

## Whatever You Want, Wherever You Want *On the Movement of Goods*

Take a look around you – whether you are at the office, at home or at your favorite coffee bar - all items around you were sourced and delivered from all around the globe as part of a highly complex and global system for the movement of goods; usually referred to as supply chain and logistics. It depicts one of the central catalysts for the functioning of local/national and rural/urban economies. Moving different quantities of raw materials and finished products from A to B is subject to many types of risks, dependencies, time pressure, as well as to political and economic conditions. It involves various stakeholders with often both, local and global ecosystem members (e.g. producers, transportation companies, harbors/freight, customs, warehouses, stores, consumers) who in turn use a mix of systems, solutions as well as different levels of manual and automated processes.

Some examples of the challenges and at the same time opportunities include:

*Digitization:* Like in other industries the digitization of the supply chain and logistics industry has gained enormous traction. Solutions to reduce costs, increase visibility and to allow more advanced analytics of data with the purpose of increasing efficiency, flexibility, security and profits are developed. Also, technologies like blockchain, IoT and Artificial Intelligence have the power to transform the movement of goods.

*Innovative developments in transportation modes:* Examples of drones and self-driving cars delivering pizzas have caught the media's attention. Technology developments in the 'future of shipping/cargo/urban delivery' are created and implemented across the globe. Small local players as well as global enterprises are looking for alternative, more efficient and cleaner solutions to deliver products to their destination.

*Pressure for more environmentally friendly practices:* In an era where there is high awareness of environmental impacts, dangers for public health, as well as destruction and stretches of ecosystems more attention is paid to the industry as a heavy pollutant e.g. through emissions but also the disposable packaging applied for the 'better' movement of products.

*Circular concepts and resource scarcity:* Ambitions of producers to re-use materials in their supply chain pose new requirements and ask for new solutions for stakeholders involved in the usage and movement of goods. From office furniture to washing and coffee machines at home – More and more products need to be collected/moved, disassembled and (after recycling/re-use) delivered to another location again.

### **Assignment**

For this case we invite you to think of ideas/solutions that will allow your/any company/an ecosystem of companies to innovatively address a concrete challenge of your choice in the movement of goods.



Please ensure your solution addresses latest technologies, sustainability demands and the potential to scale.