



 **EURO CRAFT**
The power of synergy

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Jens Wollmann

Supply Chain disruptions -
Challenges of international Logistics

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Euro Craft Network Summit 2022 | Jens Wollmann, Division Head Corporate Solutions at DACHSER

Global network

IT Network

Industry Solutions



European Logistics network

Industrial and consumer goods

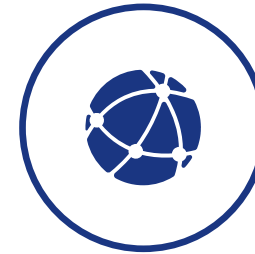
 **entargo**
Product Range



Food Logistics network

Food and functional Food

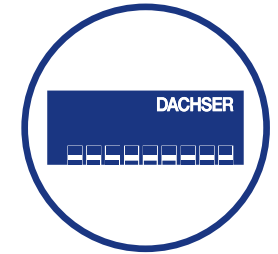
 **vivengo**
Product Range



Air & Sea Logistics network

Industrial and consumer goods

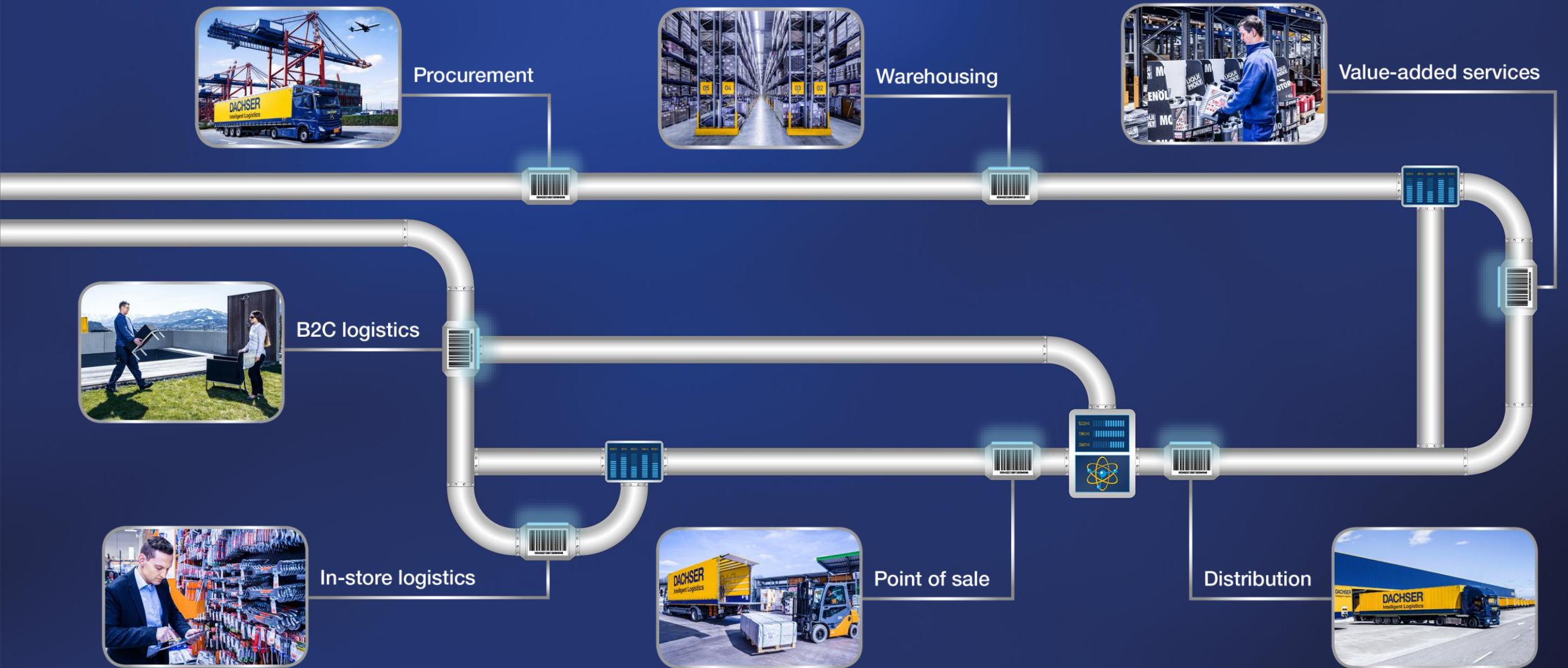
Air and sea freight
Rail Services



Warehouse network

Customer-oriented warehouse solutions
Value added-services

DACHSER DIY Logistics Pipeline



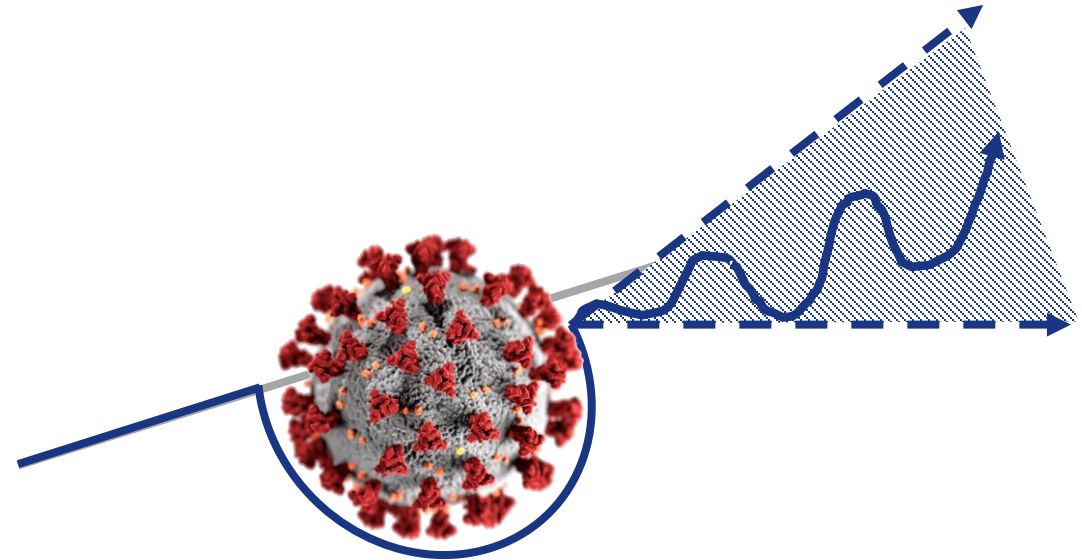
■ As natural as brushing your teeth



Where is the problem?

Challenges for global economics

- Pandemic
- Recovery
- Availability of raw materials
- Skilled labor shortage
- Energy costs



➡ The pace of the global economy is out of step and with it logistics

Global factors influencing logistics

- Accident in the Suez Canal
- Pandemic-related temporary closures of airports and seaports
- Foreign trade policy
- Cyber attacks



- Ships in waiting position
- Extension of transit times
- Lack of loading equipment
- Freight rate increase



■ European factors influencing logistics

- Shortage of skilled workers
- Lack of loading equipment
- Requirements e.g. environmental protection, human and children's rights



Consequences

- Product cost increase
- Empty shelves
- Declining Revenues
- Etc.



Conclusions

Challenges will continue to accompany us

- Goods availability more in focus than price
- Logistics is essential for a company's business model
- Identify weak points
- Invest in supply chains
- Diversify sources of supply
- Planning supply flows
- Strategic partnerships with intelligent networks



