

## **APPLICATION OF ECO-TECHNOLOGIES IN LOGISTICS**

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Processes in the logistics sector occupy the main place in the activities of every enterprise operating in the global economy. At present, a set of problems of improving environmental protection measures is a rather urgent issue, as the processes of globalization of the world economy are deepening. Every year, buyers become better aware of the impact on the environment, thereby increasing their knowledge in the field of environmental literacy and awareness. This is what causes interest in the introduction of environmental processes in logistics operations by companies. As a result, eco-logistics is one of the promising areas for improving the supply chain management industry.

Eco-logistics is an activity that uses the application of new principles and technologies in logistics, and is also a more ecofriendly transport system. The impact of transport emissions adversely affects the environment, so the main mission of "green logistics" is to reduce the wastes of transport activities. "Green" technologies include progressive solutions for the processing and recycling of materials, wastewater treatment, energy saving and environmental protection. However, the problem is that many people do not care about environmental protection and rational use of natural resources, and also the government does not have sufficient incentives for the population to use environmental strategies. Environmental technologies mostly increase the cost of logistics services, so this is not very common [1].

One of the examples of companies actively involved in using "green" technologies is DHL, an express delivery company. They use a program

GoGreen that counts the amount of carbon dioxide emitted during cargo transportation. A certain percent of the client's payment goes to climate protection worldwide

In Germany, the Eco Plus project is used. Within the framework of this project, a method of transporting goods without carbon dioxide emissions was introduced by rail. According to him, the company uses electricity for its trains, which is obtained from renewable energy sources due to additional charges from customers whose cars are transported, for example, by the automaker Audi.

Hundreds of cars with a hybrid engine, which are available in the range of the UPS express delivery Company, consume much fewer gallons of fuel compared to cars with internal combustion engines. This means that environmental pollution is reduced.

Numerous regulations that aim to limit the carbon emissions of transport have been applied around the world. Carbon standards and the promotion of "carbon transparency" will be one of the main areas of activity in any industry.

Introduction and active application of eco-logistics strategies and principles can definitely have good results on improving the environmental situation locally and around the world. Thus, they need to become important requirements for maintaining competitiveness.

## **References**

1. Применение эко-технологий в управлении цепями поставок. [Electronic resource]. – Mode of access: <https://moluch.ru/archive/133/37155/>. – Date of access: 28.03.2023.