

# Countermeasures for Implementing Green Logistics Management under the Low-Carbon Economic Environment

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**Abstract:** In order to study the countermeasures for implementing green logistics management in the low-carbon economic environment, this paper, taking the significance of implementing green logistics management as the starting point, analyzes the deficiencies such as the lack of low-carbon concept and the unreasonable distribution of benefits in the process of implementing green logistics management at the current stage, and proposes to take policy measures, achieve integrated management and other solutions to provide reference for relevant personnel.

## 1. Introduction

In recent years, with the deepening of the concept of green environmental protection, as a link connecting various parts of the national economy, the logistics industry is also advocating the implementation of green logistics management. However, since logistics includes the transportation, distribution, warehousing, packaging, circulation and processing of goods, each link will generate a large amount of energy consumption, which will affect the implementation of green logistics management in the entire logistics industry. Based on this, when implementing green logistics management, relevant personnel should clarify the current development problems of green logistics management, and optimize it according to the actual situation of the unit.

## 2. Significance of Implementing Green Logistics Management in a Low-Carbon Economy

### 2.1 Meet the Environmental Requirements of the New Era

The green logistics management meets the environmental requirements proposed in the new era<sup>[1]</sup>. Green logistics refers to the process of making full use of logistics resources, adopting advanced logistics technology, reasonably planning and implementing logistics activities such as transportation, storage and handling, and reducing the impact of logistics on the environment. Through green logistics, the logistics resources have been fully utilized, and the logistics system has been updated to create a logistics management system more in line with the environmental requirements of the new era. Through green transportation, green storage, green packaging and other contents, the damage to the environment caused by logistics activities can be effectively reduced, and the waste of resources can be reduced.

### 2.2 Help to Enhance Competitiveness

Green logistics management is conducive to enhancing the comprehensive competitiveness of the logistics industry<sup>[2]</sup>. From the perspective of management, green logistics is a process of green economic management activities to achieve customer satisfaction, link green demand entities and green supply entities, and overcome effective and rapid green goods and services in space and time. Through the implementation of green logistics management, it is necessary to implement the theory of sustainable development, integrate existing resources and achieve resource allocation, which can effectively improve the utilization of resources of enterprises, and then achieve greater economic benefits for enterprises. In addition, green logistics management can improve the overall level of the logistics industry, make it in line with the international market, and then promote the overall

development of the logistics industry and improve competitiveness.

### **2.3 Help to Optimize the Management Effect**

The implementation of green logistics management is conducive to optimizing the management effect<sup>[3]</sup>. In green logistics management, relevant personnel need to make reasonable layout and planning for the transportation route of green transportation first, which can effectively improve the quality of green transportation, shorten the transportation route, and achieve energy conservation and emission reduction. In addition, green logistics has carried out detailed analysis and research on the objectives, actors, scope of activities, etc., which can make different management plans based on their different characteristics, thus improving the overall management effect of the logistics industry and promoting the development of the logistics industry.

## **3. Current Situation of Implementing Green Logistics Management under the Low-Carbon Economic Environment**

### **3.1 Insufficient Low-Carbon Concept**

At this stage, there is a lack of low-carbon concept in the logistics industry<sup>[4]</sup>. In the actual implementation of green logistics management, some logistics enterprises lack the correct understanding of the low-carbon concept, so they do not attach importance to the implementation of green logistics management, resulting in poor implementation effect of green logistics management. On the one hand, some enterprises pay more attention to economic benefits, but green logistics management needs a lot of capital investment in the early stage, and the capital recovery is slow, which affects the implementation of green logistics management of logistics enterprises. On the other hand, the logistics industry was dominated by extensive development in the early stage, so its management scope was wide, and there were many contents that needed to be adjusted. However, the development of green logistics management concept is late, so the implementation period is long.

### **3.2 Unreasonable Benefit Distribution**

At this stage, the logistics industry has the problem of unreasonable benefit distribution mechanism<sup>[5]</sup>. There are many links designed in the logistics industry, and there are many interests involved in each link of a commodity from packaging to transportation to distribution, so the problem of interest distribution in the logistics industry is more serious. In the green logistics management, it mainly involves five contents, including intensive resources, green transportation, green warehousing, green packaging and waste logistics. Each process involves the distribution and utilization of resources, the distribution of interests and other contents, so there are certain coordination contradictions between logistics enterprises. If the contradiction can't be coordinated, it will lead to the rupture of the supply chain in the logistics industry, and the failure of cooperation between enterprises, which will affect the use of resources in the logistics link, and is not conducive to the overall development of the logistics industry.