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Dr. Yves De Smet

Sustainability - from footprint to footprint



Sustainability

From footprint to fingerprint

Yves De Smet

October 2022

01

SENSE OF URGENCY

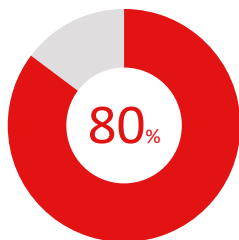
Why are we doing this now?

The environmental and social challenges the world faces today are complex, alarming and urgent.

Context

The **environmental impact** of construction and building materials is significant.





Greater material efficiency could save 80% of the GHG emissions.

Greenhouse gas emissions from material extraction, manufacturing of construction products, as well as construction and renovation of buildings are estimated at 5-12% of total national GHG emissions

[Source: European Commission](#)

35%

Of the EU's total waste generation

The construction sector is responsible for over 35% of the EU's total waste generation.

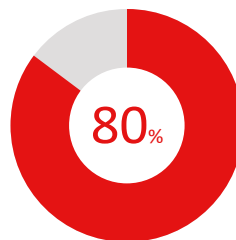
40%

Of the global energy-related CO2 emissions

40 percent of the global energy-related CO2 emission belong to the Industrial sector, as per the United Nations Industrial Development Organization

+90%

Of products
gets thrown away or
burned



About 80% of CO₂
footprint is in scope 3
(supply chain related)

TENDERS

Increasing number of
tenders has
sustainability related
requirements

What if we act now?

We can build a better home!

- ...where people love to work for Soudal.
- ... where Soudal grows sustainably.
- ... where we take care of our environment.
- ... where we lower the footprint of people's homes.
- ... where we source responsibly.



TRIPLE BOTTOM LINE

How might we have a
positive impact on
people, planet & profit?

Soudal is dedicated to creating value for society, its employees and its shareholders. With an eye on the future, Soudal will continue to develop as a friendly, sustainable and innovative company that makes a difference.



What if we don't act now?

Not acting now comes with serious risks.

Not just for the business, but for our society as a whole.

