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By [Alexandr Khomich](#) , Forbes Councils Member.

for [Forbes Technology Council](#), **COUNCIL POST** | Membership (fee-based)

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Alexandr Khomich, President & CEO at [Andersen](#).



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The logistics sector stands at a pivotal junction, facing a now-or-never moment. With rising sustainability pressures and radical technological shifts, businesses must transform operations to meet stringent emissions regulations and growing customer expectations around eco-friendly deliveries.

The Sustainability Imperative In Logistics

Logistics is under growing pressure to adopt sustainability measures. Key regulations are mandating reductions in transport emissions, notably in major markets such as the EU. Under the [Paris Agreement](#), companies must cut carbon emissions by 55% by 2030 compared to 1990 levels to meet climate targets.

By 2030, the global logistics market will reach a value of \$570.9 billion compared to \$261.5 billion in 2022, according to [Vantage Market Research](#). With exponential business growth comes immense pollution. [DHL](#) states that approximately 80%-90% of a product's emissions come from the supply chain, which accounts for around 60% of all global carbon emissions. On average, a truck that travels approximately 120,000 miles per year emits **223 tons of CO₂**. Presently, over 6.2 million trucks are in operation across the EU, responsible for transporting 77% of all land freight in the region. Therefore, strategic sustainability efforts are indispensable.

As the carbon price is projected to reach **\$50-\$100 per ton by 2030**, non-compliant logistics providers risk facing substantial financial penalties. Customer preferences are also shifting, as eco-conscious

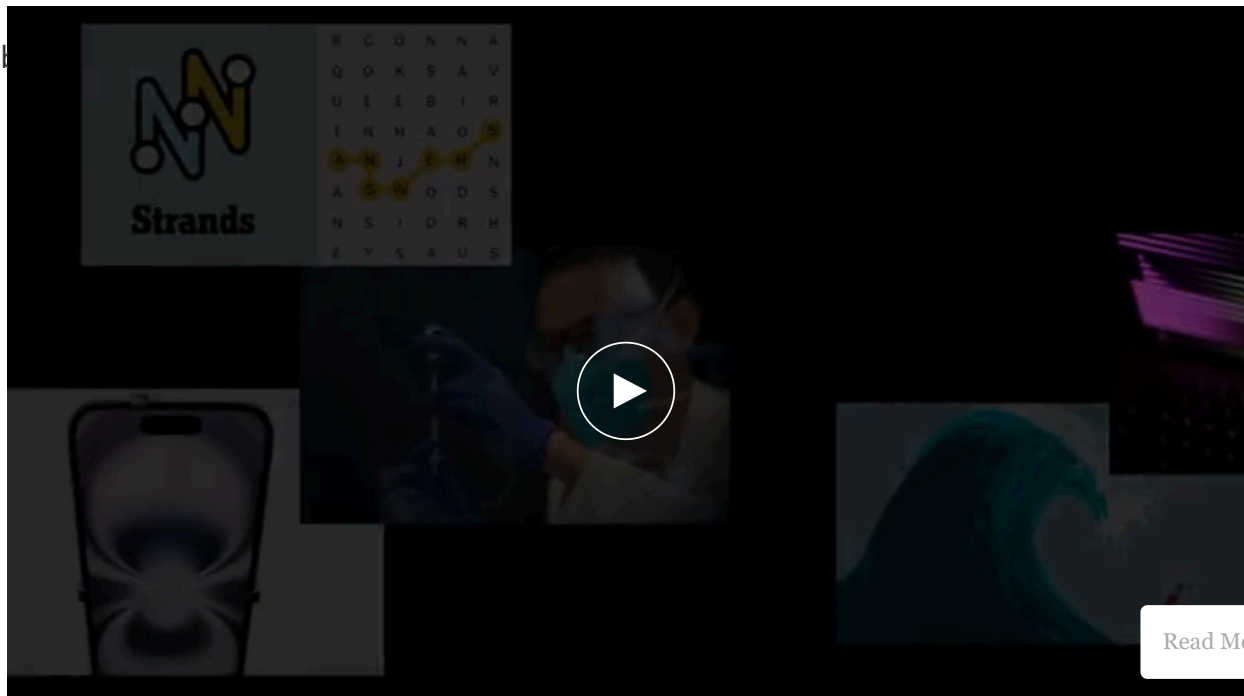
shippers and consumers increasingly favor low-emissions providers. For instance, the [Descartes Systems Group's 2023 Home Delivery Sustainability Report](#) revealed that over 60% of consumers express strong interest in eco-friendly delivery methods. Moreover, 59% would take action if dissatisfied with retailers' sustainability efforts.

