

Analysis on Implementation Willingness of Green Logistics Development

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Abstract: In recent years, with the rapid development of e-commerce, China's logistics industry is also developing rapidly. However, the rapid development of China's logistics industry has caused more and more attention to the environmental damage. In the same time, China's green sustainable logistics development speed is not satisfactory. This paper will specifically analyze the willingness of logistics enterprises and governments to the current green sustainable development measures in the development process of green sustainable logistics and, during this process, point out the bottleneck of China's green logistics development. In order to provide reasonable suggestions for logistics enterprises and governments, so as to promote the green and sustainable development of China's logistics industry.

1. Introduction

Green sustainable logistics is a new concept put forward in the mid-1990s, but there is no unified definition at present. Brockhaus et al. maintain that the implementation of sustainability is enforced by powerful supply chain members, and the force that drives the existence of the industry can promote sustainable actions[1]. A study by Tate et al. discussed corporate social responsibility and its role in meeting the needs of stakeholders under the pressure of management institutions [2]. A research of Hazen et al. showed that some green supply chain management measures may not bring competitive advantages, hence enterprises need to consider other aspects, such as low price and competitive services [3]. Peterson pointed out that since we will never really know whether we have achieved sustainable development, we will continue to explore this issue and continue to focus on the profitability of medium-term and short-term measures[4]. Dawn found that companies with the highest sustainability recognition have low return on assets (ROA), and if they want to obtain the highest sustainable development performance evaluation, they need to invest a lot of resources and take a long-term view on the investment return of the enterprise[5].

The development of China's express delivery industry is closely related to the environment,

economy and stakeholders. Developing green and sustainable logistics is never at the expense of the economic interests of enterprises. Environmental protection and economic interests of enterprises are not a zero-sum game, but can achieve a win-win situation. However, it is difficult for China's logistics enterprises to take economic, social and environmental considerations into consideration in the actual operation process. When trade-off occurs, most of them take economic interests as the priority, and more of them are short-term economic interests. Therefore, the concept of green logistics has been studied for so long, but the development speed of green logistics in China is still unsatisfactory.

This paper will analyze the development measures of green sustainable logistics from the perspectives of enterprises and governments respectively, so as to find out the bottleneck of China's green sustainable logistics development, and provide reasonable suggestions for logistics enterprises and governments based on this.

2. Different Willingness Between Logistics Companies and Governments

Due to the balance between economic interests and environmental benefits, some green sustainable development measures are actively implemented by the government and logistics enterprises, while some green sustainable development measures are actually not implemented by enterprises due to the consideration of interests, and many stakeholders have raised multiple questions. This may indicate why logistics companies, while focusing on improving sustainability, remain primarily concerned with the profitability of their respective businesses.

The following is the analysis of the willingness of logistics enterprises and the government in the face of 10 green sustainable development measures.

(1) Degree of enterprise informatization

Electronic face sheet is the most obvious product of enterprise informatization. Its cost is more than 5 times lower than that of traditional paper sheet. At the same time, it can save the information input system process such as express order number, improve the sorting efficiency of distribution center, greatly improve the processing efficiency of express packages, provide convenience for the use of high-tech equipment such as automatic sorting, and provide a technical basis for industrial upgrading. Digitization, informationization and paperless operation of the whole process from receipt to final distribution are beneficial to user friendliness, information security, environmental protection and logistics service cost. At the same time, the promotion of informatization is not only to achieve paperless, the informatization of logistics enterprises can better integrate logistics enterprises with upstream suppliers and downstream customers, improve the interest rate of resources and reduce resource waste. Informatization can be regarded as the central brain of logistics enterprise operation, coordinating the connection between each link of logistics operation and the optimization of each link, and comprehensively improving the service ability and green sustainable ability of logistics enterprises. At the same time, with the continuous trend of diversification, customization and simplification of user demand, logistics enterprises want to win customers not by their network coverage, but by the quality and comfort of service, which is also the main direction of future competition between logistics enterprises.

To sum up, both logistics enterprises and the government have strong willingness to promote the informatization of logistics enterprises.