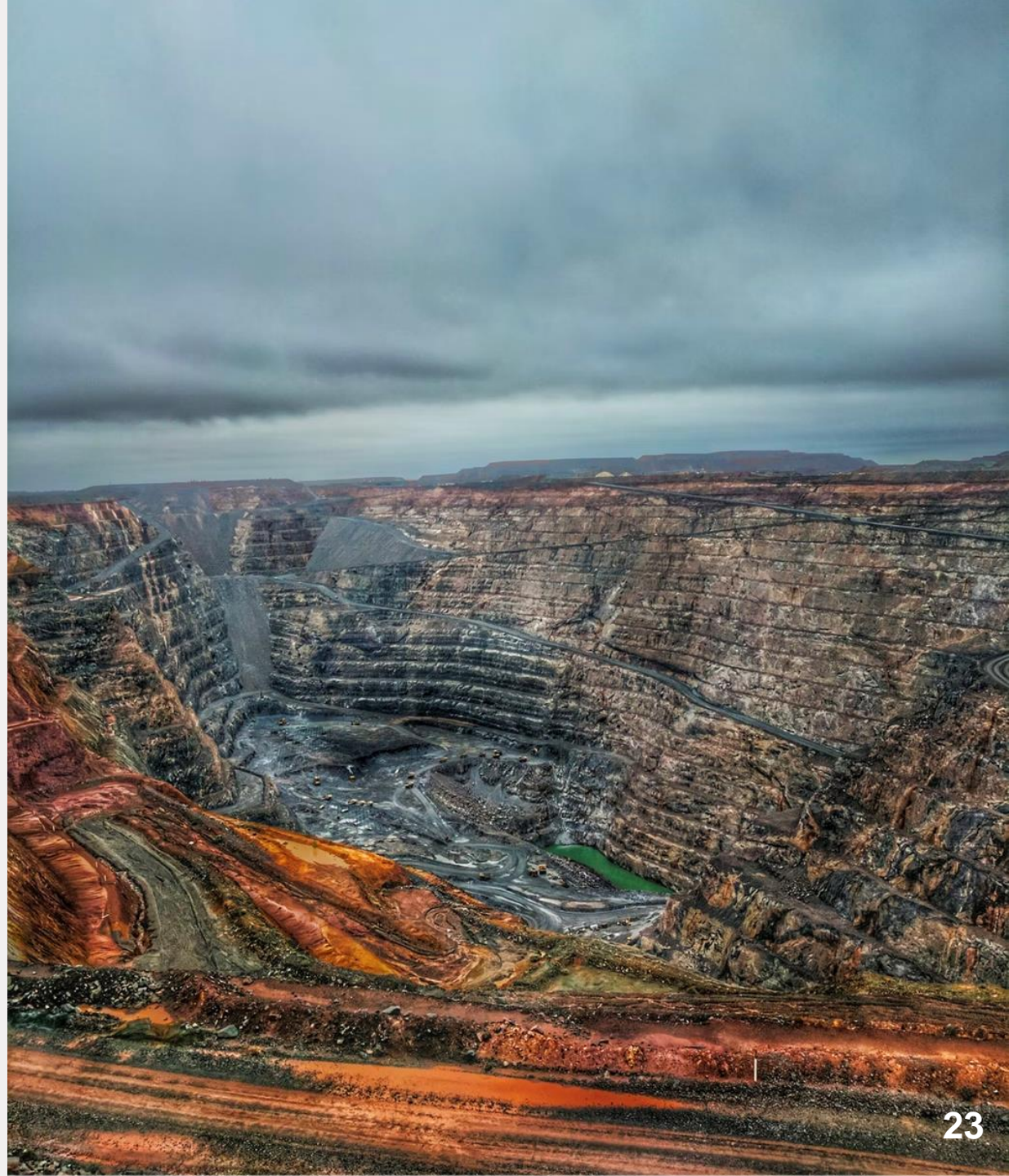


MARKET THREATS

What if we can **no longer source** our ingredients because of new legislation or shortages?

Increasing number of key raw material production is shifting to Asia. Almost all our sealant and adhesives products contains mined ingredients.

~100% of the polymers and plasticizers we require, is fossil based today.



MARKET THREATS

What if contractors can only use **sustainable products** as of tomorrow?

Architects and development companies are demanding the usage of sustainable products. The level of sustainability is often taken into account in the tendering process.

The trend will only increase with supply shortages and new legislation in the making.



ENVIRONMENTAL CONCERN

What if **we don't answer** the demand from stakeholders for more sustainable practices?

Architects and development companies are demanding the usage of sustainable products. The level of sustainability is often taken into account in the tendering process.

The trend will only increase with supply shortages and new legislation in the making.



02

Introducing Soudal's initiative

Build a better home

We are on a mission to build a **carbon negative future** for Soudal and create a positive impact for people and the planet every step of the way.

We aim to **facilitate (de)construction in a circular way**, make **green chemistry** the industry standard, minimize our negative impact on the environment and strive for a clean value chain.

The goal is to create and promote a strong sustainability mission, alongside ambitious yet achievable actions, and a roadmap for Soudal until 2025.

Leverage this by engaging employees and other stakeholders in creating this sustainability vision. The aim is to not stop at describing our ambitions,, but to create a more vivid picture of a full-fledged sustainability culture emphasizing high aspirations and world-class innovation for Soudal now and in the future.

Using the UN Sustainable Development Goals as a framework.

The UN Sustainable Development Goals (SDGs) were created to achieve a prosperous, inclusive, and sustainable society for all by 2030. Adopted by 193 countries since September 2015, the 17 goals include initiatives such as the elimination of poverty and hunger, fighting climate change, supporting decent work conditions, and creating sustainable cities and communities.





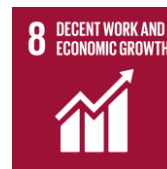


FOCUS

Relevant SDGs for **SOUDAL**

The SDGs can be a driving force to help Soudal identify significant threats, sharpen priorities and aspirations for achieving sustainable development based on shared principles, build an effective sustainability strategy, and eventually implement the chosen strategy that will elevate organizational growth.

An sustainability scan is currently in progress at Soudal.



SDG 8
Decent work and
economic growth



SDG 12
Responsible consumption
and production



SDG 3
Good Health
and Wellbeing



SDG 9
Industry, Innovation and Infrastructure



SDG 13
Climate Action



Decent work and economic growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



Responsible consumption & production

Ensure sustainable consumption and production patterns - doing better with less and wasting less.

Reuse, Reduce, Recycle.



Good Health and Wellbeing

Ensure healthy lives and promote well-being for all at all ages



Industry, Innovation & Infrastructure

Build resilient infrastructure, promote sustainable industrialization and foster innovation.



