



# THE DEVELOPMENT OF GREEN LOGISTICS FOR IMPLEMENTATION SUSTAINABLE DEVELOPMENT STRATEGY IN COMPANIES

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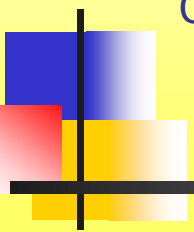
Oksana Seroka-Stolka *Ph.D.*

*assistant professor*

*Czestochowa University of Technology, Faculty of Management*

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Environmental issues have become critical concerns all over the world.  
Organizations are constantly under pressure to develop environmentally responsible  
and friendly operations.

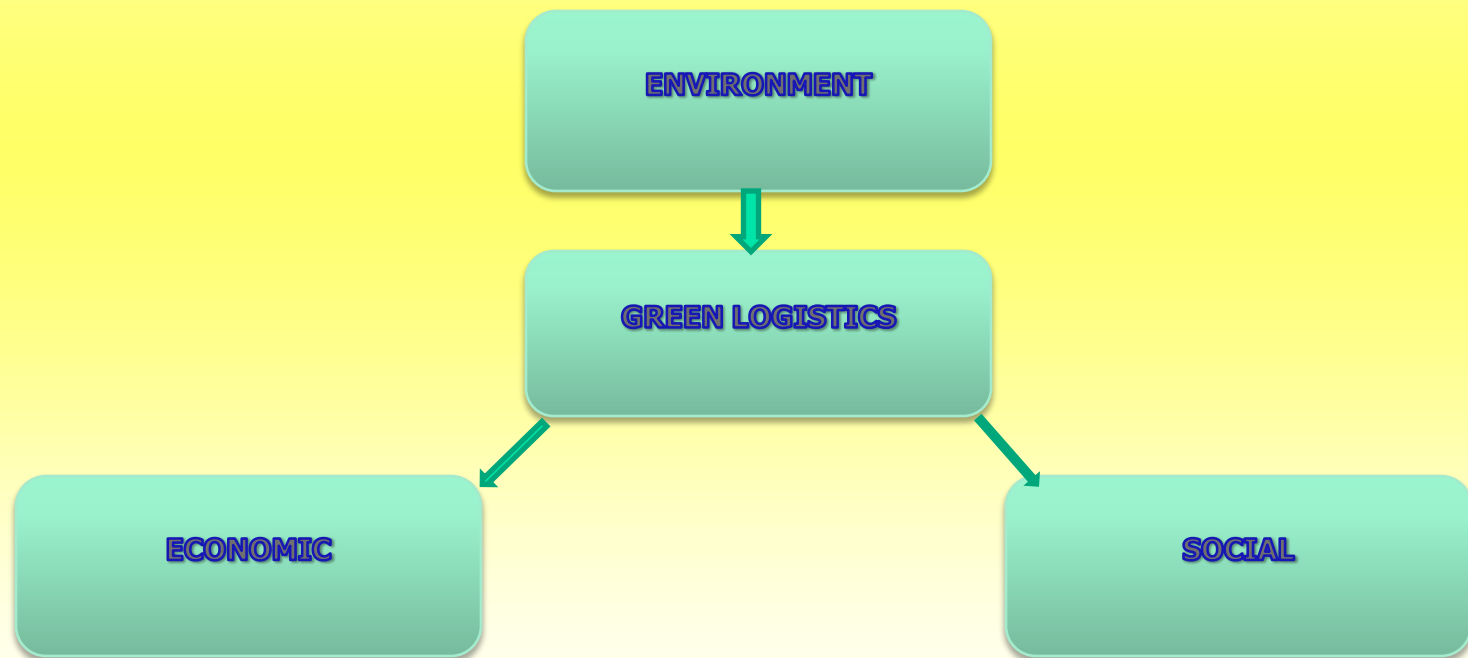


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## Green logistics and Sustainable Development

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The three pillars of SD can be applied to green logistics:





# Green logistics

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From the sustainable development of view, green logistics can be defined as: “producing and distributing goods in a sustainable way, taking account of environmental and social factors” (Sibihi & Eglese, 2009). This broad definition of green logistics is in line with the WCED (1987) definition of sustainable development and definitions of corporate responsibility (Lyon & Maxwell, 2008).