(2) New energy transport vehicles

At present, oil-fired vehicles are widely used in China's logistics industry. For the adoption of new-energy vehicles, from the perspective of enterprises, if they are all replaced by new-energy vehicles at one time, the one-time cost will be too high, and the disposal of scrapped vehicles will also be a problem. And, new-energy vehicles have limited energy consumption savings for enterprises. At the same time, in the actual use of new energy vehicles, there are some shortcomings, such as less charging equipment, poor battery life, and high after-sales maintenance cost. From the perspective of non-renewable resources protection and exhaust pollution, the government is eager to promote the use of new energy vehicles.

To sum up, for the promotion and use of new energy vehicles, logistics enterprises are not willing to take this measure from the perspective of economic efficiency. From the perspective of resource conservation and environmental protection, the government is eager for logistics enterprises to use new-energy vehicles on a large scale.

(3) Green packaging and packaging recycling mechanism

In terms of packaging, the best way to reduce the damage rate of goods at present is to use a lot of packing materials and a lot of packaging bags and tapes. Moreover, from the perspective of economic benefits, most logistics enterprises adopt very cheap non-degradable materials. From the enterprise level, the use of degradable green packaging materials will undoubtedly greatly increase the operating costs of enterprises, and the overall benefits of enterprises will not improve much. In terms of packaging recycling and recycling, recyclable packaging is a big asset compared with disposable packaging. However, there is no unified packaging recycling standard in the industry and the recycling mechanism is not perfect, so logistics enterprises cannot use recyclable packaging on a large scale. Considering from the government level, plastic pollution and the disposal of these wastes will cause the loss of the whole society and ecological environment. Therefore, the government should use the cost of pollution prevention at source, through the active policy and economic incentive logistics industry development and the use of green packaging, and vigorously improve the packaging recycling mechanism, and perfect the logistics standardization of green packaging set as soon as possible, at the same time, vigorously carry forward the concept of green concept and recycling, drive the change of the society as a whole concept.

To sum up, in terms of green packaging and packaging recycling mechanism, logistics enterprises are not willing to take this measure from the perspective of economic efficiency. From the perspective of society and ecological environment, and based on the theory of source management, the government hopes that logistics enterprises can adopt green packaging and realize packaging recycling.

(4) Automation of logistics operations

In terms of sorting and other warehousing operations, most logistics enterprises' sorting operations are not automated enough at present, and a large number of operators are generally needed to carry out sorting operations. From the enterprise level, the purchase of automatic equipment to some extent increases the investment of logistics enterprises in fixed assets, which increases the operation cost of enterprises in the short term. However, if we look at the profit and development of enterprises from a long-term perspective, automation will reduce the operational intensity of staff, increase the loyalty, quality and professional ability of staff sorting staff, staff investment is actually reduced. At the same time, the automatic sorting equipment greatly reduces the error rate and reduces the losses of enterprises. At the government level, full automation will lead to mass unemployment and social

instability. Therefore, on the one hand, the government encourages the production reform of logistics enterprises; on the other hand, it hopes that logistics enterprises can share the pressure of employment rate.

To sum up, logistics enterprises and the government have two different views on the full realization of logistics operation automation, so they are all in the middle of the willingness to achieve logistics operation automation.

(5) Green energy-saving facilities in the warehouse

At present, the water, electricity and other facilities in the warehouses of China's logistics enterprises will not choose the technical equipment with high one-time purchase cost, but will choose the equipment with relatively low purchase cost but large power consumption. These non-energy-saving equipment will increase the energy consumption and cost of enterprises in the long run, and bring harm to the environment around the warehouse and the life of residents. The adoption of green and energy-saving facilities will increase the operation cost of logistics enterprises in the short term, and benefit resource conservation and environmental protection in the long term.

To sum up, for the green energy-saving facilities in the warehouse, logistics enterprises are not very willing to take this measure from the perspective of economic efficiency. However, the government is more willing to implement this measure from the perspective of saving resources and ecological environment.

(6) Scientific storage site selection and path planning

At present, the planning of transportation route and storage location in China's logistics industry is not scientific enough. For scientific path planning, it is very beneficial in terms of economy, service failure or ecological protection, and enterprises and governments are very willing to carry out it. Since transportation is not always direct from the place of shipment to the place of receipt, the location of storage must be taken into account in route planning. For storage location, although it can reduce the length of transportation lines, reduce energy consumption and improve the efficiency. At present, the warehouse construction of large logistics enterprises covers the whole country, but the warehouse location is not scientific. Considering the cost of land, logistics companies tend to choose storage sites in the suburbs far from the city. From the enterprise level, the investment in replanning the site selection and building the warehouse is too large, the payback period is long, and how to dispose of the old warehouse is also a difficult problem. At the government level, scientific storage location and path planning can reduce energy consumption and traffic pressure.

