

alice

Alliance for
Logistics Innovation
through Collaboration
in Europe



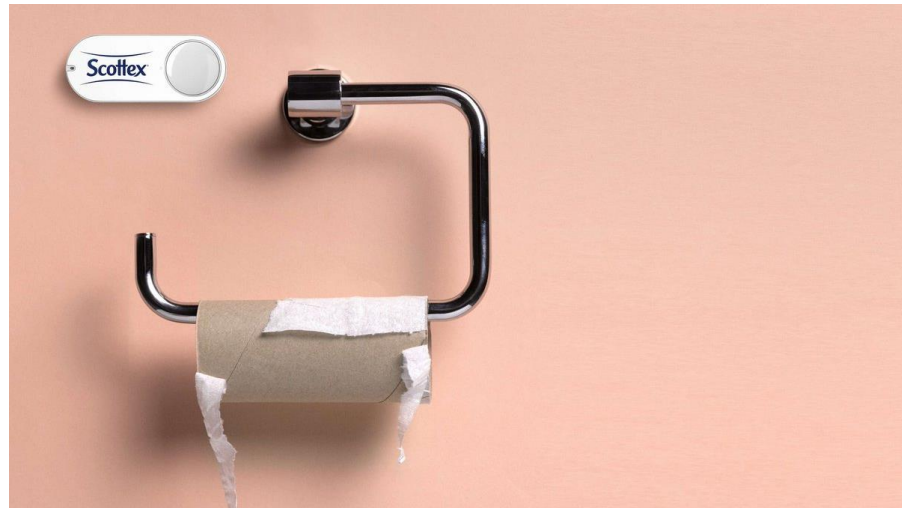
Sustainable future
logistics

The reality and the hype

Sergio Barbarino
Research Fellow
P&G



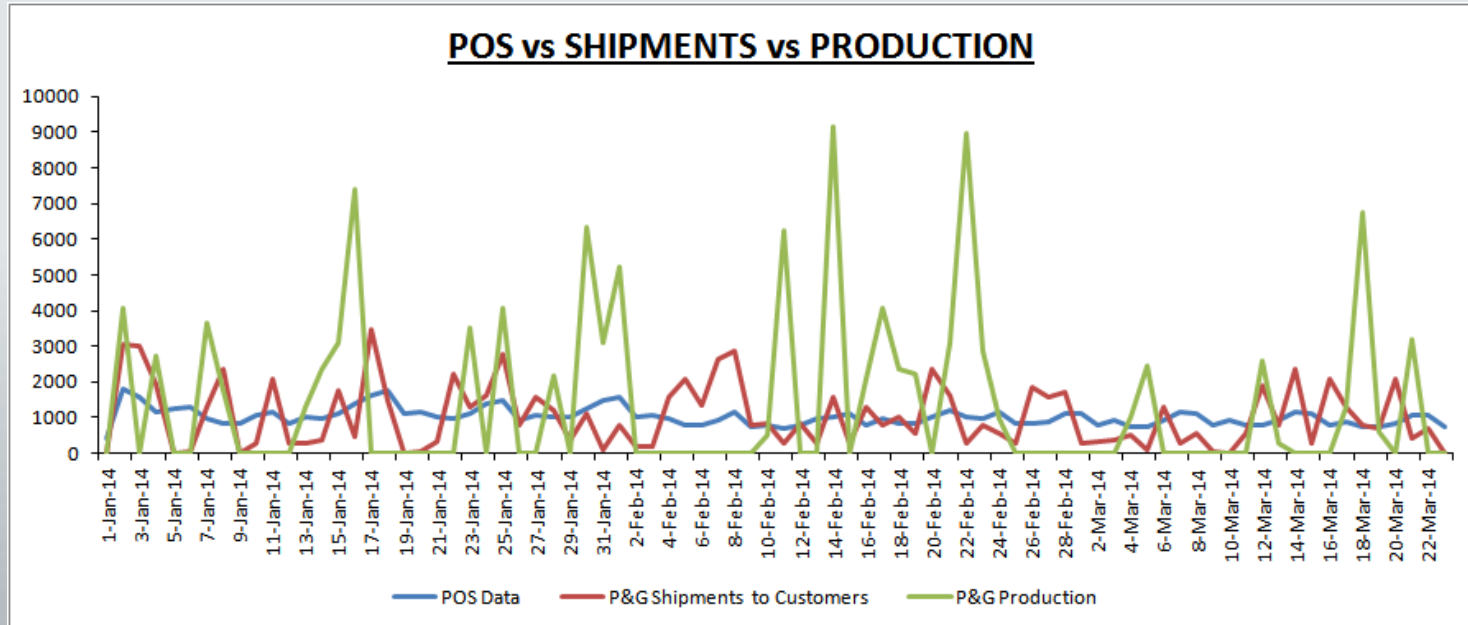
The Hype!