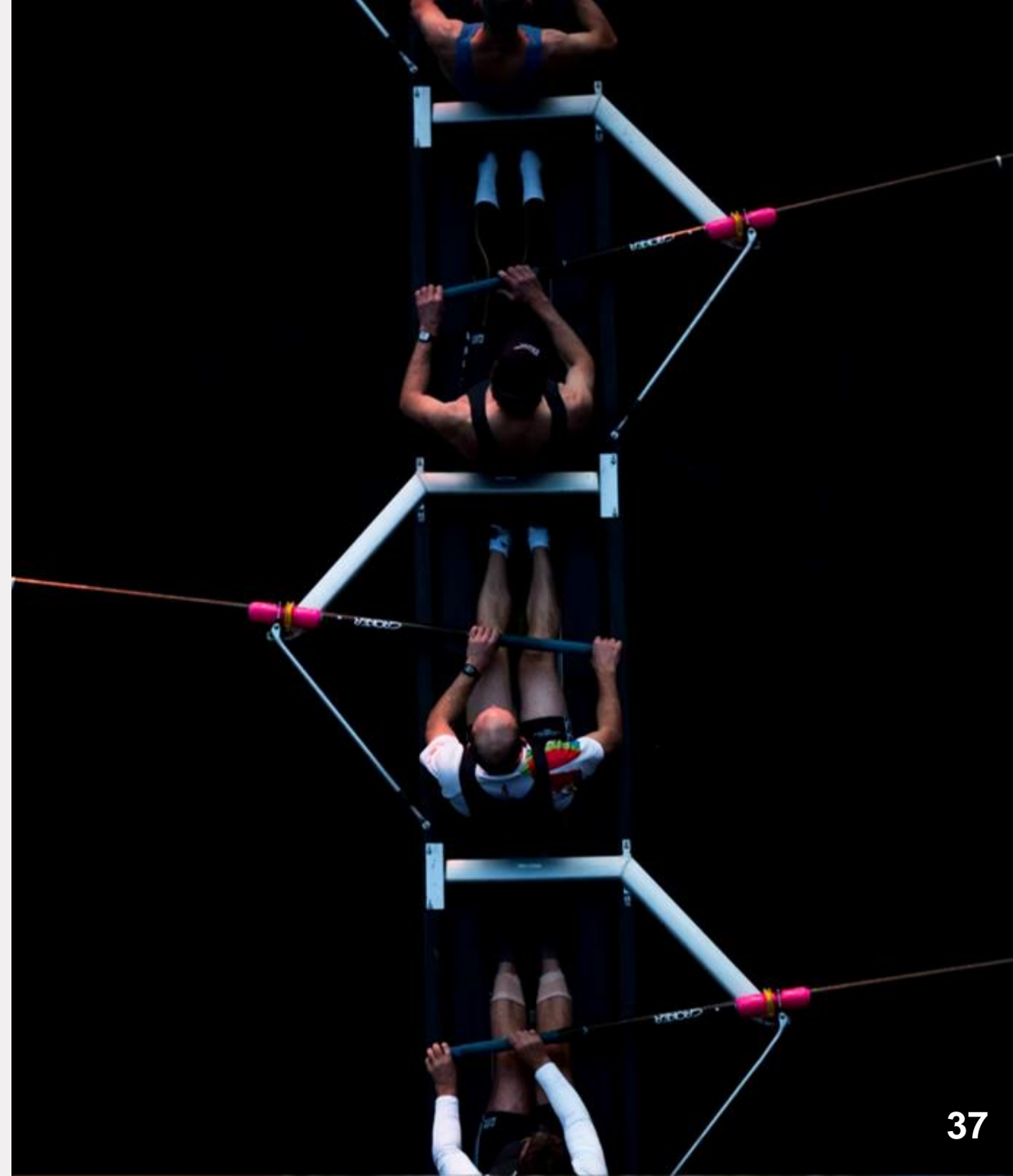
Climate Action

Build resilient infrastructure, promote sustainable industrialization and foster innovation.



One thing is for sure: **We can't do this alone.**

Goal 17, partnerships for the goals, is arguably the most important of all the UN SDGs, because achieving the other goals depends on it. In order to reach these goals, governments, the private sector, academics, and citizens must work together. For everyone to benefit, everyone needs to contribute.





