsibility: Sustainability reporting in the logistics industry, *Journal of Physical distribution & logistics management*, Vol. 45 Iss. 5, pp.459 – 485.
- Björklund, M, Forslund, H. (2014), The shades of green in retail chains' logistics. Book chapter (pp. 83-112) in *Sustainable logistics (Volume 6 in the Transport and Sustainability series by Emerald Books)*, Editors Macharis, C., Melo, S., Woxenius, J and van Lier, T.
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to be continued...

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Partners



"We see a need for knowledge dissemination to our customers and suppliers as a critical parameter for continued development of the business and increased long term profitability."

[Environmental manager, DHL Freight Sweden]

"CSR has a direct impact on the financial results. CSR is also a way to attract future competence and customers. It is obvious that CSR will be a order qualifier in future procurement, including the purchase of transport and logistics services"

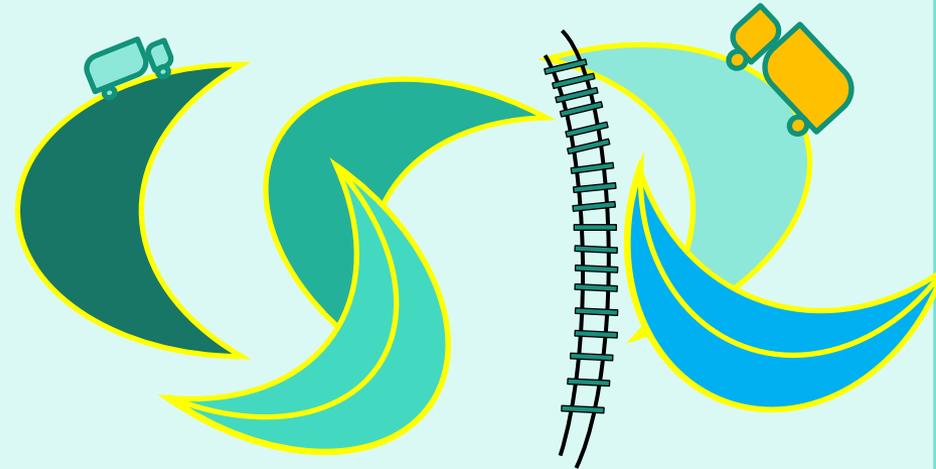
[Logistics manager, Staples Sweden]



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