Immediate delivery:
rarely a real need

Bullwhip Effect in Pampers: Blue line is purchases



Physical Internet Concept



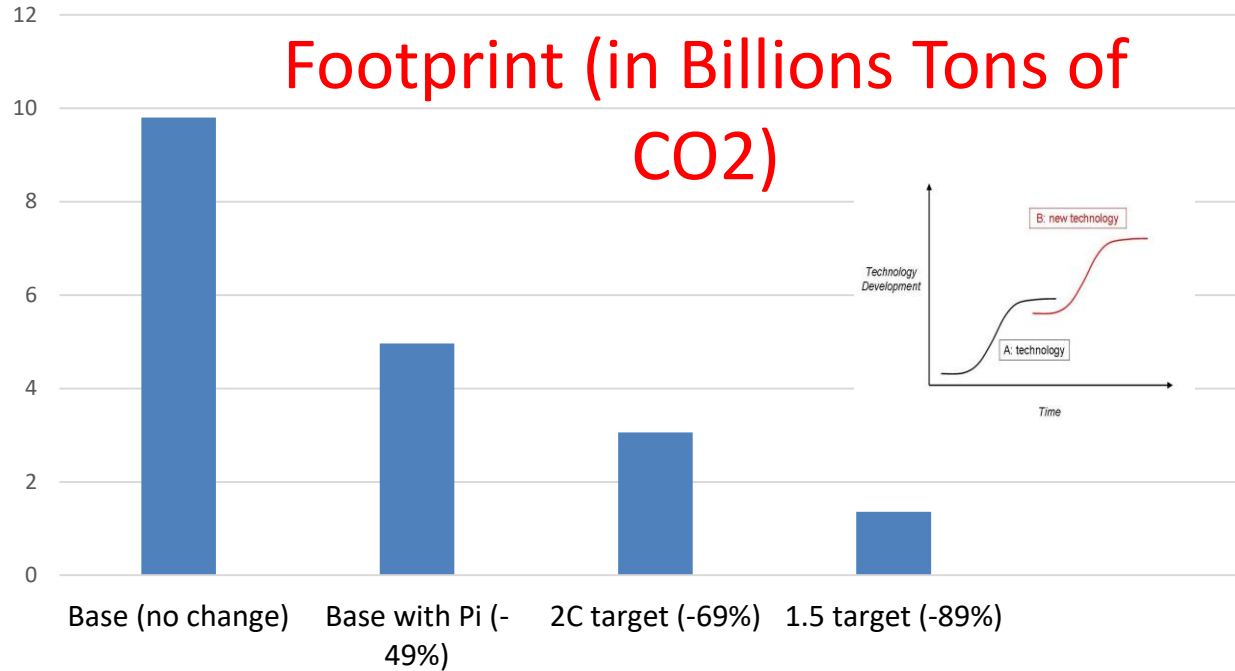
- Like the Internet PI allows the creation of a very interconnected network. Efficiently moving goods across the world like the internet does with data.



Physical Internet
Efficient Sustainable Logistics



2050 Freight Transport Scenarii



Contact



Sergio Barbarino

Barbarino.s@pg.com