

Using a Baby Pram to Deliver Goods: The Sustainability of Last-Mile Logistics Business Models

Turoser Kerterti*

Department of Health Management, Izmail State University of Humanities, 68600 Izmail, Ukraine

Introduction

The last-mile delivery of goods is a critical component of the modern supply chain, ensuring that products reach their final destinations, often residential or urban areas. However, traditional last-mile logistics methods, including delivery vans and trucks, pose environmental and congestion challenges in urban settings. This article explores the innovative concept of using baby prams as a sustainable alternative for last-mile deliveries. By examining the sustainability, feasibility, and benefits of this unique approach, we shed light on the potential of transforming the last-mile logistics landscape. The global trend toward urbanization has led to increased congestion and pollution in cities. Last-mile logistics contribute to this problem due to the use of large vehicles, which often lead to traffic bottlenecks and emissions. The environmental impact of traditional last-mile logistics is a growing concern. Air pollution, carbon emissions, and noise pollution are detrimental to both urban environments and global sustainability efforts [1,2].

Description

Efficient last-mile delivery is essential for customer satisfaction and cost-effectiveness. Businesses seek innovative solutions that can optimize their delivery processes while minimizing environmental impact. Using baby prams or strollers as a mode of last-mile delivery involves outfitting these strollers with secure, climate-controlled compartments to transport smaller packages and goods. This unconventional approach offers numerous benefits. Baby prams are human-powered and emit zero emissions, making them an eco-friendly option for urban deliveries. This approach can significantly reduce the carbon footprint of last-mile logistics. Smaller and more agile than delivery vans, baby prams can navigate congested urban areas more easily. This reduces traffic congestion and the associated problems. Baby prams can access spaces that larger vehicles cannot, providing businesses with flexibility in navigating crowded urban environments. The use of baby prams for deliveries results in reduced carbon emissions, contributing to air quality improvement and combating climate change. Human power is an efficient mode of transportation, and it doesn't rely on fossil fuels. Utilizing delivery personnel's physical effort promotes a sustainable approach [3,4]. Compared to the noise generated by engines of delivery vehicles, baby prams are silent, making urban environments quieter and more pleasant for residents. While baby prams are suitable for small to medium-sized packages, they may not be ideal for bulk or heavy cargo, limiting their applicability. Extreme weather conditions, such as heavy rain, snow, or heatwaves, could impact the effectiveness of this method,

necessitating alternative delivery strategies during adverse weather. The viability of baby pram logistics depends on the availability of well-maintained sidewalks and pedestrian-friendly infrastructure in urban areas [5,6].

Conclusion

The use of baby prams for last-mile logistics represents a creative and sustainable solution to the challenges of urban congestion and environmental degradation. This innovative approach offers environmental, economic, and efficiency benefits, making it an attractive option for businesses and cities aiming to reduce their carbon footprint and improve urban quality of life. As technology and urban planning evolve, the concept of using baby prams for last-mile deliveries could become a mainstream practice in the ongoing pursuit of sustainable and eco-friendly logistics solutions.

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Conflict of Interest

None.

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*Address for Correspondence: Turoser Kerterti, Department of Health Management, Izmail State University of Humanities, 68600 Izmail, Ukraine, E-mail: turoserk@gmail.com

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