



Italy

On The Move

ITALIAN LOGISTICS ARE GETTING A WHOLE LOT MORE EFFICIENT, THANKS TO THE DEDICATED WORK OF GROUPS LIKE ECR ITALY.

With the Italian retail landscape composed of largely regional players and cooperatives, collaborative and intermodal logistics solutions have been slower to develop than in other European markets. ECR Italy is seeking to change that, with the development of a number of solutions aimed at driving greater efficiencies into supply chains, and well as encouraging partnerships.

These include Ecologistico, a web-based tool that enables retailers and suppliers to learn how to reduce the environmental impact of their transport and warehouse networks; Atlante, a map of the main logistics points in Italy, including warehouses, transit points and distribution centres, aimed at facilitating greater collabora-

tion in logistics; and a simulation tool, SI.RI.O., or Simulatore di Riordino Ottimo di Filiera (Simulator for Optimising the Order Chain), which seeks to minimise the cost for all participants involved in a particular logistics process.

As Silvia Scalia, ECR coordinator at GS1 Italy, explains, these tools are aimed at providing “practical support, and facilitate understanding around the implementation of collaborative processes”. They also, Scalia notes, mark a step change in the organisation’s support mechanisms, offering “concrete tools to help businesses implement solutions in a one-to-one environment”.

Creating The Platform

The Atlante (or ‘Atlas’) solution, in particular, is somewhat revolutionary, incorporat-

ing more than 1,000 logistic nodes across distribution centres, warehouses and transit points – a 360-degree analysis using data from producers, distributors and logistics operators.

“According to a survey conducted at a European level, the *Barometro Europeo ECR Sulla Logistica Collaborativa* [ECR Barometer on Collaborative Logistics], the biggest brake on logistics collaboration is the challenge of finding the right partner to work with,” says Scalia. “Atlante was developed precisely with this aim: to enable companies to make strategic decisions by examining their distribution network and evaluating existing collaboration and optimisation opportunities across the chain, through asset- and transport-sharing initiatives.”

Research by ECR also uncovered that many trucks travelling across Italy do not travel fully loaded, opening up more opportunities for optimisation and savings, both in terms of cost and the environment – “as much as 47% of CO2 emissions per year, equivalent to 510,000 tonnes,” says Scalia. This is also equivalent to 600 million kilometres of routes, and around €750 million in transport costs, allying well with ECR’s Ecologistico platform, which was relaunched in March.

P&G Approach

For a multinational firm like Procter & Gamble, ECR’s efforts are closely aligned with its own. As well as local CSR initiatives such as ‘Dash sostiene Banco Alimentare’ (‘Dash supports Food Bank’), in which the company established portable laundry facilities in Norcia, the town worst hit by the 2016 earthquake, P&G has established a number of global aims in terms of waste and energy reduction that ECR’s tools are helping to facilitate.

“In Italy, we are aligned with our company’s global goals, and we are working to ensure that our production facilities also reach zero-waste landfill certification,” says Riccardo Calvi, a P&G Italia spokesperson. “Our long-term vision is to develop products that use raw materials from renewable or recycled sources, made in 100% renewable-fuelled plants and delivering zero waste to landfills.”

Through the use of tools similar to those developed by ECR Italy, the road ahead in terms of delivering these goals seems clear. ■