

Green Logistics Summit 2008
Profit from being 'Green'
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Pall-Ex Hub, Ellistown, Leicestershire



Speaker: Kevin Zwolinski, Managing Director, Click-On-Logistics

"Public awareness of climate change continues to grow and pressure to act is all encompassing: it is directly affecting consumer choice for products and services but green initiatives and investments must be commercially viable," said Kevin Zwolinski, Managing Director, Click-On Logistics.

"In today's economic climate there is no room for arbitrary spend and we need to treat carbon reduction like cost reduction. We manage our financials and accounts, because we have to: the same will apply to carbon. There is an inevitability regarding carbon tax, just look at your road fund licence," Zwolinski said.

It is a case of "either green what you do now, or change what you do," he said. "By using lean management principles to implement change, carbon friendly and sustainable solutions can be achieved. The core methods and evaluation techniques of lean can be applied to supply chain operations to remove waste and improve efficiency. Carbon management strategies can be developed on the back of lean evaluation," he said.

The first stage of the carbon management journey is measurement. Carbon footprint management has suffered to date due to the lack of a common standard of measurement but the new British Standard, PAS 2050 will be a great help moving forward, said Zwolinski.

PAS 2050:2008 specifies the assessment of life cycle greenhouse gas emissions of goods and services. It provides a systematic approach:

- map the supply chain process
- check the scope, definition and boundaries
- collect and analyse data
- calculate the carbon footprint.

There are huge benefits for your business including brand development, the opportunity for competitive advantage, and being ahead of the legal requirement to report carbon emissions, said Zwolinski. Aside from these there is the potential for cost reduction and the potential to influence customer behaviour attracting the customers and investors you want, he said.

"Don't ignore your carbon footprint, despite the multiple pressures on your business; it doesn't have to be the number one priority. But do be commercial and look for cost savings and for carbon reduction opportunities," he said.

"Treat this just like cost management, because in most cases, it is," said Zwolinski. "And if you have achieved something, shout about it, share it, and use it in your marketing materials and be proud of it. Too many companies are doing good work that would encourage others, but they keep quiet." he said.

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