POURE
Crowd sourced transportation, or ride sharing, is a growing business trend particularly on the west coast. This concept is in the growth stage as the feasibility and viability of ride sharing are still being explored but has major implications on costs and social sustainability. The purpose of this project is to determine if the same concept and similar programs can be applied to supply chains, potentially providing opportunities for consumers to come together. Walmart’s proposed concept would allow in store customers to deliver packages for online customers on their route home in exchange for some sort of small compensation. The objective is to determine if the opportunities for consumers to participate in such a concept and specifying how this program may help reduce emissions and promote social and economic benefits and individual. It will require asking with consumers to assess the likelihood that consumers would participate in delivering packages to other customers. This concept would be particularly relevant for the west coast as certain businesses in that area have already demonstrated the potential for this type of cooperation.

SUSTAINABILITY (cont.)
Social Systems: As much as anything, this project can tell us a lot about our potential to practice social sustainability. Although this program would not likely result in the promotion of a certain environmental benefit, it could promote a certain level of productivity of people in the same community to contribute to the supply chain of the goods they consume through market means. If people are willing to deliver materials and goods in businesses or other customers for a small fee, then it promotes a sustainable social system in which people are feeding into the systems of other consumers.

Built Systems: Since transportation systems are considered a part of built systems, this concept directly correlates with the structuring and components of the supply chain. Crowd sourcing the supply chain can provide a whole new dimension to the transportation infrastructure of those businesses that could have sustainability implications which may take time to prove stable but can have benefits that keep supply chains running more efficiently.

Managed Systems: The relevance of green supply chains to the sustainability of managed systems seems to be strongest of the four links. As a major component of any business’ operations, the supply chain requires extensive management. This means utilizing sustainable management practices that allow for secure and effective delivery by other business or customers. Developing, operating, and managing such a system requires an effective management structure and potentially a special business unit. This means having the know-how of creating a mobile network and making sure it is applied effectively, safely, and profitably.

INTRODUCTION
The concept of crowd sourcing has been around for years in business as the process of using information obtained from other businesses, firms, consumers, or even other industries to apply to innovation or problem solving. Businesses, especially those with economics of scale, are looking to further increase their supply chain efficiency and tap on the learning of innovative ideas. Crowd sourced supply chain not only can reduce costs and emissions but may help enhance customer loyalty by making them a part of the process as essentially freelance employees. Most businesses already use strategy to consolidate vehicles and routes in their supply chain in order to reduce costs of transportation, especially on LTL (less than truckload) deliveries. Yet few, if any, have integrated the mobility of their own customers. There is also a current trend of companies that are part of the “sharing economy” whereby people share their resources for mutual benefit. This concept is being practiced by businesses, especially those with economies of scale, looking to further enhance customer loyalty by making them a part of the process and to prove stable but can have benefits that keep supply chains running more efficiently.

METHODS
The research in this project will be purely quantitative to determine reactions and receptiveness to the idea of delivering for other customers or receiving from other customers. From this research we will arrive at what percent the idea of having customers delivering for other customers seems to be more or less popular. We will examine drivers and other factors that will consist of interviewing various consumers in order to gain insight as to what sort of obstacles are to be expected and what factors would drive shoppers to participate in a delivery program. Some participants were in interview in order for depth of discussion and next exploratory conversation while others submitted responses to the same questions via email for the purpose of increasing sample size. We receive some qualitative data from these participants by phone.

All providing a basic overview of the research and acquiring some basic information on the interviews, the following interview questions were used consistently throughout the interviews with various probes and discussion made between interviewers. The interview questions were used:

• “Interviewees were then shown the article about potential Walmart delivery program to customer delivery service. Would you consider participating in this program?”
• “Why or why not would you consider engaging in this program?”
• “What are your motivations for participating in this program?”
• “What would prevent you from participating?”
• “What kind of products would you allow to be delivered this way?”
• “Would you feel safe delivering/accepting small packages to others in your area?”
• “How do environmental concerns affect your consumption and energy use decisions?”
• “What are some natural things cause you to be loyal to a company?”
• “Do you feel that corporations have a responsibility to the environment?”
• “To their customers?”
• “What are some environmental concerns that you have?”

The responses were examined to find various characteristics and concerns that the consumers shared regarding a customer to customer delivery service.

RESULTS (cont.)
Figure 1. Factors Cited As Motivation For Participating

Those that said they would likely participate often suggested that they would only allow certain products to be delivered by another customer which typically included electronics or electronic devices such as items such as personal use products or books. The majority of respondents said that they do most of their shopping in store as opposed to online.

The following graph indicates how the respondents take environmental concerns into consideration in their daily consumption and energy use habits.

Figure 3. How do environmental concerns affect your consumption and energy use habits?

APPLICATION
From the research we propose that Walmart or any interested companies include the following aspects to enhance the accessibility and motivation for corporations to look to this process to consider in their own program. Simple application. The program should be easy for users to operate whether it is through a mobile app or in store kiosk that allows users to search for recipients and in their area and pick up a prepared package to be delivered to a card residence address.

Fair compensation. In order to incentivize users, the company should provide compensation for the service rendered, whether it be in the form of incentives, discounts, or other.

The program should allow for a fuel estimation and proper delivery of the delivery of the products ordered. This will save on fuel and emissions. In order to address the inherent security concern for delivering and for receiving from strangers, users should be registered in the program by the company which will be done. Users should be also subject to a rating system by which users can rate the reliability, timeliness, and accuracy of the delivery. They can also express how they feel corporations should be responsible. Responsible corporations would not be incentivized to deliver packages or incentivized to deliver packages to people who seem to have a high risk for delivering.

Figure 4. You feel that corporations have a responsibility to the environment?

There were also a few other comments made in some of the interviews that could provide quality insight and considerations that will be included in the analysis and application sections.

ANALYSIS (cont.)
Although 6 of the 15 said they likely would participate and 9 said they likely wouldn’t, their receptivity was always dependent on a variety of factors concerning how well it would be in a controlled and safe manner. Therefore those that were skeptical could become users through the implementation of various programs proven simply through customer education. The primary motivation they received wasn’t the receiving of some sort of discount or compensation for their time, the convenience of having someone near you deliver your goods and your own, and some other incentives including the potential for the win-win scenario for you and their neighbors. The majority of concerns stemmed from whether it perceived the program to be safe, secure, and that their respondents were very hesitant toward the idea of having strangers arriving at their residence, and from the other perspective not wanting to be forced to do it. Few mentioned concerns were related to the terms of the program. Respondents were also not convinced that their program would always be delivered within a certain time frame.

The majority of interviewees expressed their belief in the responsibility of corporations to both the environment and their customers. Yet it seems that it is instinctive to respond to this way in today’s world which is experiencing rapid movement and the amount of exposure that corporations get and the resulting scrutiny they undergo. The current stigma seems to be that yes, of course large, mass producing and supplying corporations should have a responsibility to the environment they use but not all consumers really know what this means or the extent to which to feel corporations should be responsible. Again this needs to be addressed through consumer education of current issues and benefits of corporate efforts on the environment as well as costs incurred by corporations to be environmentally responsible.

The fact that many of the interviewees seemed skeptical to the idea is somewhat discouraging, but at the same time many of their concerns can be addressed through simple program adjustments as well as customer education.