To sum up, for scientific storage location and path planning, logistics enterprises are not willing to take this measure from the perspective of cost and economic efficiency. From the perspective of resource conservation and traffic relief, the government is eager for logistics enterprises to take this measure.

(7) New distribution mode

At present, the main modes of distribution in China are door-to-door delivery, self-pick-up and self-pick-up cabinet. With the rapid growth of express delivery volume, the distribution terminal occupies too many human resources, transportation resources and environmental resources. It has become the focus of logistics enterprises and the government to innovate the distribution mode and relieve the pressure of occupying the resources of distribution terminals. New distribution mode can be roughly divided into two, one is by technical means, the other is by management mode. Technology includes unmanned aerial vehicles and unmanned vehicle distribution. For this kind of distribution

means, the current technical scheme of logistics enterprises is not mature enough, and the government has no clear rules and regulations, which is still in the experimental stage. The management mode mainly refers to the concept of joint distribution, which means that multiple customers share a third party logistics enterprise or multiple logistics enterprises share a distribution terminal. Joint distribution can improve resource utilization and realize social resource sharing. However, there are problems such as uncoordinated profit distribution and data disputes in joint distribution. Logistics enterprises prefer to get close to terminal customers and obtain terminal data.

To sum up, for the new distribution mode, the government hopes that enterprises can relieve the pressure of terminal distribution resources, while the current new distribution mode of logistics enterprises is not mature enough and needs to be innovated.

(8) Policy standards

The policy standard will restrict the production behavior of the logistics enterprise and affect the economic benefit of the enterprise. Although some articles have pointed out that appropriate environmental regulations can encourage logistics enterprises to carry out more innovative activities, which will increase the productivity of enterprises, thus offset the cost of environmental protection and improve the profitability of enterprises in the market. However, there is no very convincing research on the universality of policy standards. From another point of view, the promotion of such things as packaging recycling, new energy vehicles and Shared logistics also needs to be supported by policy standards.

To sum up, logistics enterprises have reservations about the formulation of policy standards, while the government has a strong willingness to formulate policy standards from the perspective of resource conservation and environmental protection.

(9) Financial incentives

Green and sustainable development of logistics industry is not only the responsibility of logistics enterprises, logistics enterprises alone can not achieve green and sustainable development of logistics. The green and sustainable development of logistics cannot damage the economic benefits of logistics enterprises too much. The government must adopt reasonable financial incentives to reduce the cost of green and sustainable development of logistics enterprises, encourage continuous innovation of logistics enterprises, and better realize green and sustainable development.

To sum up, the willingness of financial incentive logistics enterprises is strong. However, as a comprehensive department, the government needs to balance its funds in various aspects, hoping that less financial incentives can achieve greater development effects.

(10) public recognition of green logistics

As a service industry, logistics is ultimately public oriented and serves the public. To realize green and sustainable development of logistics industry, the public must have a high degree of recognition on green logistics.

To sum up, both logistics enterprises and the government have strong willingness to improve the public's recognition of green logistics.

The above analysis analyzes the willingness of enterprises and governments of existing green and sustainable development measures from the perspectives of economic interests, service capacity, competitiveness, resource conservation, environmental protection and social harmony of logistics enterprises. Measures with strong willingness of logistics enterprises include improving the level of enterprise informatization, policy incentives and public recognition of green logistics, while those

with strong willingness of the government include green packaging, new energy distribution vehicles, public recognition of green logistics and policy standards.

Based on the above willingness analysis, this paper divides the 10 green sustainable development measures into 1-10 points according to the willingness of enterprises and governments. Clearly, figure 1 shows enterprise, government and other stakeholders for the development of green logistics strategy intention in the sustainable development of green logistics, and the important degree of these strategies. From this perspective, the paper provides innovative opinions and suggestions to the Chinese government and logistics enterprises to develop green logistics, for promoting the green and sustainable development of China's logistics industry.

