

## Omnichannel Logistics and how it fits in urban environment committed to sustainability

Date/time: Friday, 10 February 2017, 09:00 – 11:00

Place: University of Gothenburg, Vasagatan 1, Floor B5, Conference room

Speakers: Heleen Buldeo Rai, Vrije Universiteit Brussel – MOBI  
Sharon Cullinane, University of Gothenburg

Chairman: Catrin Lammgård, University of Gothenburg

### Agenda

#### **Part 1: Dr. Sharon Cullinane**

Calculating the environmental costs of reverse logistics in the online clothing retail sector in Sweden

- Background
- Aims of the Project
- Proposed Methodology
- Where we are now in the project

#### **Part 2: Heleen Buldeo Rai**

I Introduction MOBI research group (VUB)

II Overview of research topics and projects

- Omnichannel logistics
- City logistics, city distribution, urban freight transport, last mile
- Sustainability
- Multi-stakeholder approach
- Urban freight measures
- Delivery concepts
- B & C

III Research results

- Sustainable urban freight transport policy assessment framework & indicators
- Crowd logistics characteristics, types & stakeholder support
- Omnichannel consumer behaviour

IV Discussion

- Interesting concepts as an alternative for home delivery now & in the future?
- Key concerns for crowd logistics?
- How to get retailers interested and involved in sustainable urban freight transport?
- What role for the city in developing a sustainable last (and first) mile?

## About the speakers

**Heleen Buldeo Rai** is a research associate at the MOBI research centre (Mobility, Logistics and Automotive Technology) of professor Cathy Macharis, at the Vrije Universiteit Brussel (VUB), Belgium. Her PhD work focuses on the changing retail landscape due to e-commerce and omnichannel and its impacts on goods transport. Her research has a strong focus on urban areas in general and the Brussels-Capital Region in particular. She acquired the degree of Master of Science in Communication Sciences at the VUB, after completing a Bachelor in Business Management at UC Leuven-Limburg.

**Sharon Cullinane** is an Associate Professor of Sustainable Freight Transport at the School of Business, Economics and Law at the University of Gothenburg. She gained her Ph.D. in logistics from Plymouth University in 1987. Since then she has lectured, researched and published in the field of both passenger and freight transport policy and the environment around the world, including Egypt and Hong Kong. She is particularly interested in the behavioural aspects of freight transport and the cross-over between passenger and freight transport which underpins some of her work in the sustainability of e-commerce. She played a key role in the Green Logistics project at Heriot-Watt University. She is currently working on reverse logistics associated with online shopping.

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### The Urban Freight Platform

The Urban Freight Platform (UFP) is an initiative supported by the Volvo Research and Educational Foundations (VREF) on urban freight research based in Gothenburg, Sweden. The UFP works as a facilitator of academic research on urban freight within the context of the logistics competence center Northern LEAD at University of Gothenburg and Chalmers University of Technology. Our vision is to continue to develop cutting-edge research combining skills from various disciplines, make the urban freight research cluster function more effectively and ensure that the relevance and importance of urban freight is made accessible to a wider public.