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Headline: DHL and Singapore Management University Launch Green Transformation Lab

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Press Release: DHL – 20 hours ago

S\$2 million sustainable logistics research and development centre to speed adoption of green supply chains across Asia Pacific and globally

SINGAPORE, May 9, 2013 /PRNewswire/ -- DHL, the world's leading logistics company, is partnering with Singapore Management University (SMU) to accelerate the evolution of sustainable logistics across Asia Pacific with the launch of the Green Transformation Lab. This S\$2 million initiative (Note 1), hosted at the SMU School of Information Systems on the University's city campus, will focus on the creation of innovative solutions to help organizations transform their businesses towards sustainable green growth and drive beneficial change in supply chains across the region. This joint DHL-SMU initiative will fulfill its mission through education, research and best practice development.

Mr Bruce Edwards, Global CEO, DHL Supply Chain, said: "DHL has long recognized the need for supply chains in Asia Pacific to adopt more sustainable logistics models. 'Green' momentum is growing amongst policy makers, companies and consumers but more can be done to spearhead the application of Green solutions throughout the supply chain. The Green Transformation Lab will help these organizations move beyond measuring and planning by creating more sustainable solutions for companies and supply chains that lead to large-scale adoption and subsequent economies of scale. We'll achieve this by leveraging SMU's multi-faculty academic excellence, DHL's GOGREEN sustainability services and our expertise and capability in supply chains. DHL is committed to creating a more sustainable world today for the benefit of tomorrow."

The fact that logistics costs as a percentage of GDP are significantly higher in Asia Pacific than in the US and Europe (Note 2) calls for more sustainable logistics operations and makes it a real catalyst to sustainable, economic growth. In its outstanding position as one of the world's biggest logistics hubs and its prospect of developing into a mega city with more than 6 million residents by 2017, supply chain sustainability is also vital to Singapore's continued economic success with the value of merchandise imports and exports being three times greater than Singapore's GDP. (Note 3)

Professor Arnoud De Meyer, SMU President, said, "Singapore is a regional hub for supply chain management and this puts us in a unique position when it comes to finding solutions for tomorrow's world. We possess the knowledge and are able to provide a conducive environment for generating ideas and solutions that are vendor-neutral and interdisciplinary to help companies steer a green transformation of their business. SMU's strength in information systems, operations and risk management, business strategies, law, economics and social sciences, allied to DHL's global leadership in logistics, is a powerful combination. We are confident that the outcome of our collaboration with DHL will be transformational thought-leadership and practical tools that Asia can use to evolve green supply chains that will contribute significantly to the long-term business growth of the region with Singapore as the driver."

Opening in May 2013, the Green Transformation Lab will have two full time directors -- Mr Stephan Schablinski from DHL will serve as Director; Ms Kar Way Tan from SMU will serve



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as Academic Director. The Green Transformation Lab will be supported by SMU faculty and students, as well as by DHL professional staff. The Lab hopes to attract more companies that wish to accelerate sustainable supply chain adoption as partners.

Priority projects for the Green Transformation Lab in 2013 in the area of visual analytics is the enhancement of the DHL Carbon Dashboard -- an end-to-end supply chain management tool -- and research into Extended Producer Responsibility to understand its current status and trends in the region. The Green Transformation Lab will also be conducting research into innovative business models that create a strong value proposition in the area of CSR (Corporate Social Responsibility) while leveraging core logistics competencies.

DHL's own 'green' programs have made it the industry leader in terms of sustainable logistics. Its GoGreen program to increase carbon efficiency by 30 percent by 2020 (benchmarked to 2007 levels) was launched in 2008 and celebrates its fifth anniversary this year. In 2010, it exceeded the 2012 intermediate target of a 10% improvement in CO2 efficiency. The Group has now achieved a 16% improvement in its CO2 efficiency with the launch of its GoGreen program in 2008. DHL offers a full range of GOGREEN products and services for its customers across all its business units -- from carbon reporting and consulting to CO2 reduction options and carbon offsetting.

SMU is a leader in Analytics for Business, Consumer and Social Insight, and the University has developed strong capabilities in applied research on urban logistics and transportation planning. In 2012, SMU researchers developed analytics for Computational Sustainability, which included the development of decision support methods and tools for green transportation from distribution centers to retail outlets that optimize carbon footprint and service efficiency in a multi-echelon logistics network. Starting this year, SMU will be participating in a multi-year national initiative on urban logistics that seeks to develop technology for the coordination of freight movements into the city to minimize congestion in an eco-friendly fashion.

Notes:

1. DHL's commitment over 2 years
2. Indonesia 27%, Vietnam 25%, China 18%, India 13%

compared to the US or Europe

Intelligence Unit, ARC Advisory, China Federation

of Logistics and Purchasing, Indonesia Infrastructure

Initiative

3. Merchandise trade (% of GDP) from World Bank

- End -

DHL -- The Logistics company for the world



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DHL is the global market leader in the logistics industry and "The Logistics Company for the world". DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and about 285,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting environmental protection, disaster management and education.

DHL is part of Deutsche Post DHL. The Group generated revenue of more than 55 billion Euros in 2012.

#### About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. It is known as the pioneer in Singapore for its interactive and technologically-enabled pedagogy of seminar-style teaching in small class sizes, which remains one of its hallmarks.

Home to about 8,000 students, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences, offering a wide range of bachelor's, master's and PhD degree programmes in business, information systems and other disciplines.

With an emphasis on generating rigorous, high impact cross-disciplinary research that addresses Asian issues of global relevance, SMU faculty collaborates with leading foreign researchers as well as partners in the business community and public sector through its research institutes and centers. Through executive education, the university provides public and customized training for working professionals in meeting the needs of the economy. Close relationships with leading universities, including The Wharton School, Carnegie Mellon, the University of Pennsylvania and the University of Chicago's Booth School of Business, allow SMU to draw on their academic and research strengths in various collaborations. The SMU city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with the business and wider community. [www.smu.edu.sg](http://www.smu.edu.sg)

Media Contacts:

DHL Asia Pacific & EEMEA

Corporate Communications and Responsibility

Anita Gupta

Tel: +65 6771 3333

Fax: +65 6771 3322



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Email: [apeemeamediarelations@dhl.com](mailto:apeemeamediarelations@dhl.com)

Singapore Management University

Office of Corporate Communications & Marketing

(Mr) Tan Sook, Senior Assistant Director

DID: +65 6828 0451

Fax: +65 6828 0456

Email: [sooktan@smu.edu.sg](mailto:sooktan@smu.edu.sg)

<http://www.dhl.com/en/press.html>

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