### **3.3 Insufficient Technical Level**

Green logistics management needs the support of information technology, but at this stage, the technical level of some enterprises is insufficient, which affects the implementation of green logistics management<sup>[6]</sup>. Green logistics management involves green circulation processing, green packaging and other contents. This content requires enterprises to use information technology to collect, sort out and use relevant information, so it needs to rely on a certain level of information technology. However, at this stage, some logistics enterprises still use traditional logistics work mode, resulting in insufficient use of information technology. In addition, information technology needs to rely on a certain amount of basic information construction, but some logistics enterprises are small in scale and do not have enough funds for information infrastructure construction, which further affects the use of information technology in logistics enterprises, resulting in poor green logistics management.

## **4. Countermeasures for Implementing Green Logistics Management under the Low-Carbon Economic Environment**

### **4.1 Take Policy Measures**

When implementing green logistics management, relevant departments need to support and take policy measures to promote the construction of an environment-friendly society<sup>[7]</sup>. Green logistics is an important part of the sustainable development of today's society. Therefore, relevant departments need to formulate relevant laws and regulations on green logistics to promote the implementation of green logistics management. First of all, set up certain laws and regulations on the sources of pollution, transportation and other related links in the logistics industry to ensure the implementation of green transportation and improve the level of green transportation. Secondly, relevant personnel can set up economic development zones according to the economic conditions of various regions, and give certain support to green logistics enterprises in the region to enable them to have certain competitive strength. In addition, it is essential to strengthen the improvement of laws and regulations on the environmental development of the logistics industry, and logistics enterprises are required to make reasonable planning for logistics transportation, thus improving the level of logistics management.

### **4.2 Implement Integrated Management**

When implementing green logistics management, logistics enterprises should implement green logistics integration management. First of all, when packaging, green logistics enterprises should follow the relevant content of green packaging management, use green packaging materials, ensure the safety of packaging and achieve green environmental protection, and improve the economic benefits of enterprises. Secondly, in the transportation process, green logistics enterprises should follow the relevant content of green transportation management, reasonably plan the transportation route and other relevant content, shorten the transportation route, reduce the pollution emissions of vehicles in the transportation process, and reduce the impact of the transportation process on the environment. In addition, in the warehousing process, green logistics enterprises should follow the relevant content of green warehousing management to ensure that logistics can reasonably use all kinds of resources in the storage process and improve resource utilization.

### **4.3 Strengthen the Concept of Green Logistics**

When implementing green logistics management, logistics enterprises should strengthen the concept of green logistics and clarify the connotation of the concept of green logistics. In the actual implementation process, first of all, green logistics enterprises should attach importance to the publicity of green logistics management concept, help the green logistics management concept into the logistics industry, improve the logistics industry's understanding of green logistics management concept, and clarify its development connotation. Secondly, the managers of green logistics enterprises need to go to the grass-roots level to enhance their awareness of the concept of green logistics and enhance their work enthusiasm. In addition, green logistics enterprises should provide certain financial support for green logistics management, improve information infrastructure construction, provide relevant theoretical knowledge and supporting practical activities for staff in logistics enterprises, improve staff's ability to solve problems through practice, change staff's thinking, and promote the implementation of green ideas.

### **4.4 Attach Importance to Talent Training**

When implementing green logistics management, logistics enterprises should attach importance to personnel training, improve the overall work quality of staff, and then improve the work quality of green logistics industry to promote the development of logistics industry. First of all, logistics enterprises should regularly carry out a series of training, including but not limited to the concept of green logistics, green transport related theoretical knowledge, green logistics related laws and regulations, etc. The systematic theoretical knowledge can help staff to identify the key points of each link of green logistics, and then help staff to improve work efficiency. Secondly, in addition to

theoretical knowledge, logistics enterprises should also attach importance to the training of the practical ability of staff. Logistics enterprises should develop a sound supervision and management, performance appraisal mechanism, timely and accurately grasp the work progress and work status of staff, and connect it with the performance appraisal of staff. Through a certain evaluation, reward and punishment system, the enthusiasm of staff can be improved and their enthusiasm for work can be stimulated. In addition, logistics enterprises should attach importance to the introduction of sophisticated and comprehensive talents, absorb fresh blood for enterprises through certain recruitment mechanisms, and provide comprehensive talents with certain development space and perfect training platform to improve talent attraction and avoid brain drain.

## **5. Conclusion**

With the development of economy, people's concept of environmental protection has been constantly improved. While providing convenience to people, logistics enterprises have also caused certain damage to resources and environment. Therefore, people put forward green logistics management to promote the healthy and sustainable development of the logistics industry and improve the concept of green environmental protection in the logistics industry. Based on this, relevant personnel in the logistics industry need to make clear the practical significance of the implementation of green logistics management, and combine the problems existing in the logistics management at this stage to change the concept and cultivate talents, so as to improve the quality of green logistics management in the logistics industry and promote the overall development of the logistics industry.

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