

Clear Vision, Green Future: Improving Sustainability through Supply Chain Visibility

How an effective visibility platform can
assist in meeting sustainability KPIs.

Logistics doesn't have to be a maze.

Staying ahead as environmental legislation tightens

The International Maritime Organisation have been clear in their Greenhouse Gas Reduction Strategy released in 2023. Emissions for the industry are to be brought to net-zero by 2050.

It's a target repeated by the UK government. The EU wants to be climate-neutral by that date too.

But 2050 feels a long way off yet. With a cost-of-living crisis and muted economic growth, you can be forgiven for considering sustainability a challenge for a different day.

However, more pressing targets include the EUs 55% reduction in emissions by 2030 and the IMO wants to see a 20% reduction on 2008 levels by that point too.

We've seen plenty of evidence to highlight how governing bodies expect to reach these targets, such as maritime transport being brought into the EU ETS scheme.

Carriers have shown they're keen to pass on charges for a business' scope 3 emissions. **The fact is, achieving net zero will come at sizeable cost to shippers.**

So, any steps you can take to reduce environmental impact, is increasingly a cost-cutting measure. Therefore, it's worthwhile to explore how a visibility tool can assist towards those goals.



"It's understandable that in recent times of huge cost pressures, businesses are dealing with other priorities.

*But we're seeing increased interest in the environmental credentials of our **WTA Platform**, as pressure grows from consumers and regulators to decarbonise.*

Just recently, one of our key clients in the publishing space wanted a presentation on the topic.

Accurately measuring and reducing environmental impact is going to be a core component of commercial success in the coming years. But more than that, it's just good responsibility to the planet and to future generations."

Sam Mitchell, Key Account Director, WTA



CO2 emission tracking

The first step towards reducing environmental impact, is **knowing** environmental impact. That is where supply chain emission tracking comes into play.

Features, such as our CO2 emission tracker within the **WTA Platform**, mean you have an accurate picture of your supply chain's carbon footprint.

Without this data, it's impossible to prove your environmental progress to regulators or customers. You're working blind.

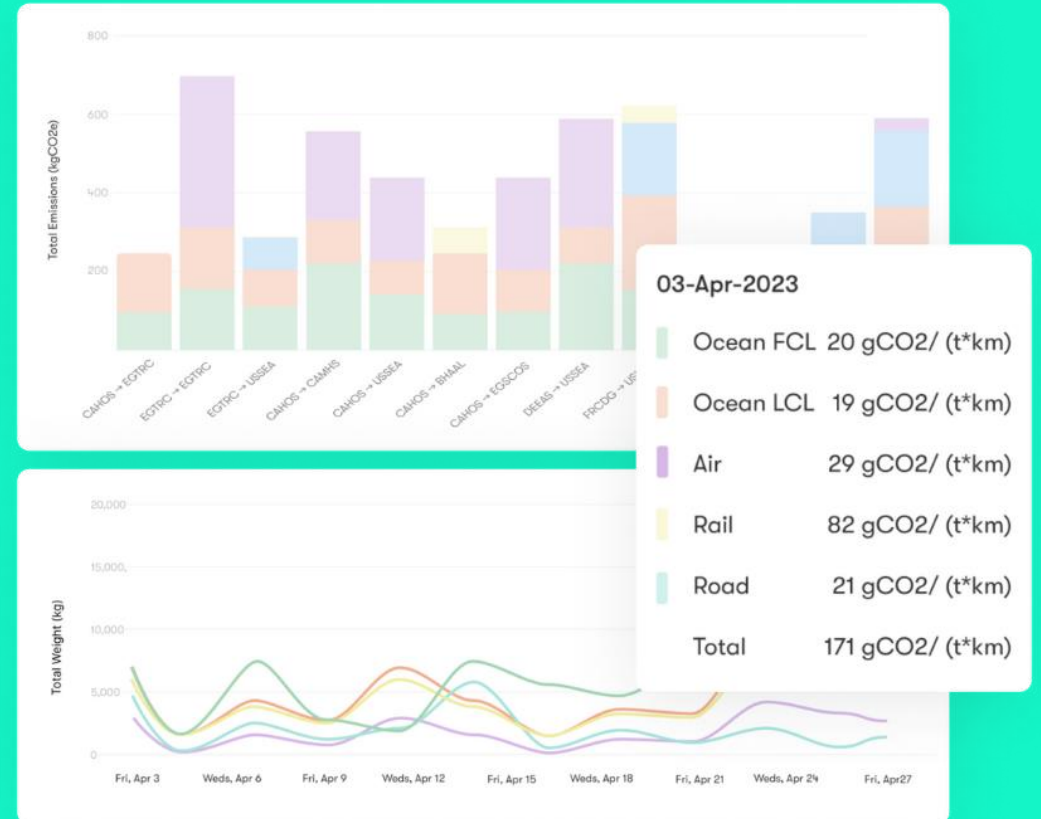
With this data, you can see exactly where the emission red zones are in your supply chains. Precise emissions per product can be calculated. Progress can be monitored over time. The worst offending carriers can be identified and avoided.