Thank you

Build a better home

Yves De Smet



Dr. Eike Wenzel

Futur Lives, Futur Business

The Key Change Drivers For 2030

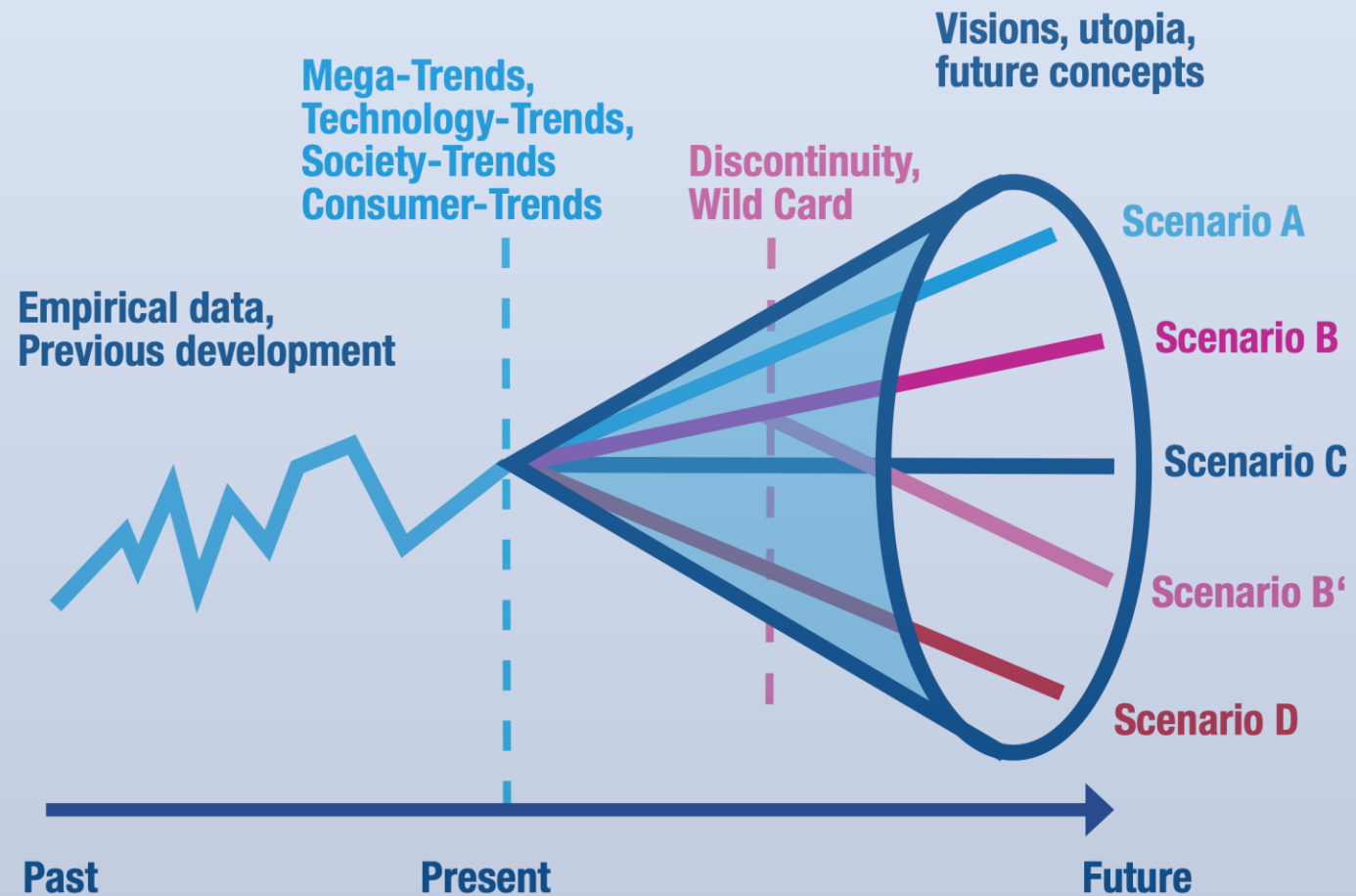


Megatrends – the big drivers of change

1. **Neo-Ecology** (Climate Change)
2. **Powershift**
(Renewables and Infrastructure)
3. **Commodities/Dekarbonization**
4. **Neo-Urbanization**
5. **Multipolar World Order/Migration**
6. **Demografic Change**
7. **Health**
8. **New Work**
9. **Digitalization**
10. **Mobility**
11. **Individualization**
12. **(Digital) Education -> Learning**
13. **Decentralization**
14. **Family 2.0**
15. **Inequality**

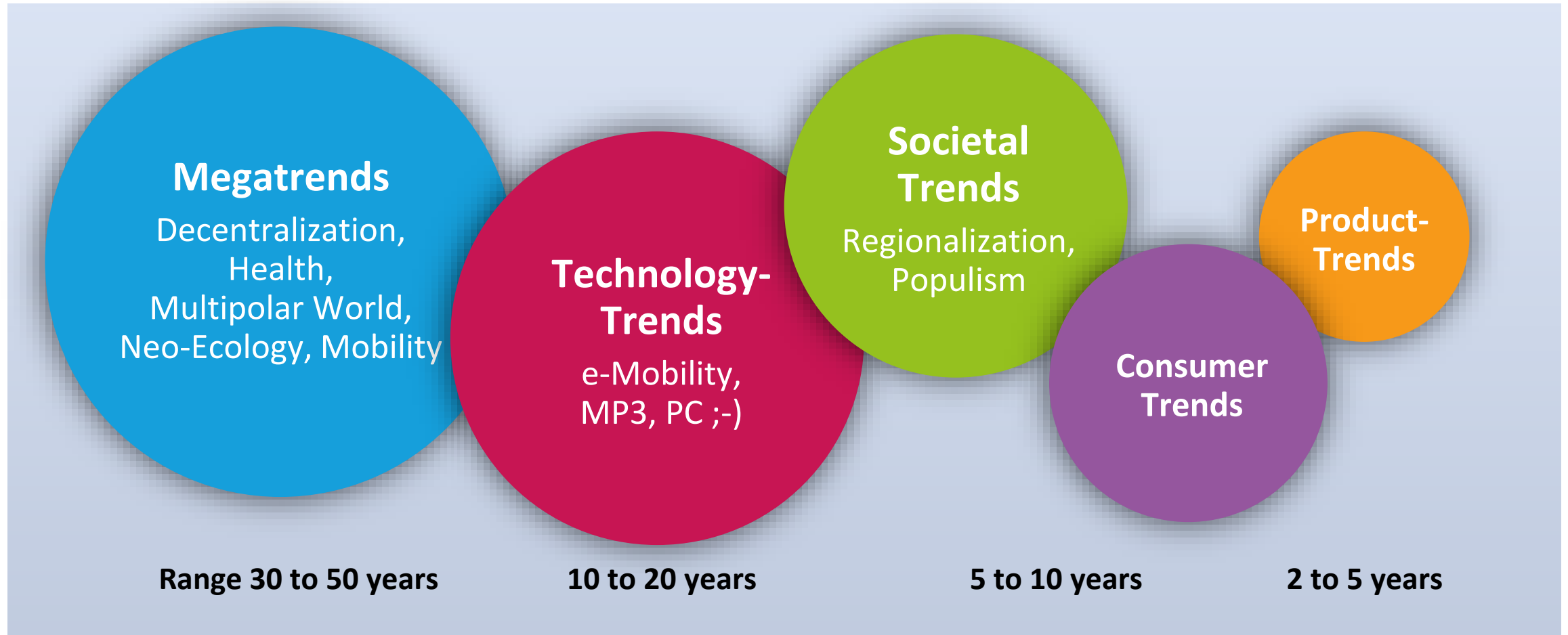
Our method at a glance:

