

alice

Alliance for
Logistics Innovation
through Collaboration
in Europe



Workshop on the state of play of ALICE women in logistics initiative and approach

7th May 2025

The European Technology Platform ALICE

Considering the wide range of ongoing initiatives, we believe that supporting other initiatives is the best approach

What could be The unique contribution of ALICE?

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Digitalisation lowers barriers for women

Thanks to digitalization, the logistics industry can now include diverse talent in roles once dominated by men due to physical demands. Technology, robots, and automation have removed these barriers, making positions in warehousing, transportation, and operations more inclusive. For example, automated systems reduce the need for heavy lifting, and autonomous vehicles simplify machinery operation. This shift not only promotes inclusion but also attracts skilled talent, driving a more efficient and diverse industry.

Cristina Martin, ALICE board member and USYNCRO CEO

What's your view on this idea?

How to build further on this idea?

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Lessons learned and feedback received over the first year of ALICE women in logistics initiative

- Supporting and voice current initiatives results to maximize impact.
- Digitalisation lowers barriers for women.
- Engagement of male allies is essential.
- Focus on merit, not just gender parity.
- ALICE is built upon diversity.

Any additional feedback?

The screenshot shows a newsletter from the Alliance for Logistics Innovation through Collaboration in Europe (ALICE). The title is "Future of logistics embraces diversity: ALICE initiatives and Impact". The date is 6 March 2025. The newsletter discusses the importance of diversity in the logistics industry, highlighting ALICE's role in promoting diversity through various initiatives like webinars, newsletters, and conferences. It mentions the "Women in Logistics Webinar Series" and the "ALICE Women in Logistics Community". The newsletter also lists key events and activities, including the celebration of International Women's Day and the launch of the ALICE Women in Logistics Community.

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6 March 2025

Future of logistics embraces diversity: ALICE initiatives and Impact

The logistics industry thrives on efficiency, adaptability, and problem-solving, making diversity a key asset in addressing its evolving challenges. As global supply chains become more complex, the workforce must include professionals from various backgrounds—ranging from supply chain analysts and warehouse operators to IT specialists and customer service experts—all requiring distinct but complementary skill sets. Embracing diversity fosters innovative thinking and enhances problem-solving capabilities, ensuring businesses remain agile. For instance, a multilingual team can streamline international operations by bridging communication gaps, while individuals with diverse industry experiences can introduce new technological solutions to optimize routing, inventory management and embrace upcoming innovations such as the Physical Internet. By valuing diverse perspectives, logistics companies can build resilient, forward-thinking teams equipped to meet the demands of an increasingly interconnected world.

ALICE role and contribution

ALICE has been a driving force in promoting diversity in the logistics sector starting with the gender dimension of it. Through a range of webinars, newsletters, conferences, publications and collaborative projects, ALICE empowers female professionals to be visible in all type of positions within logistics, dismantles traditional barriers, and highlights the significant contributions women make in this evolving industry as well as the need for talent, skills and female incorporation to all type of jobs in logistics and supply chains.

Below is an overview of ALICE's key initiatives in the last couple of years, with links to specific events and resources.

Key events and activities

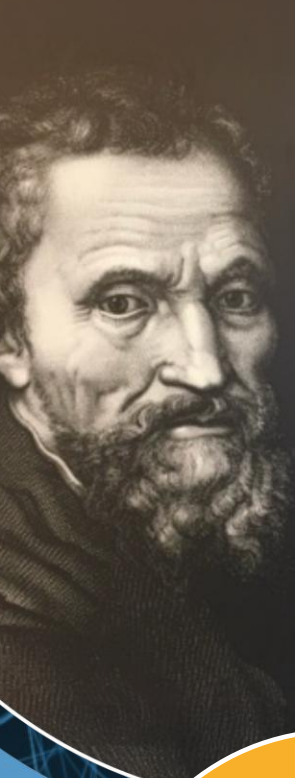
ALICE has organized several targeted events and activities aimed at elevating the role of women in logistics as well as highlighting running initiatives. Among these, the **Women in Logistics Webinar Series** ([View Webinar Series](#)) stands out as a pivotal resource.

ALICE has carried out the following activities and addressed these main topics:

- **Celebrating international women's day.** On 8th of March 2022 and 2023 virtual breakfast events, organized by ALICE and POLIS, celebrated International Women's Day by spotlighting women leaders in urban logistics. The first event discussed the significant role of women in driving sustainable urban logistics and examined how gender diversity contributes to positive impacts in the field. The second event specifically highlighted EU-funded innovation projects led by women, with speakers exploring how these initiatives foster gender equality and promote sustainability in urban logistics. Both events emphasized collaboration, innovation, and empowerment in shaping a sustainable future.
- **Launch of the ALICE Women in Logistics Community** ([link](#)): On 8 March 2024, ALICE launched this community with the aim of highlighting female talent in the logistics industry. Under Cristina's Martin (CEO of [Uvaco](#)) leadership, this initiative seeks to foster networking, mentoring and knowledge sharing among professionals, promoting a more inclusive and

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**"THE GREATEST
DANGER FOR MOST
OF US IS NOT THAT
OUR AIM IS TOO HIGH
AND WE MISS IT,
BUT THAT IT IS TOO
LOW AND WE
REACH IT."**

Michelangelo

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The best way to predict the future is to co-create it!

**THANK
you!**



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