



Get a free subscription to our newsletter now and be well informed!

[Subscribe](#)

# Women in Logistics wants more gender diversity in the transport sector

[Business](#) [Drivers](#) [Management](#) [Staff](#) - Arjan Velthoven - 5 June 2024

- ### Recent Posts
- Trevor Milton takes on Nikola
  - Aukelien & Marco take it to the next level with Iveco S-Way 570
  - [Transport companies will increase their turnover by 1 percent in Q1 2024](#)
  - Montea invests 30 million euros in battery parks
  - New account manager Continental truck tyres

**The gender gap in the European transport sector must be closed. That is the ambition of the new Women in Logistics consortium (WIL). This consortium aims to promote more gender diversity and inclusion within the traditionally male-dominated logistics sector. This initiative is led by Dow and H.Essers and supported by industry associations ECTA and Cefic. Six other key players – Den Hartogh, Bertschi, Suttons Tankers, LyondellBasell, Eastman and Covestro – are joining the initiative.**

The WIL consortium is committed to driving meaningful change and fostering a more inclusive and diverse logistics industry landscape through collaboration rather than competition.

### Promoting a better gender balance

Despite gradual improvements, the gender imbalance in logistics remains high. Women, for example, make up only 6% or less of the truck driver population in Europe. To create a balanced and efficient workforce, it is essential to close this gap, especially during times of driver shortages. Research has consistently shown that diverse teams drive better performance and better business outcomes. However, operational and managerial positions in logistics are still predominantly held by men, underlining the need for targeted action to promote gender balance.

Achieving gender equality in the workforce could have a significant impact on the global economy, potentially adding \$28 trillion, or 26 percent, to annual global GDP by 2025. The International Labour Organization analyzed diversity management in 13,000 companies in 70 countries and concluded that more diverse companies perform better in terms of talent acquisition and retention, creativity, innovation and revenue. BlackRock's analysis of 1,500 MSCI companies over the past decade also showed that companies with the most diverse workforces outperformed their less diverse peers by 29 percent per year in terms of return on capital (RoA) between 2013 and 2022. Yet, bridging the gender gap globally is expected to take 131 years, according to the World Economic Forum. While these numbers provide a general overview, the challenge is even greater

in the logistics sector. These statistics spur the founders to create a unique initiative and join forces that transcend the competition.

#### **A real-life example of collaboration**

The WIL consortium, which is based on top-down data-driven awareness, aims to become an inspiring platform for business action plans and aims to drive engagement by optimizing the conditions that promote diversity while creating an inclusive and thriving logistics ecosystem. The collaboration between the 10 parties in this consortium is unique within the sector. It is an exemplary model of co-opetition: collaboration over competition. The joint efforts of these 10 organisations transcend competitive barriers and are illustrative of the importance of diverse perspectives and backgrounds.



Cathy Budd, Dow's CPO and Purchasing Vice President emphasized that "Women in Logistics' mission is to bridge the gender gap by building an inclusive ecosystem that overcomes stereotypes and gender bias. Instead of launching a single initiative, the group has decided to join forces with several players in the sector." Hilde Essers, Chairwoman of the Board of Directors of H.Essers added that "by pooling resources and efforts, a greater impact can be achieved. Achieving a more balanced gender representation benefits everyone, and it all starts with this consortium."

#### **From ambition to impact**

The consortium will initially focus on the European chemical logistics sector, drawing on the expertise of its 10 board members and addressing sector-specific needs such as compliance, safety and sustainability through increased gender diversity. To provide a concrete roadmap, the WIL consortium has chosen to focus efforts on three key target groups: drivers, operators and executives. The consortium will develop a platform to raise awareness, encourage leadership, share best practices, inspire the logistics community, advocate for advancing tools, and increase collective influence for these key audiences.

The Women in Logistics consortium is dedicated to advancing gender equality and women's empowerment at all levels of the logistics industry through collaborative efforts, targeted actions, and continuous stakeholder management.