From megatrends to future scenarios



From megatrends to product trends

The logic of the trends





**Megatrends are changing Business, Markets
and our personal lives – in a time span that lies between 30
and 50 years.**



What's next?

“If a society changes the way it communicates (socialmedia) and changes the way it uses energy, we have a big change!” (Jeremy Rifkin)

What makes megatrends so distinctive?

5 Management-Laws

- \$ You can't escape them

- \$ Don't ignore them - otherwise you will push yourself out of competition

- \$ You have to live with them - then you can cash in on them

- \$ Megatrends should be your early-warning-system

- \$ Considered like this, they will show you how the markets of the future are working



decentralized

personalized

Digitization

time- and space-independent

your partners/customers in the digital age

How a megatrend like digitalization transforms markets - the decarbonization of cities should likewise lead to disruptive effects



Cable-TV
1976-2014



Retail
1962-2012



Music
1889-2003



e-Tourism
1758-2007



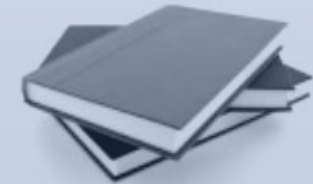
Telefon
1876-2008



Stock Market
1801-1997



Newspaper
1605-2000



Books
1439-2011

Winterkorn or Google?

	Future	Conventional R&D
Time Horizon	Future	Present
Focus	Nutzer (der Zukunft)	Product
Goal	Problemsolving	Consumption
Reichweite	Changing Corporate Culture	Random Brainwaves
Model	Networking/Team/Multiperspectivism	Specialization
Mechanism	Disruption	Evolution
Background	Megatrends/Lifestyle(-changes)	Marketresearch

Source: ITZ 2021

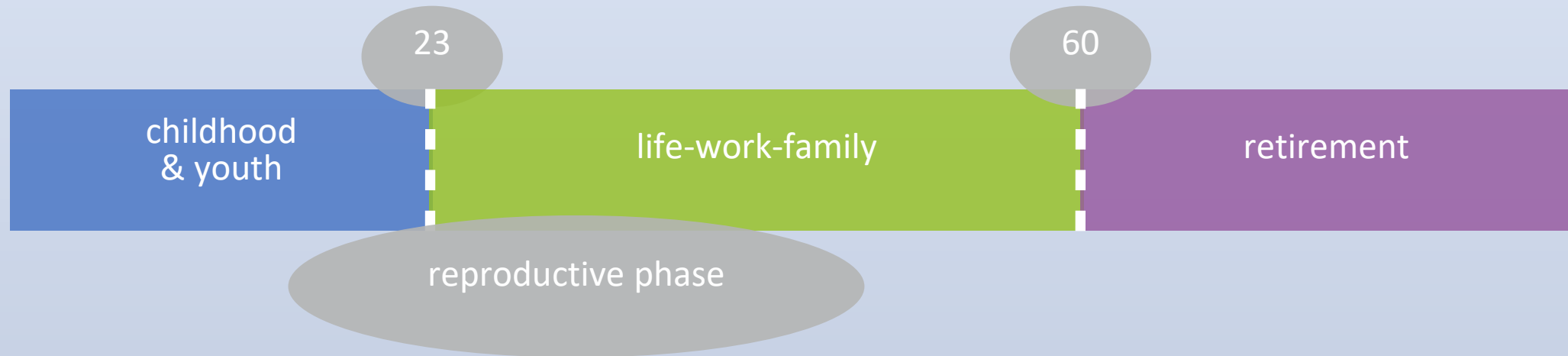
It is really simple: We have to change the whole system.