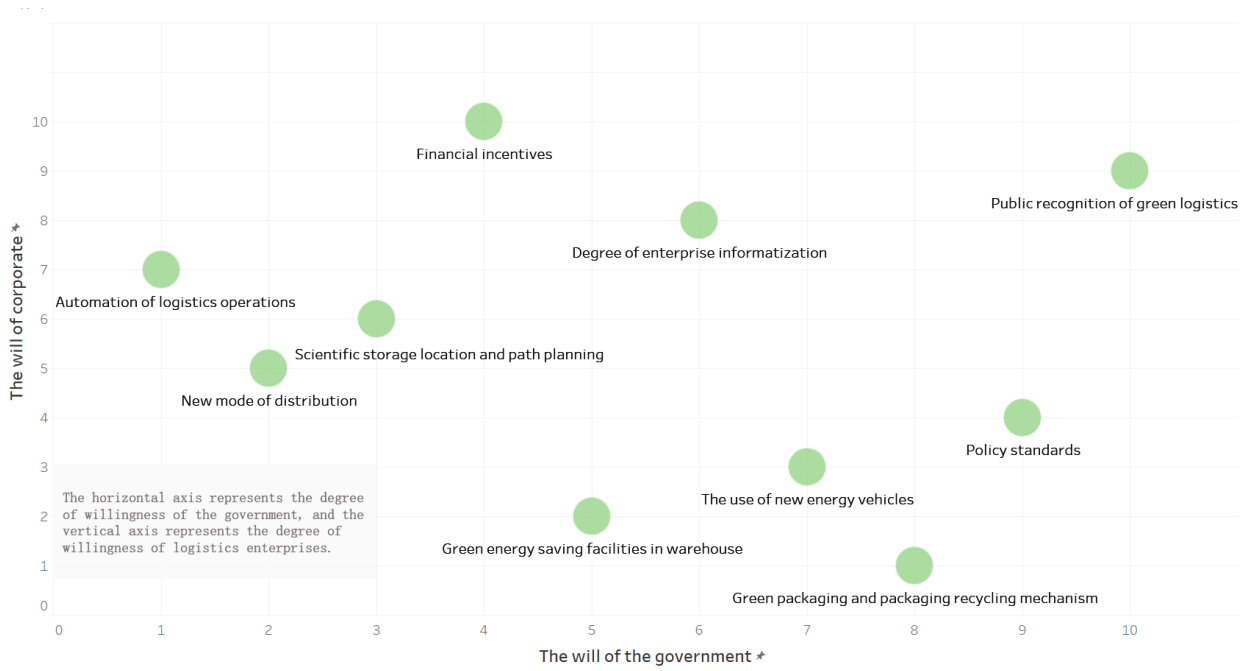


Figure 1: willingness of logistics enterprises and governments to various green and sustainable development measures.

3. Policy Suggestions to Government Departments

China's green logistics development, if only rely on the power of the free market, there will be market failure. Because the development of green logistics is not just a slogan, it requires enterprises to pay the cost of human and material resources, and will increase the operating cost of enterprises. In the competition dominated by the market economy in China, every behavior of enterprises is basically dominated by economic benefits. Therefore, the government must play a macro-control role to guide the green and sustainable development of China's logistics industry.

(1) strengthen the publicity of green logistics concept

The development of green logistics depends on the joint efforts of the government, enterprises and the whole society, and the development of green logistics cannot be achieved overnight. At present, China's logistics enterprises and the public's understanding of green logistics is not very deep. Some logistics companies will also think that green logistics is only an environmental protection concept, will not bring too much value to the enterprise. Ordinary people do not realize the real meaning of

green logistics, more think that green logistics and the general means of environmental protection is not much different.

Therefore, in order to promote the development of green and sustainable logistics, the first thing the government should do is to strongly support the research work of green logistics and strengthen the propaganda and popularization of green logistics concept. Let logistics enterprises realize the development of green logistics is not only to protect the environment, let enterprises understand the development of green logistics can bring value to logistics enterprises. It also enables ordinary people to understand the great significance of developing green logistics in environmental protection, as well as the impact on our living standards and living environment. Only when the whole society realizes the importance of developing green logistics, can green logistics be carried out steadily.