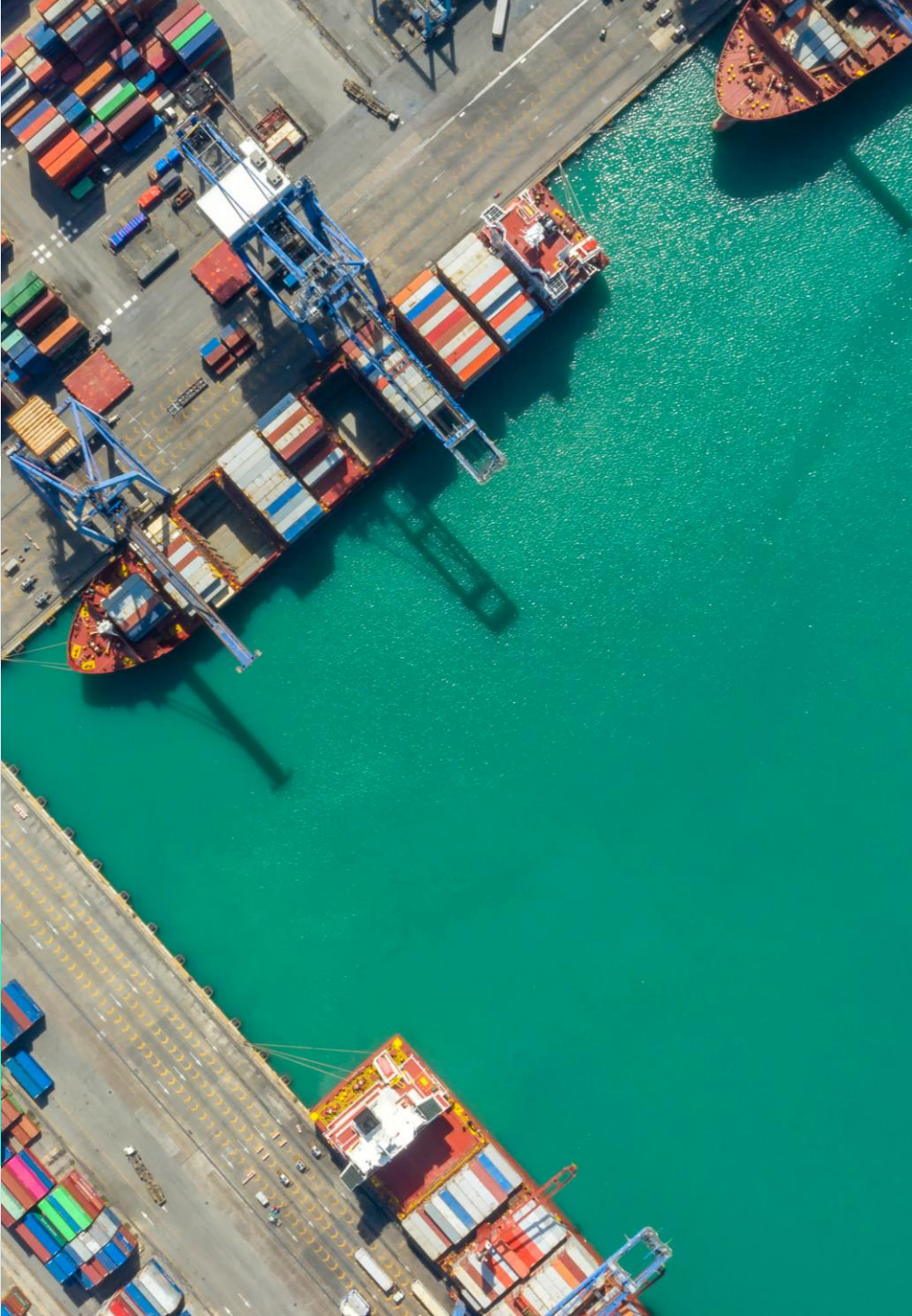
The WTA Platform emission tracker takes routing, transport mode and weight of shipment into account when measuring greenhouse gasses.



Did you know?

Our emission tracker is audited and accredited by Smart Freight Centre, follows the GLEC Framework, and is compliant with ISO 14083.





Identify and eliminate inefficiency

A drag on supply chains across the world is inefficiency. Wasted journey's, poorly optimised routing, mistakes, poor communication and many other factors drive inefficiencies.

On average 8% of stock perishes or is discarded annually, which is approximately \$163 billion worth of inventory (Avery Dennison, 2023).

Supply chain visibility tools provide a litany of weapons you can use to minimise inefficiencies across your entire logistical operation. With that comes reduced emissions and cost savings.

How visibility eliminates inefficiency

(there's so much we could mention here, but we've just highlighted some of the biggies)

Location tracking

Through location tracking of transit, you can clearly identify inefficient routes.