Old World	Future	Future Markets
Coal, Oil	Rooftop Solar	12 more Windturbines 10 times more Solar
Combustion Engine	Electric Vehicle	4 times more
—	Energy Storage	16 times more
Oil-, Gas-Heating	Heat Pump	
	Costs per US-Household: 40.000 US-Dollar!!!	Public Sector Loans between 3,5 to 4 %

Source: Rewiring America

Demografic Change/Family 2.0

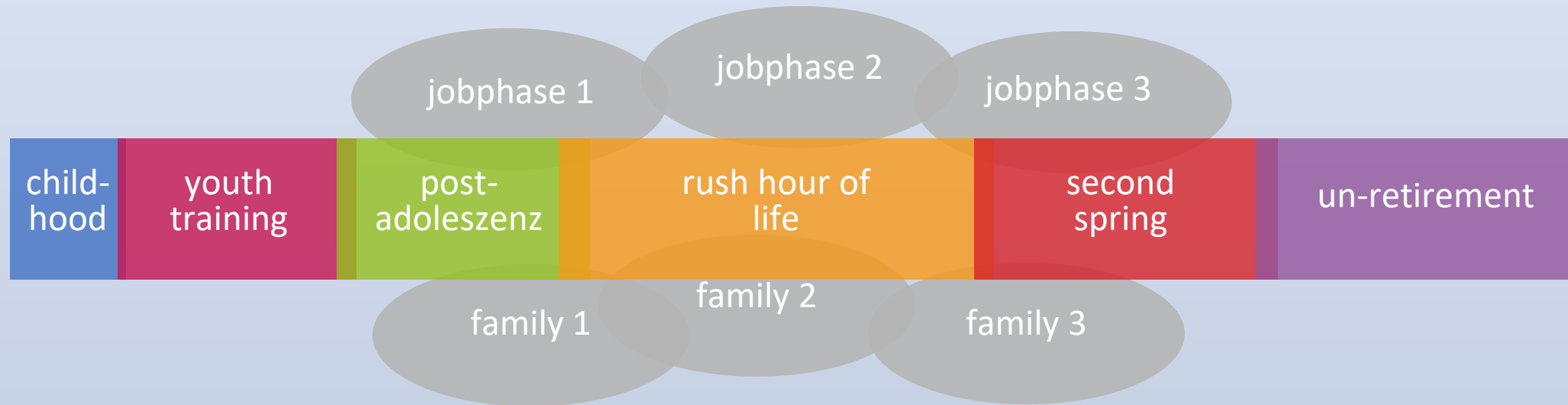
The industrial life plan



Demografic Change/Family 2.0

From the 3-phased to the 6-phased life plan

2020



Demografic Change/Family 2.0

Hotel Mama: Growing up as a moratorium

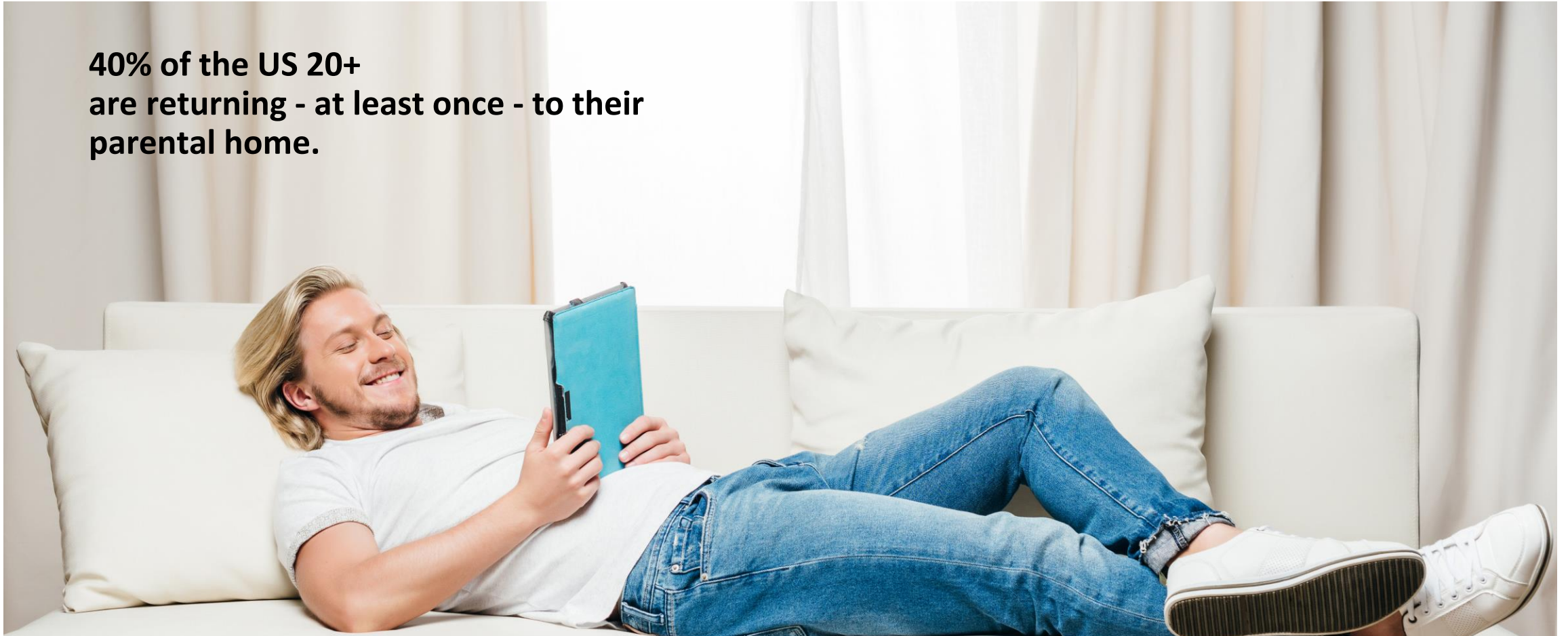


- Completely new lifestyle: 40% of the US-20plus-population are returning - at least once - to their parental home.
- A new multigenerational modell.
- Ranking of the „Nesthocker“ europewide (18 to 24 years):
Malta: 94,8%,
Italy: 87,2%,
Germany: 77%

Demografic Change/Family 2.0

Growing up as a moratorium

**40% of the US 20+
are returning - at least once - to their
parental home.**



Demografic Change/ Family 2.0

Hotel Mama: Growing up as a moratorium



18- to 31 years old in den USA:
In 2012 about 36% of the millennials
still lived in their parental home .

