

# Research on the Development and Countermeasures of Green Logistics in Enterprises

-- Taking Packaging as an Example

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**Abstract:** With the increasing attention paid by the country to the impact of logistics activities on the environment, green logistics is an important foundation for achieving sustainable development, and packaging is an important link in logistics, which plays a significant role and significance in logistics activities. This article studies the development of green logistics packaging in enterprises. It not only identifies the problems that exist in green logistics packaging, but also improves the greening of logistics packaging processes, reduces the time and environmental impacts caused by unreasonable packaging processes, and contributes to the long-term development of green logistics in enterprises.

**Keywords:** Green Logistics, Green Packaging, Enterprise Logistics.

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## 1. Introduction

With the improvement of the country's comprehensive strength, residents' pursuit and longing for a better life have become more diverse. With the continuous improvement of residents' demand, China's science and technology have achieved rapid development, and enterprise products have become more diversified, while also driving the progress of the logistics industry. At present, the logistics industry has become an important industry in China. In this environment, green logistics has received widespread attention as soon as it was proposed. Enterprises use green management concepts and advanced logistics technology to minimize the pollution caused by logistics to the ecological environment. Packaging is an important part of logistics, which plays a role in protecting products and facilitating transportation. Unreasonable packaging will affect logistics efficiency and to some extent, affect the ecological environment. Nowadays, the logistics industry in China is developing rapidly, and the problems related to packaging frequently occur, such as Overpackaging, the use of non degradable materials for packaging, and the selection of inferior packaging materials to reduce costs. These phenomena, while affecting the ecological environment, also violate the concept of green logistics and the requirements of national ecological civilization construction.

## 2. Development Status of Green Logistics Packaging in Enterprises

The construction of ecological civilization has been incorporated into the "Five in One" overall layout of the cause of socialism with Chinese characteristics. The central leadership pointed out that "the development of green, low-carbon and circular economy should be an important part of the construction of ecological civilization." In this environment, the national government began to re-examine the implementation of logistics activities. The government gradually realized that logistics activities should not be carried out at the expense of the environment, but only

standardized logistics activities, Only then can the sustainable development of the logistics industry be achieved. With the emergence of the concept of "green logistics", the government's awareness of green logistics has gradually increased, realizing that sustainable development should be achieved between logistics activities and environmental protection. Since the 1990s, the Chinese government has issued the Law on the Prevention and Control of Environmental Noise Pollution, the Food and Cosmetics Requirements for Restricting Overpackaging of Commodities, the Law of the China on the Prevention and Control of Environmental Pollution by Solid Wastes and other environmental protection laws and regulations regulating logistics activities.

There are a large number of enterprises in China, and depending on their scale, they usually have a logistics system that is suitable for their own development. Since the concept of "green logistics" was proposed, most enterprises have started to understand the concept, methods, and methods of green logistics, and apply them to the logistics process based on the actual situation of the enterprise. Packaging, as an important part of the logistics process, has received increasing attention from enterprises. Some enterprises began to implement the concept of green packaging, that is, using green materials for packaging, reasonable packaging, and rejecting Overpackaging. However, due to some enterprises not achieving true green packaging, the phenomenon of waste and pollutants generated by unreasonable packaging has always existed, and has had a significant impact on the environment. In 2020, the total amount of packaging waste in express delivery exceeded 10 million tons, including woven packaging bags, plastic packaging bags, wooden boxes, plastic tape, and buffering materials, which were mixed and discarded with other garbage after use, increasing the difficulty of recycling and the increasingly prominent impact on the environment.

Our people's awareness of ecological environment protection is weak, the distinction and definition of green food and green packaging is unclear, and the standard of Waste

sorting is not enough, which is not conducive to the recycling of follow-up resources. In addition, some consumers are not concerned enough about the concept of ecological protection and social responsibility, and excessively consider the price of products when shopping, without considering the impact of the purchased product packaging on future people and the environment; Although some consumers have environmental awareness and green consumption awareness, their ability to distinguish and purchase green packaging is also lacking. In fact, consumers do not attach enough importance to green consumption, which will to some extent increase the difficulty of developing green logistics packaging for Chinese enterprises.

### **3. Problems in Green Logistics Packaging for Enterprises**

(1) Lack of government support for green packaging policies

Green logistics originated from abroad and is an important component of achieving sustainable development. Although green logistics in China started relatively late, the scale and development speed of the logistics industry are relatively fast. Compared to other links in logistics activities, the development and popularization of green packaging in China is relatively slow. As the international community's requirements and standards for green packaging gradually increase, other types of enterprises in China have also begun to green the packaging process of logistics activities. However, the concept of green logistics was introduced to China relatively late, so compared to some developed countries, the support and encouragement policies for green packaging by the Chinese government are relatively incomplete, and there are fewer convenient conditions for promoting enterprises to adopt green packaging.

