

ATTITUDES OF FINNISH ROAD HAULAGE COMPANIES TOWARDS ENVIRONMENTAL GOALS AND MEASURES

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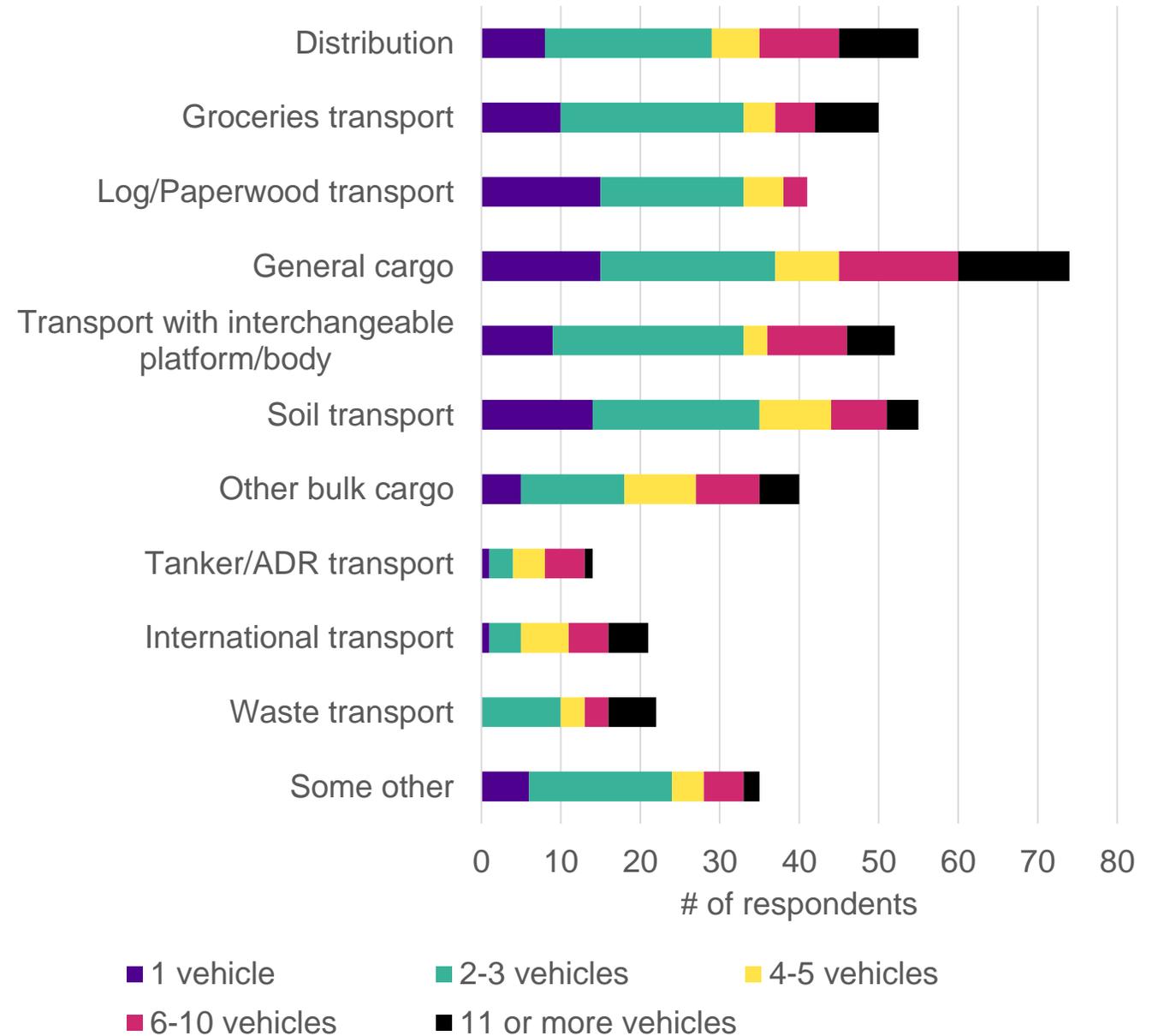
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Background and purpose