(2) Policy guidance

In the process of the development of green logistics, there are some existing defects or do not become the obstacle for the sustainable development of green logistics industry, but these obstacles is likely to be the cause of also is in the logistics industry development for the core competitive ability and can improve enterprise itself including economic, corporate image and ecological benefits. For these obstacles, what the government should do is to set a policy guidance or standard to speed up the development of logistics industry.

1) Comprehensively realize the informatization of logistics enterprises

In the 21st century, with the rapid development of the Internet, informatization has become an inevitable transformation process for any enterprise, and logistics industry is no exception. Nowadays, the competition of logistics industry is no longer the competition of scale and price, but more importantly the competition of information technology. With the development of society, the way of life and quality of life of human beings have undergone unprecedented changes. As a service-oriented enterprise in the new situation, logistics enterprises are bound to adapt to such changes in the future development, so as to better serve customers and better survive and develop.

In the past, the informatization level of logistics enterprises was very low, and enterprises could only collect a small amount of electronic information. Traditional paper documents are used for receiving. Storage location, transportation route and distribution service are based on personal experience. The records of sorting, circulation and other operations in the middle are basically manual records. Under the circumstance of low informationization degree, the service of logistics enterprise has the following problems. First, customer comfort is not high. As a service industry, the purpose of logistics service is to make customers feel comfortable and satisfied with the service. Information on paper forms takes time to fill out and security is not guaranteed. Moreover, the failure of logistics distribution based on experience fails to meet customers' expectations. Second, resources are wasted. One result of the low degree of informatization is the large use of paper materials, including paper sheets and various paper statements, which results in a large consumption of paper resources. At the same time, the use of unscientific empirical storage location and transportation and distribution routes leads to additional consumption of land and fuel resources. These resource consumption not only increases the cost of enterprises, but also causes greater pollution to the environment.

Therefore, enterprises considering their own interests, service capacity and competitiveness and other factors are bound to move towards comprehensive informatization. What the government should do is to guide logistics enterprises to move towards informatization faster through the formulation of relevant policies and standards, and promote the development and progress of the

industry, which is also an important link in the construction of ecological civilization and the development of the whole society.

2) Fully realize the automation of logistics enterprises

The logistics industry is growing with the development of e-commerce, and its service core is to ensure the timeliness and security of logistics circulation. Traditional logistics operations require a large number of employees to do manual scanning, sorting, loading, unloading and handling, which consumes a lot of manpower and material resources, and the efficiency and safety are far from the customer's expectations. Human beings are easy to get tired in the high-intensity and single working environment, resulting in low efficiency and quality, wrong marks, omissions and other situations. As the fourth industrial revolution progresses, machines are increasingly able to free human hands and do better than human beings in some fields. The adoption of automatic sorting equipment to realize the whole process automation of logistics circulation not only reduces the input of labor cost, improves the circulation efficiency of goods, but also reduces the probability of damage in the process of goods circulation. It is of great benefit to logistics enterprises to improve their service ability and reduce service cost.

Therefore, going to automation is an inevitable trend in the competitive development process of logistics enterprises. What the government should do is to guide logistics enterprises to go to automation more quickly through the formulation of relevant policies and standards to promote the development and progress of the industry, and it is also an important link in the construction of ecological civilization and the development of the whole society.

(3) Financial incentives

In the process of the development of green logistics, there are still some deficiencies or deficiencies that have become obstacles to the green and sustainable development of the logistics industry, which involve the government, the public and other stakeholders, and cannot be solved or solved by logistics enterprises alone. For these obstacles, what the government should do is to encourage and help logistics enterprises to make bold steps towards green and sustainable development by formulating financial incentives.

1) Green packaging and packaging recycling

At present, the traditional logistics industry, in order to ensure the integrity of goods delivered, often adopts the form of excessive packaging. Most of the packaging materials are cheap plastic packaging, most of which cannot be recycled, thus causing serious environmental pollution and bringing great trouble to the whole society. At present, the government and scholars generally believe that green packaging and packaging recycling will be a very large part of the development of green logistics. However, the research and development and implementation of green packaging will inevitably lead to a sharp rise in packaging costs of enterprises. If these costs are transferred to consumers, negative emotions of consumers will be caused, and enterprises themselves will bring great pressure to enterprises. Similar problems exist in packaging recycling. The development of packaging recyclability standard and the consumption of recycling infrastructure construction are not what a logistics enterprise can afford. At present, the progress of green packaging and packaging recycling in the development of green logistics in China is not great.

