

THE HOLISTIC APPROACH TO SUSTAINABILITY

INTERVIEW WITH **JOHN MCRORY**

Interview by CGU

CASE STUDY: RELEVANCE OF CE TO TRANSPORT SECTOR

John Mcrory



The circular economy approach prioritizes resource efficiency, waste reduction and an enhanced collaboration among different stakeholders, which creates a more holistic and responsible way of managing transport. In Europe, the sector contributes to a quarter of the total greenhouse gas emissions produced and a major cause of air and noise pollution. It is also the only major economic sector in Europe where greenhouse gas emissions have increased since the 1990s.

CONNECTING INDUSTRIES

So how might circular economy think be applied to transport and logistics? We asked John Mcrory, the environmental and sustainability director at Malcolm Group, a Scottish company which offers many transport services including logistics, rail freight, construction and vehicle maintenance services all over the UK. They also provide waste transport and treatment for construction waste.

“For Malcolms we’ve got a great opportunity as a logistic business, as a construction business, as a waste business to interact with many different sectors.

So when we look at circular economy we sometimes get a bit kind of fogged about manufacturing Industries and construction industries that are the only industries that can have an impact on it. Whereas for the transport side of things, we are the connectors to sectors and it is so vital that we are part of that conversation. In order for us to integrate that within the wider business it's actually just breaking it down, understanding exactly what it relates to." Taking a holistic approach to sustainability which includes the circular economy and the opportunities that they have within that, is something Malcolms is focused on.

CREATING BUSINESS OPPORTUNITIES

We asked John to tell us a bit about what he thinks are some of the key benefits of applying circular economy to logistics. "The kind of key

INNOVATION WITH LST

In collaboration between industry partners, Malcolm group has pioneered the development of the first Longer Semi-Trailer (LST) and through participation in the UK government trials, they have spearheaded LST use as part of their service offerings. LSTs are longer than a standard trailers and can carry up to 15% more volume than their standard length counterparts. This means that the additional cube reduces delivery frequency, which translates into less journeys, a reduction of fuel costs and lower CO₂ emissions. John notes "We have vehicle weight restrictions but sometimes some goods, "cube" out before they "weigh" out. So they may be bulkier, but not heavy. Having the longer semi-trailers allows us to move more, with less journeys. A simple concept but it took trials that we were central to, to understand how we might operate these trailers safely and efficiently".



benefit other than environmental benefits is the potential for it to open up business streams. Circular economy allows a business to reduce its environmental impact by reducing carbon emissions, minimizing waste and optimizing energy efficiency. And it also has the potential to open up the doors for new business opportunities -being that connector between different organizations. The key goal in terms of efficiency, once we move products, is to be returning with products. We can't have empty running it's not sustainable for a business to do that. So that's where the opportunities will definitely come into play".

REVERSE LOGISTICS

John adds “Another example of that would be the Innovative approach we take to our ancillary equipment. So when we’ve got our tractor units and we have our trailers, it’s what’s best for that customer in order to connect. So we’ve done a lot of research and a lot of development with manufacturers, in terms of how we can maximize our fleet and our fleet potential. Our walk-in floors trailers are a great example of that. For example, we know from the market point of view that we take goods from Scotland down across the border to England, it can be slightly different on the route back.

It’s like the traditional Logistics flows but in reverse since the items return from the point of consumption or sale to the warehouse where they can be exchanged, reused, repaired, refurbished, recycled and if their condition allows, resold. So we have to be flexible in our approach. From Scotland to England we can safely take biomass pellets for example on our walking floors but then we can then adapt that unit to then take pallet items back across the border. So again we’re not using that wasted journey”.



INDUSTRY COLLABORATION

Finally John highlights the importance of collaboration and partnership working.

“A central component of Malcolm’s transformation is the ability to encourage cross-sectoral collaboration which is one of the fundamental pillars of Malcolm Group’s sustainability strategy. And the success of this approach depends on breaking down silos and fostering partnerships that enable innovative solutions to be developed and scaled. By working together businesses can not only enhance their operational efficiency but also contribute to a more sustainable and resilient industry that benefits both the environment and the economy.

Malcolm Group not only reduces its environmental impact through circular economy measures, but also sets an example which demonstrates how solutions also make business sense and go hand in hand with a sustainable economic growth.

From the 1925 first horse & cart
to the 2017 award for sustainable
development

1925 First horse & cart is put to work



1930 Walter Malcolm buys his first mechanised load carrier



1952 FHS 455 Malcolm's Austin pickups



1970 A brand new Scania 80 Super