# Green Logistics

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- Green Logistics" - the term containing costs, yet do not appear on financial reports and on the environment and society. The term "green logistics" is defined as supply chain management practices and strategies that reduce the environmental and energy footprint of freight distribution, which focuses on material handling, waste management, packaging and transport (Rodrigue and etc, 2012).
- Green logistics consists of all activities related to the eco-efficient management of the forward and reverse flows of products and information between the point of origin and the point of consumption whose purpose is to meet or exceed customer demand. Lee and Klassen (2008) describe green logistics as Green Supply Chain Management that can be defined as a organizations activity taking into account environmental issues and integrating it into supply chain management in order to change the environmental performance of suppliers and customers.

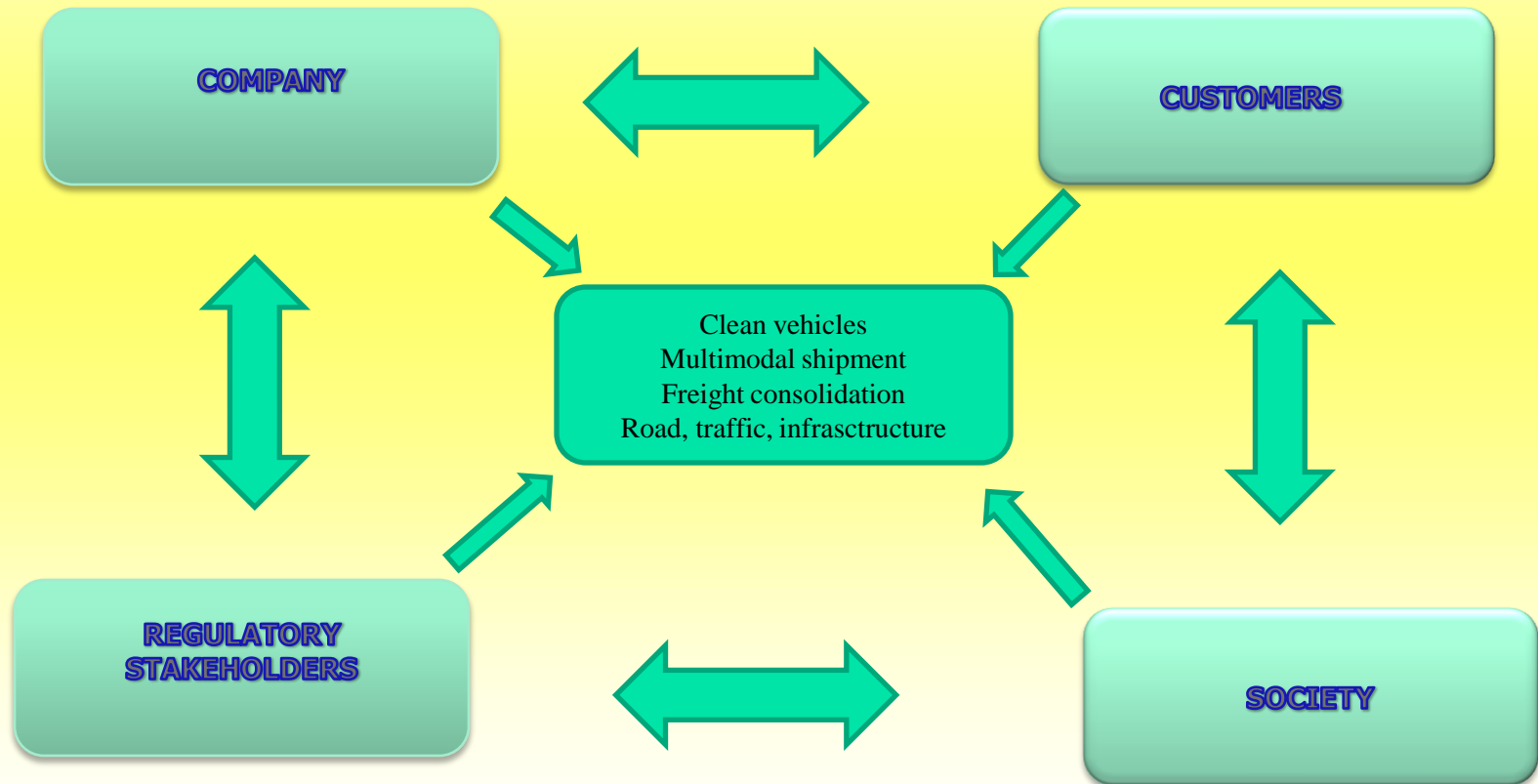


*Green logistics and reverse logistics*

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*what are the differences?*

*General factors affecting green logistics from a wide perspective*





