


# Chapter 7

## Reducing Carbon Footprint With AI-Driven Logistics Planning


**K. Sasikala**

*R.P. Sarathy Institute of Technology,  
India*


**Kamal Kumar Rajagopalan**

 <https://orcid.org/0000-0001-8833-0554>  
*Uttaranchal Institute of Management,  
Uttaranchal University, India*


**Ritu Dahiya**

 <https://orcid.org/0000-0001-5788-006X>  
*Chhotu Ram Arya College, India*


**T. C. Manjunath**

 <https://orcid.org/0000-0003-2545-9160>  
*Rajarajeswari College of Engineering,  
India*


**P. Selvakumar**

 <https://orcid.org/0000-0002-3650-4548>  
*Department of Science and Humanities,  
Nehru Institute of Technology,  
Coimbatore, India*

**Mohit Sharma**

 <https://orcid.org/0009-0007-2280-8077>  
*Maharshi Dayanand University,  
Rohtak, India*

**P. Sudheer**

 <https://orcid.org/0009-0005-1912-6636>  
*CVR College of Engineering, India*

### ABSTRACT

*Sustainable logistics pivotal focus in modern, driven by the urgent need to address environmental, social, and economic challenges. As global trade expands the sector faces significant pressure to reduce its carbon footprint while maintaining efficiency and competitiveness. Traditional logistics practices have often prioritized speed and cost over sustainability, leading to increased. Consequently, the logistics industry is at a crossroads, compelled to rethink its operational frameworks and embrace sustainable practices. One of the most pressing challenges in sustainable logistics*

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*is the reliance on fossil fuels, climate change. Transitioning to alternative fuels and electric vehicles is essential but fraught with obstacles, including high upfront costs, limited infrastructure, and technological readiness. Additionally, among various stakeholders, including suppliers, manufacturers, and retailers, each of whom may have differing priorities and capabilities. Another critical challenge is the efficient management of resources.*

## **INTRODUCTION TO SUSTAINABLE LOGISTICS: CHALLENGES, OPPORTUNITIES, AND AI-DRIVEN SOLUTIONS**

Companies that adopt sustainable practices can enhance their brand reputation, meet regulatory requirements, and tap into a growing market of enhance decision-making processes. For instance, AI can analyze vast amounts of data to identify inefficiencies in logistics networks, enabling companies to streamline operations, reduce fuel consumption, and minimize emissions. Moreover, AI can facilitate the transition to alternative energy sources by improving the management of electric vehicle fleets and optimizing charging schedules based on demand patterns. Through route optimization, AI can also reduce empty miles, ensuring that vehicles operate at maximum capacity and efficiency. This not only contributes to sustainability goals but also enhances overall profitability. Collaboration among stakeholders is critical sharing, enabling companies to collectively address shared challenges. Public-private collaborations can also play a vital role in developing infrastructure for sustainable transportation, such as electric vehicle charging stations and alternative fuel sources. Moreover, engaging customers and communities in sustainability initiatives can foster greater awareness and drive collective action toward more sustainable practices. In conclusion, sustainable logistics presents a complex yet rewarding landscape filled with a commitment to sustainable practices, the logistics industry can play a crucial role in addressing global challenges while creating long-term value for all stakeholders. The future of logistics is not only about moving goods efficiently but also about doing so in a way that respects our planet and its resources.

## **CARBON FOOTPRINT IN LOGISTICS: MEASUREMENT, REPORTING, AND VERIFICATION**

The logistics industry is at a critical juncture in addressing its carbon footprint, as environmental sustainability becomes a top priority for businesses and consumers alike. Understanding the carbon footprint in logistics involves assessing the total greenhouse gas emissions produced during the transportation and storage of goods,

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