UDC 338

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THE DEVELOPMENT OF ECOLOGISTICS -
THE EXAMPLES OF GOOD PRACTICE

Reverse logistics concerns effective and efficient waste management («unwanted» goods). Therefore, systems of effective storage and collection of used goods (waste) are created as well as systems of sorting, processing (e.g. recycling) or recovery (e.g., raw materials, energy, gas). Thus, the reverse logistics deals with the flow of waste and the information connected with those flows (more [1, p.201]). Its objective is to integrate those flows in time and space in order to obtain economic and environmental aims though the flow cost optimization.

Logistic operations at different stages:

1) Eco-logistics in production:
- excess raw material used for production,
- intermediate products, products falling to conform quality standards,
- superfluous raw material,
- defective product,
- production residues,
- side effect;

2) Eco-logistics in distribution:
- safety product recall,

●reruns of deliveries incompatible with orders, damaged goods, goods with short expiry date, unsold goods, which a retailer was entitled to return to the manufacturer,

- expired goods,
- redistribution of seasonal goods between warehouses and shops,
- return of packaging and loading units;

3) Eco-logistics of a customer:
- returns of goods due to a decision change,
- returns due to guarantee and warranty,

●return to a service point in a situation connected with a faulty operation of a product, returns connected with the end of the period of usage of goods,

- post-leasing goods, reusable packaging (e.g. bottles),
- goods at secondary market (e.g. books, clothes),
- returns connected with economic or physical tear and wear of a product.

The examples of applying good practices in logistics in enterprises:

1) SONY company:

Sony divides a life cycle of a product into six stages, each of them having a particular aim of achieving a zero ecological footprint till 2050.

Figure 1. Ecological stages of a life cycle of a product

Source: [1].

Ecologist operations of Sony comprise such activities as the decrease of the usage of raw materials

in the production of their goods, through the following processes:

- the decrease of the size of products by 30%,
- reducing the weight of the products by 16%,
- the usage of 99% of secondary raw materials such as recycled plastic - – SORPLAS™ (**S**ustainable**O**riented**R**ecycled**Plas**tic).

Figure 2. Sony`s Recycled Plastic

2) Coca Colacompany:

- Coca Cola implements eco-logistic activities comprising the nature conservation and the decrease of during packaging production cost. The company manufactured bottles which are totally recycled.

- PlantBottle (fig. 3) are made of completely recycled PET plastic obtained in 30% of the materials of plant origin. This reduces the usage of oil for the production of bottles. These are environment-friendly bottles.

Figure 3. PlantBottle

Source: [2].

3) H&M company:

H&M company strategy are such eco-logistic activities which consist in collecting

unnecessary things. This procedure is as follows:

- collection at all brick and mortar shops -no matter what make or condition,
- placing a container at sales points,
- granting the customer a discount voucher,
- depending on the condition of a product, it is either recycled or sent to second-hand clothes shops,
- co-operation with suppliers and stakeholders in order to maximize the efficiency of the process of returning goods,
- investment into IT innovations.

References

1. Jaworski J., Mytlewski A., Funkcjonowanie systemów logistycznych, - Warszawa: CeDeWu Sp. z o.o., 2013, -p. 201.
2. www.coca-cola.com
3. www.sony.com

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EWOLUCJA MYŚLENIA O PRZEDSIĘBIORSTWIE

Określenie podstawowego pojęcia w systemie gospodarczym jakim jest przedsiębiorstwo przysparza wiele problemów. W zależności jaki aspekt przedsiębiorstwa jest akcentowany (zasoby, ludzie, relacje, efektywność itd.) inaczej