(2) Green packaging technology is relatively backward

It is understood that the packaging technology of Chinese enterprises is relatively backward, constrained by factors such as technology and economies of scale. Currently, the packaging technology used by Chinese enterprises includes shockproof protection technology, damage prevention protection technology, etc. The materials used are mostly non environmentally friendly green materials, which are in a backward stage compared to some developed countries. Some packaging equipment enterprises in developed countries have always been at the forefront of the logistics packaging industry due to their early start and common progress with the manufacturing industry. However, the backwardness of green packaging technology is not conducive to the development of green logistics packaging in enterprises. The backwardness of green packaging technology not only affects the efficiency of logistics packaging, but also causes resource waste, which goes against the requirements of sustainable development.

(3) Weak awareness of green environmental protection

In recent years, ecological issues such as environmental pollution have been increasingly valued, and some consumers have also begun to pay attention to the health and safety of the products they purchase. Therefore, some consumers in China are increasing their awareness of green environmental protection and their willingness to purchase green products is expanding. Although the concepts of green logistics and green packaging are being popularized in the lives of Chinese consumers, their awareness of green packaging is also

increasing to a certain extent. However, the concept of green awareness among consumers in second and third tier cities in China is relatively weak, and their ability to identify, select, and differentiate green packaging is relatively weak.

### **4. Countermeasures for the Development of Green Logistics Packaging in Enterprises**

(1) The government should provide support for green packaging

In the process of enterprise development and operation, the government often shoulders important missions. The government plays a role in macroeconomic regulation, guidance, and promotion in the process of enterprise operation. Therefore, to ensure the rational development of green packaging in enterprise logistics, the policy support provided by the government is an indispensable part. The government can formulate corresponding laws and regulations to encourage enterprises to carry out green packaging and ensure the orderly implementation of green logistics for enterprises. The government should also provide some support to enterprises engaged in green logistics packaging, such as financial subsidies and technical, information, and talent support, as effective support provided by the government can greatly promote the development of green packaging for enterprises. In addition, the government should severely crack down on enterprises that violate sustainable development requirements in their packaging process under the guise of green logistics packaging, in order to ensure the smooth and efficient implementation of green logistics packaging for enterprises.

(2) Emphasize the cultivation of green logistics professionals

In response to the phenomenon of backward logistics green packaging technology in Chinese enterprises, the support and guarantee of green logistics professionals are indispensable. Enterprises should attach importance to the cultivation of logistics professionals. On the one hand, enterprises can conduct professional training for their existing talents, such as regularly organizing professional training, learning advanced green logistics knowledge, drawing on specialized green logistics packaging technology, and adopting scientific and reasonable training methods to increase the training of green logistics related talents, thereby improving the level and ability of green logistics professionals, and providing a foundation for the development of green logistics packaging in enterprises. On the other hand, enterprises should strictly control recruitment conditions based on their own situation, introduce a certain number of high-level green logistics professionals by providing good treatment and promotion space, and learn from, introduce or independently develop advanced green packaging technology from some developed countries to improve the logistics packaging level and ability of enterprises, improve packaging efficiency, achieve true green packaging, and reduce green packaging costs.

(3) Enhancing public awareness of green environmental protection

There is a certain relationship between the formation of public awareness of green environmental protection and the development of enterprise green logistics. Fully popularizing the concept of green environmental protection to the public is a major prerequisite for the good development of enterprise

green logistics. On the one hand, national governments, enterprises, schools and other organizations should educate and popularize relevant knowledge on ecological environment protection, green consumption, and green living among the public. Relevant government departments and enterprises can organize green promotion activities in public places to help more consumers understand the significance of green logistics and green packaging, and enhance their green consumption concepts; Schools should promote the idea and responsibility of everyone to protect the environment to students, popularize environmental protection knowledge, introduce the standards and identification methods of green packaging products, and establish students' awareness of green environmental protection. On the other hand, relevant departments and units can use the organic combination of Old media and new media to publicize the relationship between ecological environmental protection and green packaging, so as to improve consumers' understanding of green packaging and enhance their awareness of green environmental protection.

## 5. Conclusion

Logistics started later in China than abroad, but its development speed is rapid. With the development of economic globalization and the overall requirements of ecological civilization construction, the country is paying more and more attention to the impact of logistics activities on the environment. Enterprises should constantly reflect on

the specific implementation of green logistics packaging activities, identify existing problems and countermeasures, and only in this way can they better achieve green packaging, meet the requirements of sustainable development, and make a contribution to the protection of the Earth's ecological environment.

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