Like when booking an Uber or Bolt, having your journey mapped means if the driver took a poor route, it would stand out immediately. This forensic level of route analysis offered by visibility tools means you have the data to make emission and time saving decisions.

Seamless communication

Visibility tools offer a new and more succinct way to communicate with other supply chain stakeholders, through live chat and notifications.

Through better communication, your logistical operations will flow more smoothly, and waste is reduced; including emissions.

Reducing dwell time

With full visibility across logistical operations, spotting and eliminating bloated dwell times becomes seamless.

Improved planning and communication means that key junctions of your supply chain flow smoother and emissions are reduced.

Past performance analysis

With emission tracking, you can dive into the past performance of carriers, routes and transport types to eliminate the serious offenders on greenhouse gases.

Outliers in emissions stand out immediately, making optimisation decisions easy.

Live notifications

Visibility tools can be set to automatically inform you of delays and other disruptions to freight in transit.

With these settings, you can massively reduce road haulier wasted journeys, as you have plenty of time to mitigate against disruption.

Demand forecasting

Use visibility tools alongside sales, marketing and past supply chain data to accurately forecast future demand.

With accurate demand forecasting, inefficiency and excess logistical movements are spared.

Did you know?

25,000,000 paper documents are created every year to facilitate international trade.

Going paperless

Bringing the management of your logistics onto a fully digital platform, means you can go 100% paperless, which has obvious environmental benefits.

With modern technology and regulation, documentation needed to facilitate international trade, such as Bills of Lading and Commercial Invoices, can be processed electronically.

Consequently, pages of unnecessary paper printing, and the environmental footprint which goes along with transporting these documents, can be avoided.

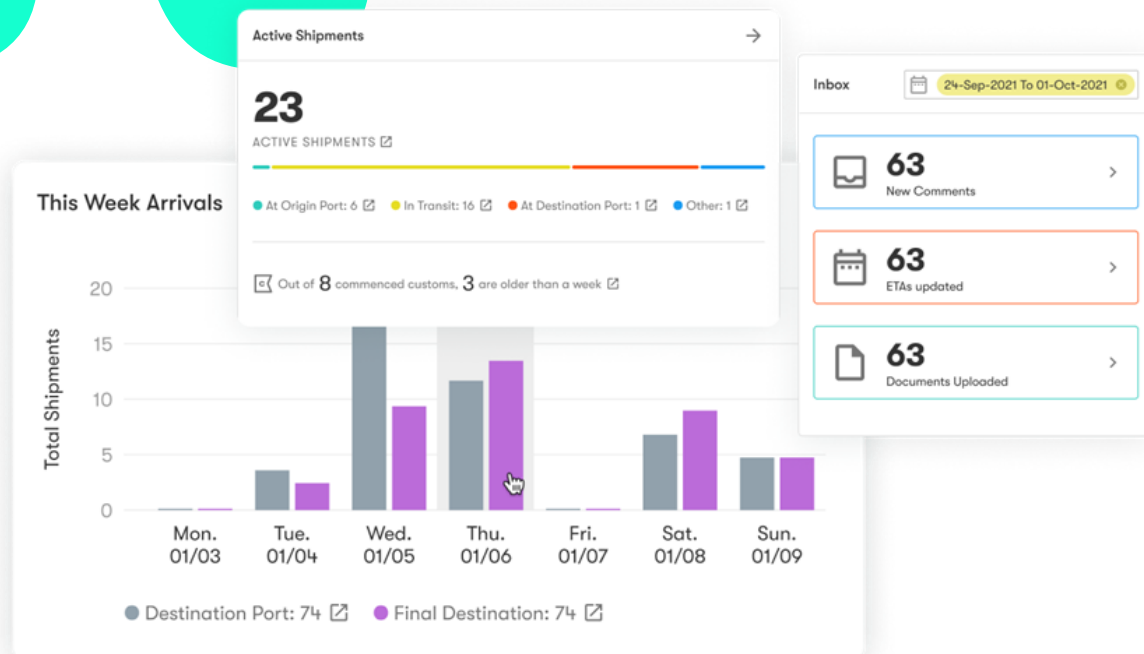
UK Electronic Trade Documents Bill

Passed in 2023, the bill brings electronic trade documents onto equal legal standing as their paper counterparts. [Learn more.](#)



In the loop logistics.

The WTA Platform



The industry-leading **WTA Platform** can deliver all these environmental benefits and so much more, so you can always make key supply chain decisions correctly.

Our tool brings the management of your freight into a modern, user-friendly interface. Store all documents and accounting information alongside each booking, accessible to all relevant stakeholders.

Analytical reports allow you to make crucial cost and time saving decisions, without compromising lead time. It gives you the complete picture.

Boost ROI across the supply chain

Anticipate delays ahead of time giving you a vital window to mitigate disruption.

Transform stakeholder communication

Critically analyse the performance of every supply chain partner.

[Book a demo](#)

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