Collaborative Distribution
Robert Duran, Neil McQuarrie, Elena Schrum, Terence Teo

Definition
Manufacturers reduce freight emissions through collaboration

Interviews with Key Players
Opportunities and barriers

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Current Forms of Collaboration

Warehouse sharing
Shipper to shipper collaboration
Retailer initiated
Traditional 3PL optimization

Proposed Ways to Facilitate Collaborative Distribution

Help 3PLs sell partnerships
Use 3PLs as intermediaries to overcome information-sharing fears among shippers
Redefine routes according to optimal matches
Use collected data to discover further opportunities for optimizing routes

Establish a self-organized network for direct interaction
Create centralized user forums for spontaneous co-shipments
Establish an open route database for long-lasting partnerships

Recommended EDF Action Roadmap

Create a Showcase
Leverage Early Adopters
Broaden Knowledge
Facilitate Implementation
Establish a Brand