2012: 21,6 Millionen

2007: 18,5 Millionen

Demografic Change/Family 2.0

Hotel Mama: Growing up as a moratorium

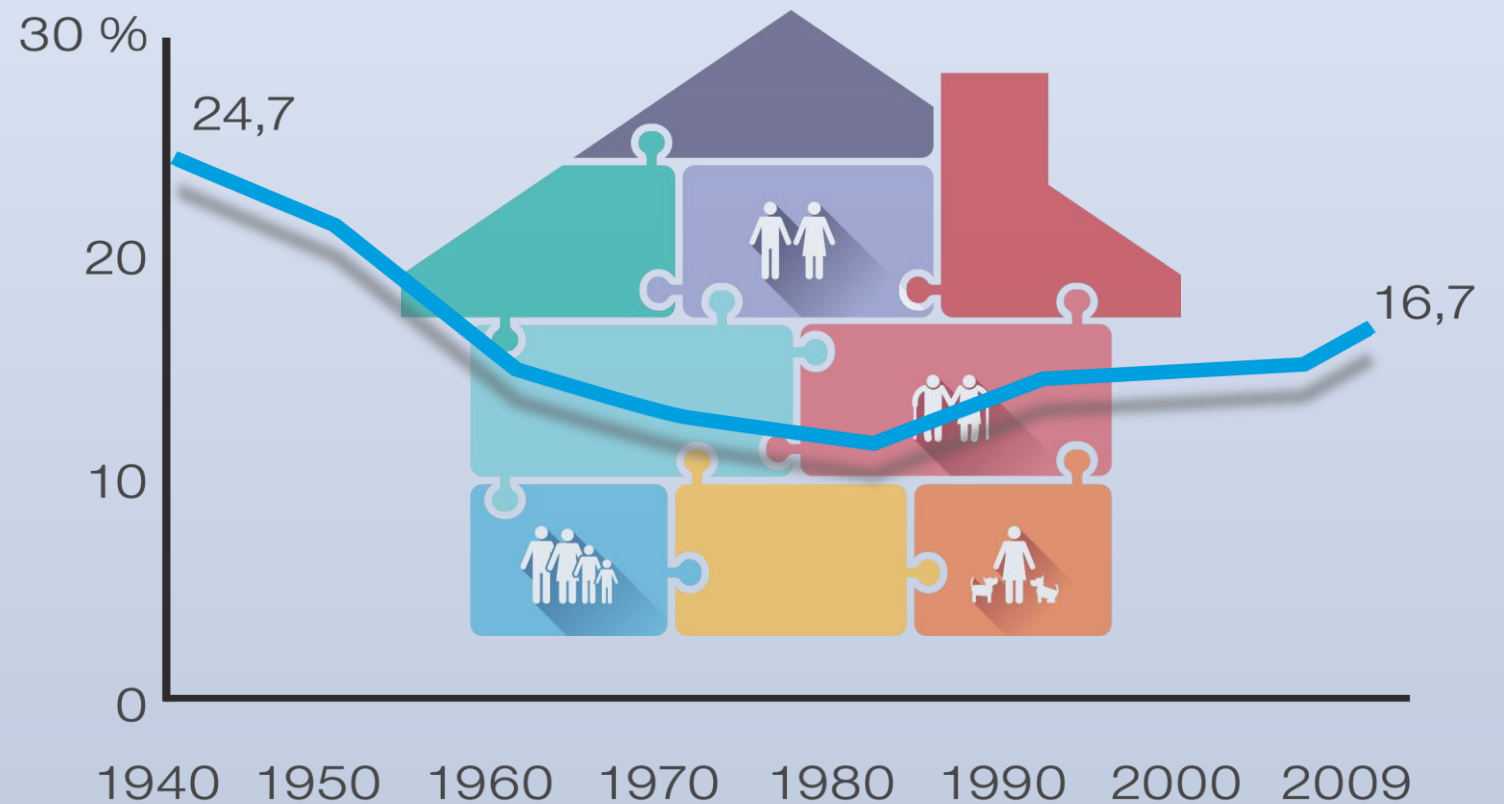


Growing up is postponed as long as possible

Demografic Change/Family 2.0 „Großfamilie“ reloaded



Increasing parts of the population living in a multi-generational household.



Demografic Change/Family 2.0

Women 55plus: The (new) midst of life



- 55plus: the **only „target group“** that produces growth in the forthcoming years.
- Women 55 plus grew in the year 2010 at about **21%**.
- 91% of the 55-plus-women in the USA couldn't identify with **any role model** in commercials (Greenfield Online).
- Early adopters of social media: at the start of 2009 about 717.000 female 55-plus-users in germany (**twice as much** as men in this age-segment) were using Facebook.

Demografic Change/Family 2.0

Greyhopper – Have fun with 71



- Autonomy
- Responsibility
- Aeging and physical-mental adventures are no contradictions
- Second Spring

Vielen Dank!



Visit us!

Institut für Trend- und Zukunftsforschung (ITZ)

www.zukunftpassiert.de

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