



CHALLENGES OF SOCIAL INNOVATIONS IN URBAN FREIGHT TRANSPORT

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Background

Knowledge Gap: Social Innovations in Urban Freight Transport are rarely addressed.

Innovative businesses play an essential role to implement social innovations.

RQ: What challenges parcel service providers face to develop and implement social innovations and how social innovations can be further integrated in urban freight transport?

Theory

Social innovations "aim to have a broader impact on the social system and/or experiences of a vulnerable social group as a whole." (Shier, Handy & Jennings, 2019).

Intraorganizational factors that influence the innovation capacity are: A learning culture, the inclusion of staff in decision making & a shared mission. (Shier et al., 2019)

Indicators of social innovations in urban freight include accident risk, health effects, job satisfaction, customer satisfaction and creation of new jobs.

Method

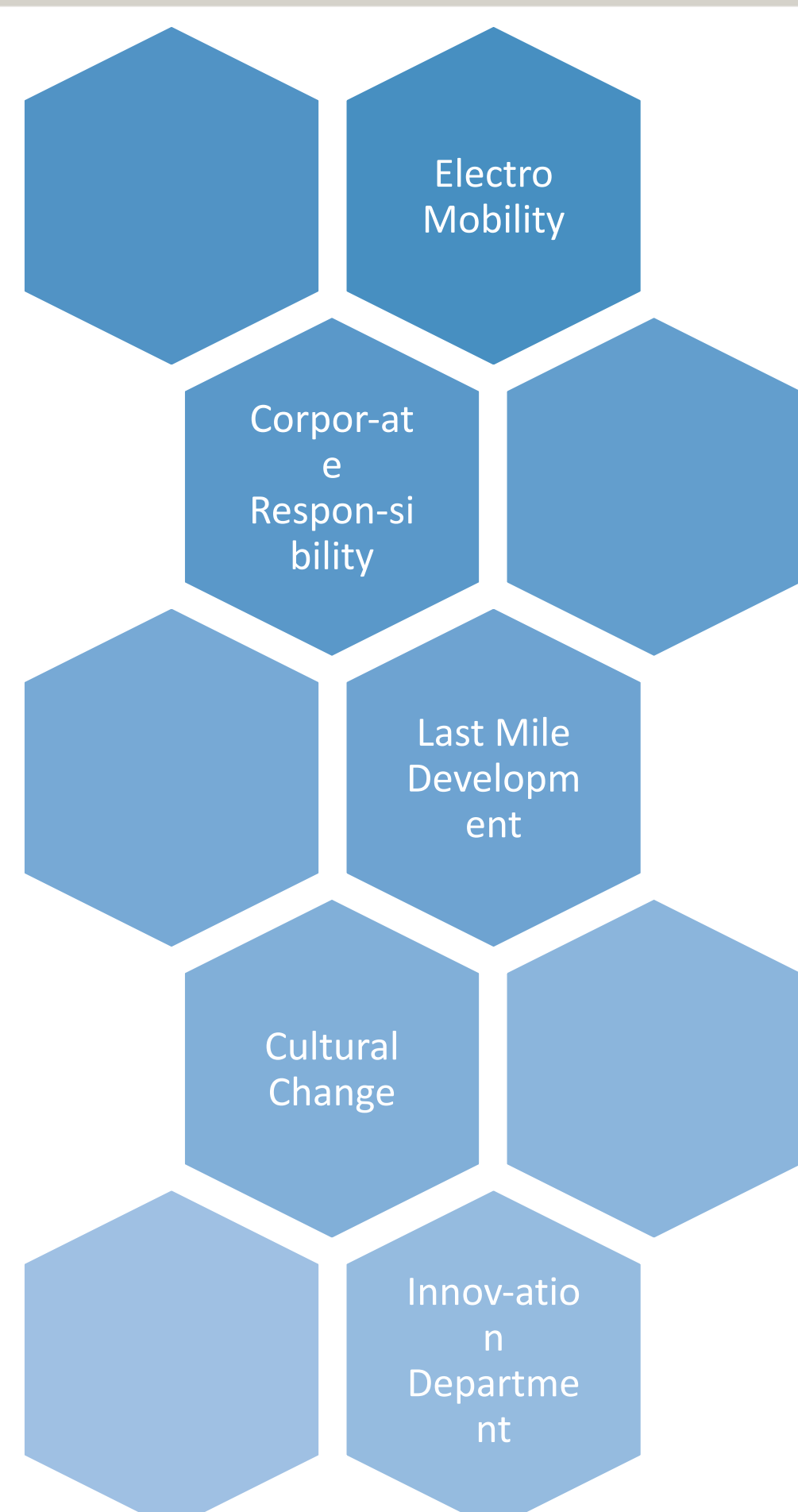
- Single Case Study
- Parcel Delivery Company
- 7 Semi-structured interviews



Social Innovations in Urban freight transport



Figure 1. Social Innovations in urban freight transport



Goal

Added Value for Research
Knowledge about Challenges in practice how to implement social innovations.

Added Value for the Organization
Knowledge about how to implement social innovations in the organization in the future.

Added value for the Society
Create knowledge about challenges for parcel service providers.
Long-term: Sustainable transformation of urban freight.

Results

Challenge of financial profitability – social innovations have no break-even point and need to be prioritised beside other innovations in the organization.

Challenge of innovations capacity – often old employees are less convinced to change existing processes.

Challenge of identifying customer needs – the needs of B2B and B2C customers are unclear.

Challenge of mindset change – creating awareness at customers for social innovations.

Challenge of holistic social innovations – social transformative innovations are missing, that benefit the society as a whole.

Recommendation 1
Companies should use different measurement factors for social innovations, which are not only based on financial profitability but on social and cultural impacts.

Recommendation 2
A learning culture in the organization, including workshops with different groups of employees can increase the innovation capacity in the organization.

Recommendation 3
Cooperation with customers can help to identify their needs and creating awareness through successful communication.

Recommendation 4
Create holistic social innovations for the whole society.