

Forbes *small*giants



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LOGISTICS DONE RIGHT

MODERN DEPOTS, DIGITALISATION AND REDUCED PAPER USE:
COOP ALLEANZA 3.0 IS OPTIMIZING ITS INTERNAL PROCESSES WITH A SUSTAINABLE
APPROACH TO BENEFIT THE ENVIRONMENT AND BUSINESS

Sustainability and logistics with strong supply chain implementation hinge on conscious development, including in the area of trade. Modern technology plays a role in this development as a regulator of systems ranging from production to distribution to transportation. This is exemplified in the operations of Coop Alleanza 3.0, Italy's largest consumer cooperative and one of the largest in Europe. With its 2.2 million members, 350 stores located in 8 regions, 17,000 employees, turnover of around 4 billion euros and net assets of almost 2 billion, this company relies on Tesisquare to manage certain key processes in its logistics. The first key element in this process is a focus on the environment, which for Coop Alleanza 3.0 translates into a sustainability report outlining operational plans and goals to achieve. "We view every aspect of sustainability as essential, from social to environmental," explains logistics director Paolo Rangoni. "Today, sustainability is not only a duty to the environment, but also a decisive factor in cost optimization, starting with energy savings. So much so that we have initiated a process of modernizing depots by renovating facilities and focusing on renewable energy, increasing the needs covered by photovoltaics."

There are also other equally important aspects of sustainability, such as digitalisation, which in the future should lead Coop Alleanza 3.0 to also minimize paper use. "We have already seen an initial impact on traditional receipts, so much so that our members can already opt out of paper receipts and receive digital receipts within their private area on the Coop app and website. This also applies to deliveries of goods to stores, with the future elimination of detailed packing slips in favour of visibility on the back-office system. The progressive reduction of packaging, including through reuse, is equally important, always adopting circular economy models wherever possible. Another aspect is transportation. Our goal is to build an adequate network of depots in terms of volume and location, so that more central locations will reduce the need for travel." Also for transportation, which for Coop Alleanza 3.0 is entirely outsourced, the goal is to incentivize suppliers – including through the adoption of longer contracts and better guarantees – through vehicle efficiency, with a renewal of the fleet and the inclusion of low-emission vehicles (Euro 6 and use of non-fossil fuels, such as HVO). "Costs and the difficulty of using electric vehicles must also be considered," Rangoni adds. "In the short term these may only be applied in specific areas such as LTZs or in particularly sensitive contexts. Such as the Venice lagoon, for example, where we are the only distributor to employ a special hybrid barge."

These initiatives are part of the 2024-2027 Sustainability Plan, with which the cooperative has defined its commitments to generate value for the environment, people and local areas, going beyond the 'simple' ambition of convenience and quality. Through this program, with their purchases, members contribute to achieving specific goals in the ESGR areas. The Plan includes concrete actions and measurable targets, such as reducing energy consumption, implementing circular economy projects, developing employee initiatives with a focus on gender equality, supporting local communities, and promoting a culture of sustainability.

One element of the sustainability plan is logistics management geared toward process optimization. It is in this area that the Tesisquare collaborative platforms enable Coop Alleanza 3.0 to increase visibility, planning of flows in and out of its logistics platforms, and digital document management. Our communication flow with suppliers runs through the TC1 planning platform, which allows us to optimize inbound flows, since it makes it possible to know exactly when deliveries will be received at our depots and how long vehicles will be engaged in unloading. This not only enables better management of depot activities, but also allows the transporter to optimize the use of vehicles and driving hours. The TMS platform, in turn, is used to manage the outbound component, providing full visibility of the entire system with mapping of trips made and all statistics related to vehicle use. Another core element of our system that is also being optimized is the digitalisation of delivery flows at warehouses and particularly at stores. Electronic messaging permits receipt transactions with a time reduction, while also eliminating disputes related to inconsistencies between orders and delivered goods. I believe that as we look to the future – as individuals and as active stakeholders in the company – we must endeavour to view sustainability as a way of conducting all activities, not as specific plans detached from everyday management. The supply chain collaboration and Coop Alleanza 3.0's partnership with Tesisquare are steps in this direction."

