Reducing GHG’s emissions through public-private initiatives in logistics

In 2013 Mexico transported 503 million tons and 56% of them were through the trucking industry, and it is estimated to continue growing but suffers from several inefficiencies like:

- Old transportation fleet
- Inefficient integration of the business structure
- Poor Government support
  - No effective communication/promotion campaigns
  - No financial incentives to the companies adhering to the voluntary programs or initiatives

In 2010 Mexico launched the program Transporte Limpio which is a Mexican version of the American SmartWay initiative which is focused on reducing GHG emissions as well as logistic costs. However, Transporte Limpio did not have the same results as SmartWay.

Key Question / Hypothesis
What barriers or factors hampered the success of Transporte Limpio? If these barriers are identified and overcome, how would it improve the program’s effectiveness?

Methodology

- Business structure
- Transportation units

Initial Results

Different types of barriers affecting the program, such as:

- **Institution**
  - Lack of promotion campaigns
  - Lack of intergovernmental collaboration

- **Financial**
  - Little support from the national development bank for small-medium companies
  - High investment risks for small companies

- **Technical**
  - Little or no promotion of green technologies
  - No official requirements on driver’s qualifications

- **Infrastructure**
  - No development for urban consolidation centers
  - No well defined loading/unloading areas to avert traffic jams

Expected Contribution

A framework to analyze and evaluate implementation barriers to assist in the decision making process to develop effective public-private initiatives regarding the logistics and transportation sector.

Standard reporting and communication strategies need to be developed and included in the framework to inform all parties involved about progress, savings, and benefits generated from the program.

Relevant Literature


Hyperlink Test

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