Therefore, in the promotion and implementation of green packaging and packaging recycling, the government must exert its political and economic functions to lead the rapid development and recycling of green packaging in the whole logistics industry. Through financial incentives, logistics

enterprises are encouraged to increase efforts in the research and use of green packaging. By organizing enterprises to jointly formulate packaging recycling standards and set up packaging recycling mechanism, green packaging is no longer an empty slogan.

2) Use of new energy vehicles

The use of new energy vehicles can avoid the consumption of fossil fuels, reduce emissions, and theoretically save enterprises costs. However, at present, the industry has been widely used is the fuel car, if all the one-time replacement of new energy vehicles, one-time cost is too high. At the same time, due to the practical operation of new energy vehicles, there are a few charging equipment, poor battery life, high after-sales maintenance costs. So at present, the introduction of new energy vehicles in logistics enterprises is not a scale, or a large number of use of fuel cars.

Therefore, the government needs to encourage the logistics industry to adopt new energy vehicles through financial incentives, and vigorously promote the use of new energy vehicles by means of interest-free loans and high-priced purchases of fuel vehicles. We must also promote the construction of infrastructure for new-energy vehicles, encourage the whole society to make scientific and technological innovations to break through technological difficulties, and enable new-energy vehicles to be put into use on a large scale.

3) Storage site selection and construction

Scientific planning and site selection of warehouses, and the selection of materials with high one-time cost of energy saving, water saving and sound insulation effect is not only conducive to enterprise economic benefits and operational efficiency, but also conducive to resource conservation and environmental protection. At present, logistics enterprises have basically established their own warehouse system nationwide according to industry experience. As a huge fixed asset, it is a huge investment for logistics enterprises to choose the site and build the warehouse according to the scientific planning. If the enterprise wants to realize the warehouse reconstruction, it will be a long process.

Therefore, in order to accelerate the reconstruction of logistics network by logistics enterprises, the government can choose green and environment-friendly construction materials as much as possible. For logistics enterprises that are willing to re-arrange scientifically and adopt green and environment-friendly materials, the government can adopt preferential land prices, construction subsidies and other means to accelerate the modern and scientific storage site layout.

4. Suggestions on Management Strategies For Express Delivery Enterprises

In today's society, the development strategy of " Lucid waters and lush mountains are invaluable assets." has been deeply rooted in people's hearts, and green and sustainable development has become an internationally recognized development model. China's logistics industry is constantly eager to expand its own development scale, expand the market at the same time must think about its future development direction. Society is progressing and times are changing. With the development of e-commerce, the promotion of the Internet and people's yearning for a better life and high-quality environment, the development of China's logistics industry can no longer rely on resources, manpower and scale as it did more than a decade ago. This is an information society, an intelligent society and a society where people pursue "green". If the logistics industry wants to achieve green and sustainable development, it must conform to the tide of The Times and respond to the national

call. Only in this way can we realize the continuous development of our own and the common benefits of all stakeholders in society.

(1) Strengthen the construction and utilization of enterprise informatization and automation

Informatization and automation are the core of green and sustainable development of logistics enterprises in the future. With the rapid development of the Internet, informatization has become an inevitable transformation process for any enterprise, logistics industry is no exception. Nowadays, the competition of logistics industry is no longer the competition of scale and price, but more importantly the competition of information technology.

If the warehouse, facilities and transportation lines of logistics enterprises are regarded as the "ground network" of logistics enterprises, then informatization is to build an invisible "sky network". If logistics enterprises want to achieve green and sustainable development, the "ground network" should be first firm and automatic. At present, advanced logistics automation at home and abroad includes the automation of sorting facilities, handling robots, AGV cars, information entry automation, unmanned distribution vehicles, etc. In the future, it is possible to achieve automation in the process of receiving, packaging, circulation and processing. These automation equipment can greatly improve the operational efficiency of logistics enterprises, reduce resource consumption and pollution emissions. Next comes the "heavenly net", whose punishments are slow but sure. This information sky network will cover the entire operation process of logistics enterprises, including the formulation of accurate user portraits through user data to optimize the distribution process and improve distribution efficiency; Using the Internet of things and other information means to monitor the transport safety of goods; Adopt collaborative design, VR and other advanced technologies for integrated design of construction and process equipment to reduce the demand for land area of warehouses; Planning the optimal path and storage location by AI algorithm; Using information technology to realize paperless logistics; Through the introduction of advanced WMS, the warehouse stacking mode and operation process are optimized to improve the storage and transfer efficiency.