Inactive companies may struggle with declining competitiveness and profit margins. In turn, leading providers who optimize routes, upgrade fleets and integrate green practices can gain advantages as policies tighten.

Therefore, modern companies can no longer ignore sustainability if they want continued success.

Are You Ready For Sustainable Logistics?

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The path to sustainable logistics is clear, with guideposts like European regulations, emissions reduction targets and compliance deadlines. Success is easily achievable with green fuels, eco-friendly packaging, robust recycling protocols and more.

Yet, understanding each component alone is not enough to create resilient structures for the future. Logistics companies should integrate all elements into a cohesive strategy that incorporates sustainability into business workflows, decisions and culture. Robust software solutions play a crucial role in this.

Here is a short checklist to determine if your business is keeping up with the transformation. Ask yourself the following questions:

- Does our infrastructure enable sustainability?

- Can we optimize our network capabilities?
- Do we have tools to track progress on our commitments?
- What planning tools are required to update our fleet?
- Is a transformation roadmap established?
- Who are our technology partners?

Briefly, are we truly prepared for the future?

Even if you have a clear transformation roadmap, it needs regular recalibration as technology and policy continuously evolve. Constant assessment and correction will prevent you from losing time or direction.

Steps To Greener Logistics: An Action Plan

In her recent ICT&Logistiek speech, [Hanna Rabotkevich](#), Head of Logistics Technologies at Andersen, addressed industry concerns and proposed a strategy to enhance sustainability while ensuring business growth. Here are the key takeaways:

- Update your infrastructure as it offers ripe potential for emissions cuts and freight rate control;
- Modernize your fleet. Trucks with state-of-the-art software and IoT sensors maximize efficiency and streamline routes. Follow Euro 7 updates to acquire vehicles meeting this standard as soon as they become available;
- Upgrade legacy systems or build custom solutions from scratch. To achieve this, partner with experienced software professionals who can create digital platforms capable of maintaining competitive pricing;
- Develop innovative operational products like TMS featuring driver monitoring through tachographs;
- Implement sustainability goals and progress tracking to measure success (e.g., reduce emissions by X% over Y years). This is essential, as you cannot control what you cannot measure. Moreover, this will help you provide accurate information to regulatory bodies responsible for taxation;
- Install strong analytics tools like dashboards for accountability;
- Offer your clients green shipping options with modern eco-friendly vehicles. Their higher costs must reflect environmental savings;
- Strategically integrate IT, telematics, IoT and business operations for consistency;
- Optimize logistics networks leveraging real-time visibility, algorithms, simulation and load consolidation to reduce mileage;

- Model major fleet transition investments thoroughly for smooth adoption of cleaner trucks, vans and other vehicles.

Implementing these initiatives today presents substantial opportunities for pioneers to capture a larger market share. Companies that don't take steps towards modernization risk becoming too expensive for their customers and, as a consequence, losing them.

Getting Started With Expert Partnerships

Attempting complex technology changes without professional guidance can lead to inefficient resource use and inconsistent progress. However, you don't have to maintain your IT department; an experienced software company can handle all the necessary operations for you.

Leading software agencies have Research and Development departments and advisory boards, and thus are fully aware of modern logistics trends. Their employees are well-versed in innovations like the IoT, fleet management systems, data analytics, AI, ML, blockchain, digital twins and more. They know how these advancements benefit eco-friendly supply chains.

