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LEUPHANA UNIVERSITY OF LÜNEBURG

Steinbeis Innovation Center Logistics and Sustainability

"DIGITALISATION LEADS TO MORE SUSTAINABLE BUSINESS PRACTICES!?" LEARNING MODULE

NOTES FOR TRAINEES/STUDENTS

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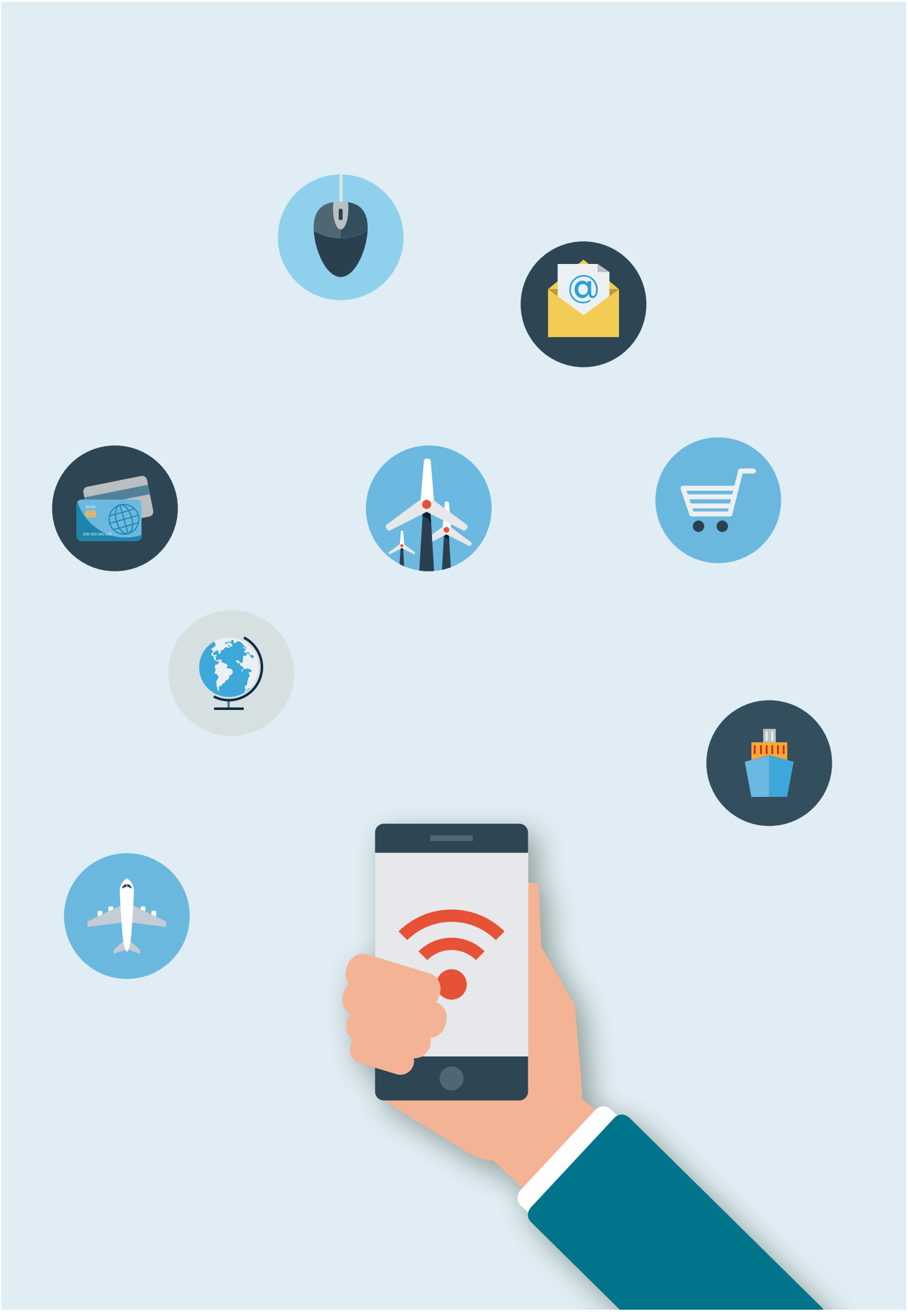

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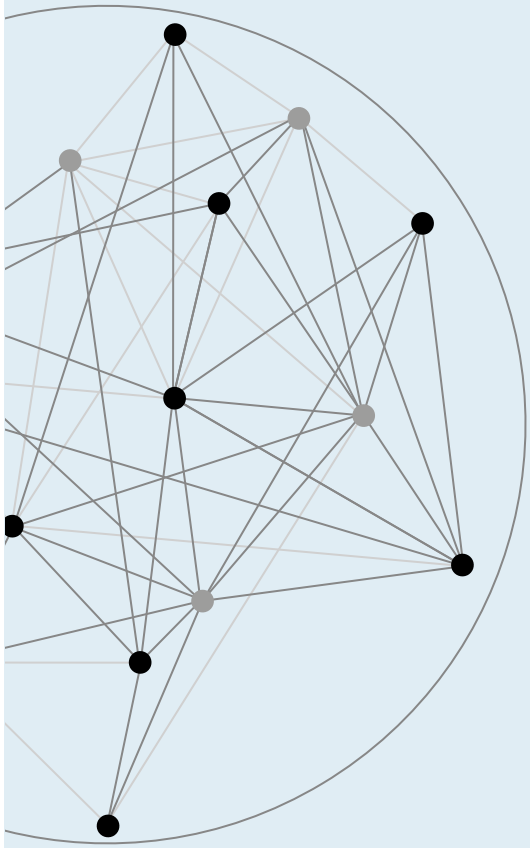
Various change processes are collated under the key heading of "digitalisation". Digitalisation brings about many different kinds of change. Innovations in the area of digital technologies, for example, will lead to alterations to existing products and services. Although digital change processes are viewed with scepticism and concern by some customers, digital technologies could provide a route towards more sustainable ways of doing business for the transport and logistics sector in particular (e.g. via smart city solutions). It is important to be actively involved in helping to shape digital change processes in order to minimise possible risks and to take advantage of opportunities to do business in a more sustainable way.

TASK:

1. Use the design thinking method to develop structured ideas to answer the question of how the opportunities offered by digitalisation can be utilised in order to allow more sustainable business practices *(see Material 1)*.

Please note that your trainer/teacher will provide you with the materials you need to carry out the design thinking method.

Tasks to be completed in pairs or groups



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