The integration of automatic "ground network" and information-based "sky network" will comprehensively improve the drawbacks in the current green and sustainable development of logistics enterprises, and continuously promote the development of logistics enterprises towards the direction of more competitive economic and environmental benefits.

(2) Increase investment in green r&d and talent training

Talents are the basis of green and sustainable development of logistics enterprises in the future. The green and sustainable development of logistics enterprises in the future depends on the competition of informatization and automation, while the informatization and automation come from technology and talents. If logistics enterprises want to go far on the road of green and sustainable development, they must take key and core technologies and talents into their own hands. Logistics enterprises should actively connect with colleges and universities to enhance the integration of industry and learning. At the same time, logistics enterprises should also vigorously recruit and cultivate interdisciplinary talents with related logistics technology and logistics management, establish relevant research departments, and conduct research and innovation on green and sustainable logistics technology and concept. In terms of grassroots employees, enterprises should not only provide training on the use of emerging technologies, but also increase the popularity of the concept of green and sustainable development of grassroots employees, so as to improve their overall quality. Because the green and sustainable development of logistics enterprises should ultimately be

implemented at the grassroots level, which is demonstrated through the implementation of grassroots operations. Only when the whole enterprise is committed to the concept of green and sustainable development from management, research and development to the final implementation, can the logistics enterprise develop healthily and sustainably.

(3) Strengthen the use of green operating supplies

"Green" is the essential requirement for enterprises to achieve green and sustainable development in the future. The essence of green and sustainable logistics is to reduce energy consumption and pollution emissions. While continuously improving the operation efficiency and service level, express delivery enterprises must strengthen the "greening" of the operation process, that is, strengthen the use of green operating supplies. Including the use of degradable packaging materials, promote the use of recyclable packaging to avoid disposable packaging; In the choice of transport vehicles as far as possible to choose new energy vehicles; In the construction of the warehouse, environmental protection and sound insulation materials are used to reduce the impact on the surrounding environment. The infrastructure in the warehouse, including lighting, water and electricity, is equipped with energy-saving equipment... Only every link of the process optimization and operation of green supplies can make logistics enterprises green sustainable development optimization.

(4) Innovate distribution methods

Distribution is the most direct embodiment of green and sustainable development of logistics enterprises in the future. In the whole life cycle of logistics operation, the only contact with customers is the distribution link, so distribution is the most intuitive embodiment of the green and sustainable development of logistics enterprises. At present, China's logistics industry distribution at the end of "the last kilometer" problem is still to be solved, at present, the main distribution have door-to-door delivery, to the point and thyself to the cabinet takes three ways, there is distribution traffic and pollution is serious, the secondary distribution, distribution service quality is not high, poor timeliness, "stall" and to the point. At present, the distribution terminal occupies too many human resources, transportation resources and environmental resources. To achieve green and sustainable development, logistics enterprises must increase green innovation in terminal distribution.

First of all, we must solve the problem of urban traffic pressure caused by distribution vehicles and urban air pollution and noise pollution. One way to reduce the use of distribution vehicles is to adopt new energy vehicles, innovate and establish urban co-distribution modes. Secondly, for the purpose of reducing the cost of distribution and the use of "stall" self-raising point must be eliminated. Logistics enterprises should innovate the way of self-pick-up, not limited to self-pick-up cabinets and specialized self-pick-up stores, and innovate the way of distribution in the direction of customer facilitation and greening, such as cooperating with community retail stores and supermarkets to transform self-pick-up into a diversified scene. Or innovation in technology and distribution mode, more mature new distribution tools such as unmanned vehicles and uavs, and optimization of terminal co-distribution system. Different delivery methods are adopted for different customers to achieve customer satisfaction and reduce enterprise costs, resource consumption and pollution emissions.

5. Conclusions

From the perspective of enterprises and governments, this paper weighs the relationship between economy, society and ecology, and analyzes the willingness of enterprises and governments to each

green sustainable development measure. And based on this, combined with the current advanced green logistics concept and technology, put forward reasonable suggestions for enterprises and government departments, has a certain reference significance.

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