By prioritizing upgrades in infrastructure, electrifying fleets, reconfiguring networks and implementing efficient tracking, IT professionals match the unique needs of logistics businesses and help them achieve maximum impact. Their guidance reduces wasted efforts, allowing leadership to focus on business priorities. Such partners can also objectively weigh innovations and mitigate technical risks.

In essence, by partnering with a top-notch provider, you enhance sustainability and make your business flourish at the same time.

Conclusion

To create an effective and successful sustainability strategy, businesses should prioritize meeting government compliance by 2030, establish long-term technology partnerships, adhere to budget constraints, maintain high-value logistics services, ensure measurable environmental impact and implement checklists for strategy execution. The focus now isn't just on competition with the company next door; it's about taking the necessary steps to secure the continuity of your business. It's also a reflection of our collective responsibility towards the planet and future generations.

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By [Alexandr Khomich](#), **COUNCIL POST** | Membership (fee-based). Alexandr Khomich, Founder of [Andersen](#).
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Aluminum And Steel Tariffs: What Do You Mean My Beer Will Cost More?



By [Richard Howells](#), Brand Contributor.

for [SAP](#), [BRANDVOICE](#) | Paid Program

Mar 10, 2025, 09:32am EDT

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The aluminum and steel tariffs are set to come into effect on March 12 (at 12:01 a.m. Eastern Standard Time to be precise). The tariffs will impose a 25% duty on all imports of aluminum and steel into the USA. GETTY

I was watching the local news when I heard a report that hit me to the core.

A local microbrewer was explaining that they were being forced to raise the price of my favorite beer by \$2 a case.

That piqued my interest, to say the least. Upon listening further, it became apparently clear the reason for the price hike was due to the rising cost of aluminum cans.

Again, I was glued to the TV to find out why.

The aluminum and steel tariffs are set to come into effect on March 12 (at 12:01 a.m. Eastern Standard Time to be precise). The tariffs will impose a 25% duty on all imports of aluminum and steel into the USA.

And that has a knock-on effect to my favorite libation! Apparently, the cost of the can I was now gently squeezing in my fist is 65% of the costs associated with my beverage of choice.

That's 65% x 25% of a can of beer. Talk about a sobering moment!

What are the downstream impacts?

But it is not only me that will be crying into my drink. The [effects of these tariffs](#) are significant and wide ranging.

On the beer can half empty side:

- **The Automotive Industry** is estimating the cost of a new car could increase by between \$4,000 – \$12,000, which will in turn increase both the demand and price of used car prices as buyers seek cheaper alternatives.
- **Manufacturing sectors** like industrial equipment manufacturers and household appliance producers are some of the hardest-hit industries, as they rely heavily on imported steel and aluminum. The tariffs increase production costs for these manufacturers, potentially leading to higher prices for consumers and decreased employment in these sectors.
- **The construction industry**, which employs over 10 million Americans, is significantly impacted as increased steel cost make building projects more expensive and will potentially slow down construction activity and impact overall demand.
- **Consumer prices are expected to rise:** As higher manufacturing costs are likely to be passed on to consumers, resulting in price increases for various products, including vehicles, canned products (including my beer), home appliances and construction materials.

But on the beer can half full side:

- **Recycling sector:** In the short term, the tariffs may benefit the recycling industry by increasing demand for domestic sources of these metals, such as used beverage cans and containers.
- **Domestic metal industries:** In the longer term, the goal is for U.S. steel and aluminum producers to benefit from reduced foreign competition, potentially leading to increased domestic production and job growth in these sectors.

These knock-on effects highlight the complex and far-reaching consequences of the aluminum and steel tariffs across various sectors of the economy and international trade relationships. Only time will tell!

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By [Richard Howells](#), **BRANDVOICE** | Paid Program. I've been working in the supply chain management and manufacturing space for over 25 years, and I'm responsible for driving the market direction and positioning of SAP's Supply Chain Management and IOT solutions. Prior to joining SAP in 2004, I spent 15 years with Marca...

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