
How to create a sustainable value proposition in logistics?

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Abstract: In order to transform towards a sustainable economy, there is a need to change radically how business is done. This includes rethinking the business models including the value proposed. In this study we create a sustainable value proposition framework including value for consumers and environment, social value and value for key stakeholders. We use this framework to analyse value propositions of three value logistics companies. We also explore the potential conflicts between these value propositions. Our results indicate that although the approach was new to these companies, they already have considered their value propositions for these stakeholder groups. The study identified a conflict between the environmental and customer value, yet the companies already had considered actions to change this a positive opportunity.

Keywords: sustainability, resource efficiency, value creation, consumers, service, value proposition, environment, social, business model innovation, home delivery, case study, logistics, circular economy