

2020 brings great challenges and PLVB advances in meeting its goals

In 2020, PLVB completes four years of existence and the whole team is working hard to complete and launch the Recognition System for the Green Seal in Freight Transport (SVTC), a goal to be achieved on the conclusion of Program first cycle. On February 6, 2020, the first Technical Meeting was held, still in person, at HP's headquarters in Barueri, São Paulo, with a significant presence of Member Companies. There was progress in the discussion about Recognition System, consolidating its profile and application form and choosing the companies that are participating in the pilot test, L'Oreal and Login, whose activities started in late February and are ongoing. A major unforeseen challenge began in mid-March with the pandemic associated with COVID-19, which



is imposing a new action system for the entire team, with meetings' promotion by teleconference and virtual meetings to guarantee the job continuity. 2020 brings great chal-

lenges, but PLVB is making steady progress towards meeting its goals. More than ever, sustainability presents itself as a value for Program's member companies.

PLVB consolidates its national presence in its fourth activity year and exceeds the amount of 30 Member Companies

Influenced by great market interest regarding sustainability issues in mobility and logistics activities, PLVB, which launched in June 2016, grew five times, reaching 30 Member Companies in early 2020. From this total, 14 are shippers, 14 are transporters and 2 are logistics operators, involving companies of di-

fferent sizes and areas of expertise. PLVB also has the support of 12 national and 1 international institutions. They are federations, associations and entities linked to mobility and logistics that value socio-environmental issues and have a value alignment with the Program. See and check it at www.plvb.org.br.

PLVB is a reference in Latin America

PLVB is an example for other similar initiatives in Latin America. In 2019, the Program consolidated its position by exchanging experiences and establishing alignment with Transporte Limpio (Mexican Program) and Giro Limpio (Chilean Program), serving as a reference for the establishment of the Uruguayan Sustainable Logistics Program (PLSU) launched in October 2019. In addition, Massachusetts Institute of Technology (MIT) Center for Transport and Logistics (CTL) recognizes PLVB as an example for the MIT SCALE



Network for Latin America Sustainable Logistics research line, one of nine initiatives of the Latin American Center for Innovation in Logistics.

MEMBERS' VOICE

Crisis times, downward movement, low fuel costs, uncertainties. But it is not time to relax or regret, but to plan! Looking ahead, but with a different vision, review all flows and seek for new forms of optimization to maintain business sustainability in all aspects. Our team, even in remote work, is reinventing itself and each manager has the mission to go back to the drawing board and open a Kaizen as a work front to increase productivity by applying good practices, recycling what is possible, adjusting what was before I didn't have time for that. Continuous improvement, with Continuous Sustainability! This is the motto!



Ricardo Melchiori – RG Log