

PROBLEMS OF GREEN LOGISTICS

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Environmental logistics for the company means taking into account environmental criteria in logistics and transport activities. The ecological approach to logistics process management extends to the entire product lifecycle. From the extraction of raw materials to the stages of processing, storage, transportation, market launch, use, and destruction at the end of the service life. Environmental logistics leads to the use of environmentally friendly raw materials, renewable energy sources, recyclable materials in production, reduction of pollution and gas emissions, modern processing of information flows, maintenance of returned or expired goods (less waste and more recycling). However, what problems does green logistics face when developing the environmental policy itself?

Currently, no effective or cost-effective solutions have been found to reduce our dependence on fossil fuels used in freight transport. Online order delivery has especially increased vehicle traffic in big cities. To meet the expectations of a modern customer and cope with the heterogeneity of orders, vehicles move half-empty. This concept of urban traffic «last mile» does not allow the full use of the car's load capacity and at the same time increases environmental pollution because of a large number of vehicles.

One more problem is the lack of logistics in the mind of a consumer whose behavior contradicts with environmental friendliness. When the consumer completes an order, they do not think about the logistics flows that are hidden behind it. For example, the requirement of a round-the-clock delivery makes it difficult to optimize traffic flows, as well as the introduction of environmentally friendly logistics. Regardless of whether the company performs its logistics operations internally or outsources them, low tariffs and margins do not always make it possible to invest in its own infrastructure, automate its processes or purchase a more efficient vehicle for a more environmentally friendly approach which requires significant investments.