

«GREEN» LOGISTICS

Stankevich E.S., student
Kaspirovich A.O., student
Scientific supervisor – Slesaryonok E.V. senior lecturer
English language department №1
Belarusian National University of Technology
Minsk, Republic of Belarus

Ecology is facing serious challenges, including climate change due to the growth of greenhouse gases and the pollution of water, air and soil with waste and chemicals. Logistics is a science about storage, management.

Transport companies affect nature as follows:

- 1) The machines pollute the air with emissions.
- 2) Noise and vibration from transport disturb the natural environment.
- 3) Oils and other waste from machines can get into the soil and water.
- 4) Old things and packaging can be thrown away, staying in nature for a long time.

As people face the effects of climate change every day through news and social media, they are beginning to shift their preferences in favor of companies that are actively and consistently working towards a sustainable future.

The development of sustainable logistics is a significant step towards a more sustainable and clean world. The importance of green logistics is growing steadily. In today's business environment, more and more companies understand the importance of reducing their impact on the environment. 'Green' logistics focuses on optimising all processes related to the transport and storage of goods, with the aim of minimising pollution and resource consumption.

One of the key aspects is the use of environmentally friendly vehicles. Green vehicles play a key role in "green" logistics. Electric vehicles completely eliminate CO₂ emissions, reducing air pollution and operating costs. Hybrid cars, by combining electric and gasoline engines, help reduce fuel consumption.

Hydrogen cars emit only water vapour and have a large range. Biofuels made from organic materials also reduce emissions.

Companies are actively using drones and electric trucks, which increases efficiency and reduces carbon footprint. Switching to such vehicles improves the environmental situation and saves money, which attracts consumers.

Another important area is the optimization of delivery routes. The application of a number of current highly advanced technologies those including geo-location and transport management system can facilitate travel time. Such kind of optimization subsequently can also lead to reducing of fuel consumption and emissions of harmful substances into the atmosphere.

It also should be underlined that 'green' logistics touches upon the issues of recycling the used package and covers the question of applying environmentally friendly materials that might be specially produced. The urgent agenda of using plastic in packaging, searching the adequate solutions to transfer to biodegradable or recyclable alternatives is of special concern to a vast majority of companies nowadays.

Of likewise significance is highly motivated staff and the continuous process of education. To achieve the desired outcome, HR departments conduct training sessions and topical seminars to enhance staff understanding of sustainable development and make them see the advantages of integrating 'green' throughout the all levels of organizational activity.

Consumer awareness also plays a vital role in upgrading and sustaining the image of the company, because the opinion of the conscious consumer about the company is supported by the policy concerning "green" practice.

In conclusion, it should be particularly stressed that the idea of being 'green' does not only concern issues of proper choice of packaging and choosing an appropriate means of transportation. It also cares about issues of saving electrical energy at working places such as offices and warehouses.

In order to reduce the consumption of electricity companies might mount solar panels or apply energy-saving lightning lamps. But also consider a number of more appropriate options.

References

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