## Determinant factors of green logistics at a corporate level

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Generally, we can distinguish external and internal factors of environmental practices (Murillo-Luna J. L., Garcés-Ayerbe C. & Rivera-Torres 2011). Stakeholder pressure, environmental regulations, company size, industrial sector and geographical location, internationalization, position in the value chain, strategic attitude, managerial attitudes and motivations, manager's characteristics and human resources are relevant environmental and organizational variables frequently appeared in related research (Gonzalez - Benito J. & Gonzalez Benito O. 2006).





## Determinant factors of green logistics at a corporate level

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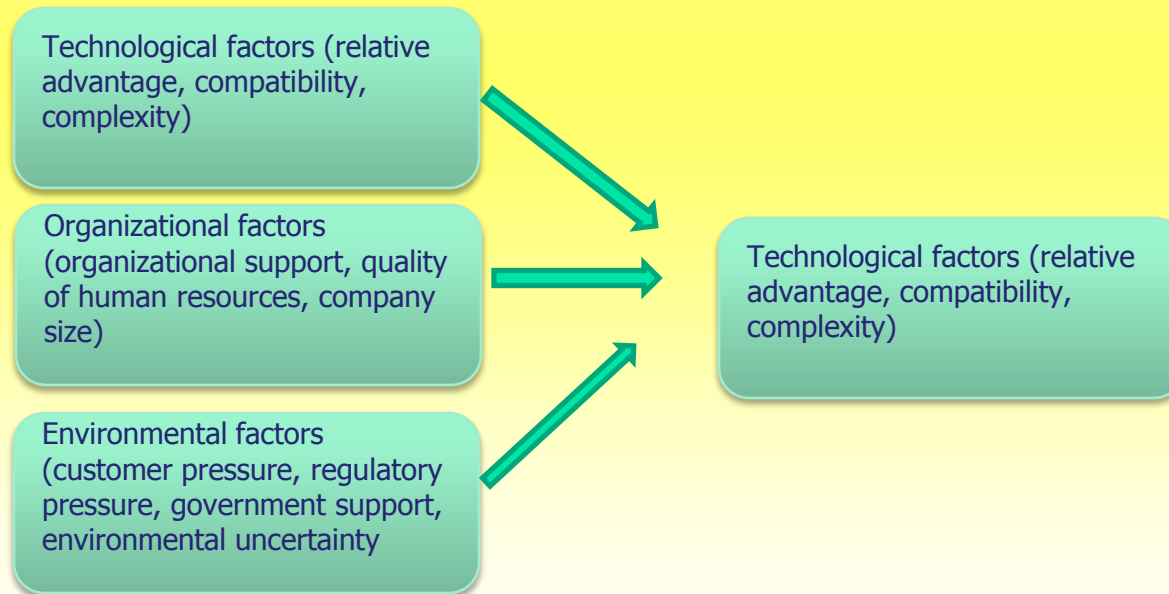
Among many factors some of them can be barriers of green practices.

Chan (2008) identifies six types of barriers which are negatively related to environmental behavior:

- 1) lack of know-how and skills,
- 2) lack of professional advice,
- 3) uncertainty of outcome,
- 4) participation of certifiers/verifiers,
- 5) lack of resources and
- 6) implementation and maintenance costs.

## Determinant factors of green logistics at a corporate level

Key factors of *green management practices in logistics industry according to Lin, C.Y., & Ho, Y.H., (2010):*





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**THANK YOU FOR YOUR ATTENTION!**