- Road transport is an integral part of supply chains
- Improving sustainability is becoming increasingly important
 - Transport presents 18% of man-made global CO₂ emissions - 1/4 from road freight transport
- This study analyses the environmental practices and awareness of road freight hauliers, and whether the hauliers are witnessing interest from their customers towards their energy efficiency &
- ... compares the views of road hauliers in 2019 with previous studies to find out if sustainability issues and actions are now recognised and implemented differently, and if so, in what terms.

Methods

- Original survey results (N=256) among Finnish hauliers in 2019.
- Comparison of a similar survey done in 2011 (N=295).
- Survey results are discussed with findings from previous studies.



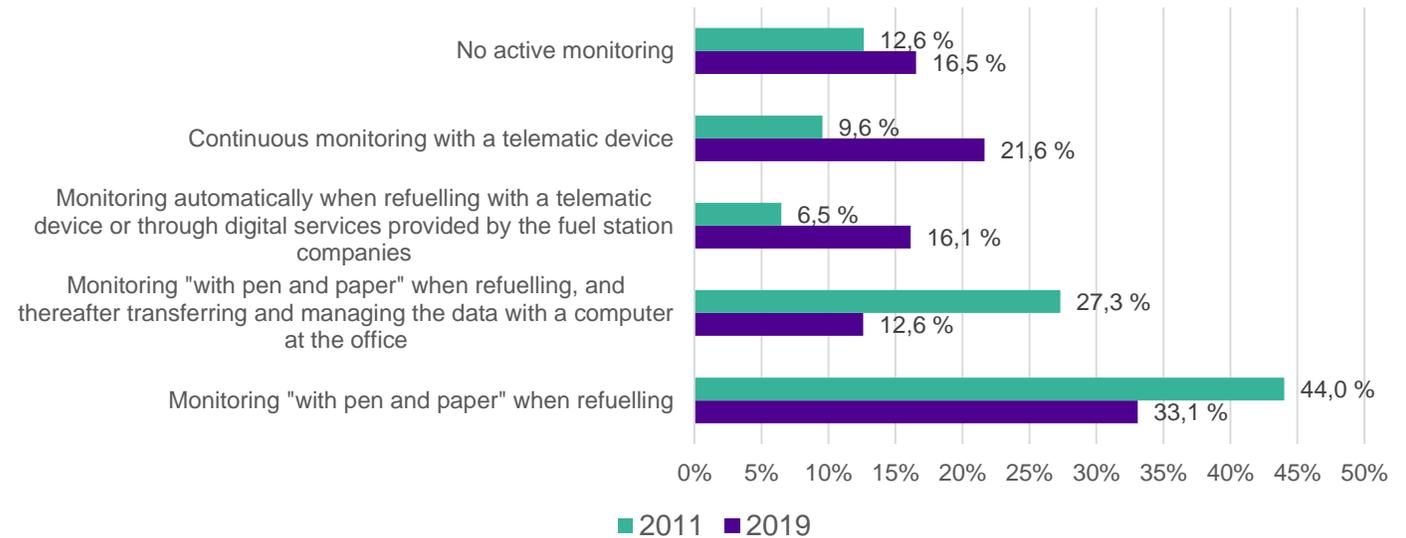
Some key findings from previous studies

- Stakeholder pressure sets the minimum levels for considering CO₂ emissions of freight transport among companies (Pålsson and Kovács, 2014)
- Environmental factors consistently tend to have a low level of importance in purchasing transport services (Lammgård and Andersson, 2014)
- The transport sector is dominated by SMEs (lacking resources in terms of knowledge, time and money to address sustainability; facing strong pricing pressure) => the companies in general are unable to invest outside their core business (Oberhofer and Dieplinger, 2014)
- The implementation of environmental management in a road haulage company is a function of general, external and internal influencing factors (Oberhofer and Fürst, 2013)

