



P3. New logistics playground: megatrends, policy and technology in action

24 October 11:45 - 13:00

Linked Projects: see [full list of exhibitors](#)

Session Description:

Explore how global megatrends, evolving policies, and breakthrough technologies are transforming the logistics playground—where sustainability and resilience demand a deep reimagining of transport and supply chains. How do these forces interconnect? This session unpacks the impact of climate action, digitalization, automation, and global disruptions, revealing how collaboration, smart regulation, and AI-powered solutions are shaping competitive, sustainable, and future-ready logistics. Join us to unlock actionable insights and connect with the pulse of tomorrow's logistics landscape!

Moderator: **Fernando Liesa**, Secretary General, ALICE.

Speakers:

- **Alan Mckinnon**, KLU Kühne Logistics University.

Professor Alan McKinnon (Kühne Logistics University, Hamburg) will challenge conventional thinking with his talk. Building on cutting-edge climate science, McKinnon explores the multiple and often overlooked roles of logistics in the climate crisis—not just as a source of emissions, but as a decarboniser, adaptor, facilitator, rescuer, and remover. From the freight demands of renewable energy and circular economy transitions to the logistics of carbon sequestration and climate adaptation, his presentation redefines how the logistics community must engage with an increasingly turbulent climate reality. Attendees can expect an eye-opening journey through the emerging domain of “climate logistics”—a field poised to reshape how supply chains serve both the planet and prosperity.

- **Sebastien Lacombe**, Director of Innovation and Chief Data Office, Geopost.

Sebastien will share an overview of innovation in parcel transport at Geopost. Examples of what we have implemented and the limits that we encounter or solutions that we have not yet found.

- **Marianna Levto**v, SVP, Strategic Alliances, Hoopo.

At the ALICE Innovation Summit plenary, Marianna will contribute insights from the [book](#) Strong Startup Playbook. Foundations for Successful Business How NOT to be the Next Cautionary Tale, to highlight the unique challenges tech start-ups face in the

supply chain sector. These include bridging the gap between breakthrough innovation and conservative industry adoption, translating standards and regulation into accessible guidance, and finding pathways to scale technology sustainably in a global logistics ecosystem.

More than a manual, the Playbook is a founder's compass: it empowers entrepreneurs to anticipate pitfalls, make better decisions under uncertainty, and grow not just companies but also themselves as leaders.

Background and link to other summit sessions and ALICE activities

The “New Logistics Playground” session offers a powerful springboard for ALICE to chart its next strategic actions. The insights shared by the speakers highlight how logistics must evolve from a traditional enabler of trade to a proactive driver of climate resilience, innovation, and digital transformation. Professor McKinnon's concept of “climate logistics” aligns closely with ALICE's mission to decarbonize and future-proof supply chains, while Sebastien Lacombe's practical view of innovation challenges grounds this vision in operational realities. Marianna Levtov's perspective on startup collaboration underscores the importance of nurturing innovation ecosystems within ALICE's network. Together, these contributions align with next steps and focus on bridging research, policy, and industry implementation—creating pathways where sustainability, technology, and entrepreneurship converge to accelerate systemic change in logistics, namely ALICE 4 Impact.

For more information, contact Fernando Liesa: fliesa@etp-alice.eu