**Est. d:** May 2021, Italy

**Form:** Innovative Startup, Benefit Corporation

**Field:** Global Logistics, Supply Chain, Mobility, Transport, Smart Cities

**Vision:** Reshaping LOGistics aiming for 3P: People, Planet, Prosperity

**Mission:** support Global freight industries (end-to-end, including last/first mile and Smart Cities) to contribute, among others, achieving the UN SDGs & EU objectives set by the Green Deal, Fit for 55% Package, Sustainable and Smart Mobility Strategy, Digital Strategy

**Manifesto:** “Innovation 4 Good”, Responsible & Ethical, Values & Purpose-Based, Trustworthy, Democratic, Agnostic, Agile, Modular and Scalable, (cyber)Secure & Privacy principles, by default & by design, 5Cs (co-ideation, co-creation, collaboration, co-operation, co-improvement)

**SLaaS – Sustainable Logistics as a Service**

The first and only middleware platform, a complete Virtual Control Tower for Global Logistics, Supply Chains, Mobility & Transport Customers

For a simple, really end-to-end Journey Towards Net-Zero.

All within a SINGLE platform!
50 years of Talks & Declarations

1972: UN Conference on the Human Environment & Stockholm Declaration
1979: First World Climate Conference
1988: Intergovernmental Panel on Climate Change (IPCC) established
1992: UN Framework Convention on Climate Change (UNFCC) in Rio de Janeiro
1995: First Conference of the Parties (COP 1) in Berlin
1997: Kyoto Protocol adopted
2005: Kyoto Protocol entered into force
2015: Paris Agreement
2016: UN Agenda 2030 & SDGs
2023: <15% ON TRACK...

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**Use case for Smart Cities: µHUB**

The missing link between mid-haul and last-mile deliveries

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**PROBLEM**

- Last-Mile deliveries performed with BIG vehicles!
- No load consolidation and standards between long & mid-haul to Last-Mile

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**SOLUTION**

µHUB® is an example of a use case for Smart Cities, using the ReACT Processes & Multimodality services as well as the SRL®.

With µHUB® we are able to improve traceability, interoperability and sustainability of last mile deliveries by creating a single physical & digital handshaking platform for everyone involved in the transport chain, from the long to the mid haul to the cities and vice-versa, reducing costs and pollution generated by big vehicles in cities.

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90% of what we use everyday flows through Global Logistics, Supply Chains & Mobility, yet:

**PROBLEM**

**OBsolete & Obscure**
- >60% still manual
- <10% data available/used

**Complex & Fragmented**
Average per shipment:
- 40+ stakeholders
- 5000+ interactions

**SOLUTION**

**SLaaS – Sustainable Logistics as a Service**

The **first and only** middleware and integrated platform, a complete **Virtual Control Tower** for **Global Logistics, Supply Chains, Mobility & Transport** Customers to get a simple, really end-to-end **Journey Towards Net-Zero**

All within a SINGLE platform!

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3 interconnected Services, 1 single Platform

**WIKI-LOGI: Awareness & Knowledge**
THE "All about Logistics one-stop place" that allows searching, locating, sharing of ideas, information, knowledge, policies, best practices, standards, events, allowing as well direct contribution by and direct collaboration among industry’s Stakeholders.

**ACADEMY: Skills**
Aggregates and offer online learning solutions to fight obsolescence, increase knowledge and value for people and businesses. Includes a dedicated Learning Needs Analysis tool and a Marketplace to allow Professionals and Companies to meet around such new skills.

**PROCESSES & MULTIMODALITY: Simplify, Interconnect, Improve**
Group several tools to improve processes efficiency, effectiveness, transparency, traceability, agility and reliability, predictability, flexibility, reducing costs, variability and waste. Contributes freight movements interconnection & interoperability, increasing the optimum use of combined transport as well as loads consolidation, sharing of assets, and better management of logistics hubs.

**Innovation meeting | 14 novembre 2023**

Measuring SUSTAINABILITY

**SRL® - SDG Readiness Level**
ReACT Certify include SRL®, our Trademarked tool that, in real-time & continuous manner, measure, monitor, visualize and report Customers’ progress & contribution towards social, environmental & economical Sustainability.

**SRL®** aggregates, for the purpose, 40+ different international standards measuring, monitoring & reporting tools.

With SRL® Customer’s has a powerful data-based, scientific and objective tool to increase Compliance, Reputation, Awareness, Engagement and avoid greenwashing, frauds & counterfeiting claims on Sustainability.