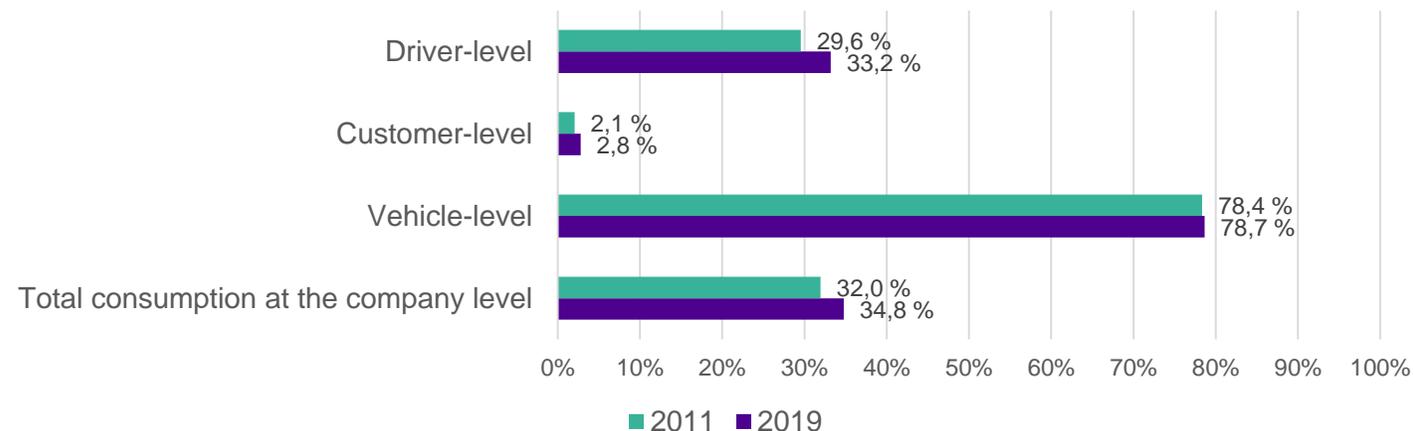
Findings

- Hauliers share the view that emissions from road freight transport must be reduced in future, but ...
- The hauliers' environmental practices have not changed much during the 2010s.
- Only 20% of the respondents have perceived interest from their shippers towards energy efficiency.

Which of the following is the best to describe the present situation regarding fuel consumption monitoring in your company?



In which level of detail do you monitor the fuel consumption in your company?



Limitations

- The number of survey respondents presents a small portion of Finnish road hauliers.
- The respondents might be especially the companies, which are more environmentally aware.
- The respondents represent mostly small companies and thus have less contacts with the shippers / customers compared to bigger companies in general.

Social and practical implications

- The hauliers should be supported and encouraged to pursue more environmentally aware practices.
- Shippers in the supply chain should be a driver not an obstacle for increasing road hauliers' sustainability.
- There should be more communication between the hauliers and supply chain actors.
- The sustainability requirements should be passed on in the transport chain from the logistics operator to the very end.
- Ecological issues should gain more importance when selecting carriers.

Thank you for your attention!

For further information, see paper 27 (Attitudes of Finnish road haulage companies towards environmental goals and measures) and contact the authors

References in this presentation

Lammgård, C, and Andersson, D. (2014), “Environmental considerations and trade-offs in purchasing of transportation services”, *Research in Transportation Business & Management*, Vol. 10, pp. 45-52.

Pålsson, H., and Kovács, G. (2014), “Reducing transportation emissions – a reaction to stakeholder pressure or a strategy to increase competitive advantage”, *International Journal of Physical Distribution & Logistics Management*, Vol. 44 No. 4, pp. 283-304.

Oberhofer, P., and Dieplinger, M. (2014), “Sustainability in the Transport and Logistics Sector: Lacking Environmental Measures”, *Business Strategy and the Environment*, Vol. 23, pp. 236-253.

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