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SINGAPORE, May 9 (Bernama)

DHL, the world's leading logistics company, is partnering with Singapore Management University (SMU) to accelerate the evolution of sustainable logistics across Asia Pacific with the launch of the Green Transformation Lab.

With logistics costs as a percentage of gross domestic product (GDP) being significantly higher in Asia Pacific than in the US and Europe, there is a real need for more sustainable logistics operations, making it a real catalyst to sustainable, economic growth.

In its position as one of the world's biggest logistics hubs and prospect of developing into a mega city with more than six million residents by 2017, supply chain sustainability is vital to Singapore's continued economic success with the value of imports and exports being three times greater than Singapore's GDP.

Bruce Edwards, Global CEO, DHL Supply Chain, said: "The Green Transformation Lab will help organisations move beyond measuring and planning by creating more sustainable solutions for companies and supply chains that lead to large-scale adoption and subsequent economies of scale.

"We'll achieve this by leveraging SMU's multi-faculty academic excellence, DHL's GOGREEN sustainability services and our expertise and capability in supply chains," he said at the opening here Thursday.

The Green Transformation Lab will be supported by SMU faculty and students as well as by DHL professional staff.

Priority projects for the Green Transformation Lab in 2013 in the area of visual analytics is the enhancement of the DHL Carbon Dashboard - an end-to-end supply chain management tool - and research into Extended Producer Responsibility to understand its current status and trends in the region.

It will also be conducting research into innovative business models that create a strong value proposition in the area of corporate social responsibility while leveraging core logistics competencies.

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