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GLOBAL GREEN LOGISTICS PROJECTS IN GREEN MARKETING MIX

YEŞİL PAZARLAMA KARMASI İÇİNDE KÜRESEL YEŞİL LOJİSTİK PROJELERİ

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ABSTRACT

Nowadays people increasingly tend to prefer green life. Public and private institutions are making changes in their marketing strategies and making practices that highlight green marketing. An important function of the green marketing mix is green logistics practices. Green applications are being made in logistics activities with increasing speed throughout the world. Green logistics activities are supported on a global basis. In this sense, one of the biggest project supporters is the European Union. The European Union has given great importance to green projects within the framework of the 7th Framework program between 2007-2013 and Horizon2020 program between 2014-2020. The framework program is also referred to as super green. In this context, green logistics projects which are supported by the European Union as a priority have been examined. Projects are listed according to their subjects, the framework program to which it is applied and the keywords. The keywords were chosen considering the green logistics practice in which the project is concentrated. As a result, it has been observed that green logistics projects are concentrated under the main headings of green transportation, low carbon emission rates, waste management, and smart information systems. The supported project subjects are considered to be urgent green logistics issues. In this sense, all countries benefiting or not benefiting from the projects should give importance to these issues. We are facing a global problem and the solution can be solved by the cooperation and joint action of all countries. In this study, the important issues in the field of green logistics and the scope of the supported projects were investigated in terms of guiding the countries on a global basis.

Keywords: Green marketing, Green logistics, EU 7.Frame Programme, Horizon2020, Eu Projects

ÖZET

Günümüzde insanların yeşil yaşamı tercih etme eğiliminde olduğu görülmektedir. Kamu kurumları ve özel kurumlar pazarlama stratejilerinde değişikliğe giderek yeşil pazarlamayı ön plana çıkaran uygulamalar yapmaktadır. Yeşil pazarlama karmasının önemli bir fonksiyonu yeşil lojistik uygulamalarıdır. Dünya genelinde artan bir hızla lojistik faaliyetlerinde yeşil uygulamalar yapılmaktadır. Küresel bazda yeşil lojistik faaliyetleri desteklenmektedir. Bu anlamda en büyük proje destekçilerinden biri Avrupa Birliğidir. Avrupa Birliği 2007-2013 yılları arasında 7. Çerçeve programı bünyesinde ve 2014-2020 yılları arasında Horizon2020 programı çerçevesinde yeşil projelere büyük önem vermiştir. 7. Çerçeve programı süper yeşil olarak da anılmaktadır. Bu bağlamda Avrupa Birliği tarafından öncelikli olarak desteklenen yeşil lojistik projeleri incelenmiştir. Projeler konularına, uygulandığı çerçeve programına ve anahtar sözcüklere göre listelenmiştir. Anahtar sözcükler projenin özellikle yoğunlaştığı yeşil lojistik uygulaması gözönünde bulundurularak seçilmiştir. Sonuç olarak yeşil lojistik projelerinin yeşil taşımacılık, düşük karbon emisyon oranları, atık yönetimi ve

akıllı bilgi sistemleri ana başlıkları altında yoğunlaştığı gözlemlenmiştir. Desteklenen proje konularının aciliyet arzeden yeşil lojistik konuları olduğu düşünülmektedir. Bu anlamda projelerden faydalanan veya faydalanmayan tüm ülkelerin bu konulara önem vermesi gerekmektedir. Küresel bir sorunla karşı karşıyayız çözüm tüm ülkelerin işbirliği ve ortak hareket etmesi ile çözülebilecektir. Çalışmada yeşil lojistik alanında önemli olan konular ve desteklenen projelerin kapsamı küresel bazda ülkelere yol gösterici olması açısından araştırılmıştır.

Anahtar Kelimeler: Yeşil pazarlama, Yeşil lojistik, AB 7. Çerçeve Programı, Horizon2020, AB Projeleri

1. INTRODUCTION

The increasing world population, rapid urbanization, rapid consumption tendencies of individuals and unconscious behaviors lead to depletion of natural resources. Failure to manage production activities and basic logistics processes in enterprises can turn natural resources into polluting and damaging actions. In this context, enterprises should control their raw material resources, production processes and realize their activities as an environmentally friendly enterprise with less energy consumption.

Green marketing means holistic and sustainable marketing activities in harmony with ecosystems that do not harm human health and the environment in order to meet the needs of people. Green logistics activities are also carried out within the scope of green marketing activities. On the other hand, green logistics consists of carrying out all logistics activities (transportation, packaging, return product handling, scrap waste disposal, etc.) from the raw material supply points of the products to the final end consumer in a way that causes the least harm to the environment. In carrying out production activities and logistics practices, enterprises should consider the recovery function and an environmentalist approach.

Green logistics practices are becoming increasingly important. Businesses and countries are also implementing more comprehensive actions together to develop and implement more environmentally friendly policies. In this study, the green logistics projects of the European Union within the framework of the 7th Framework program between 2007-2013 and the Horizon2020 program between 2014-2020 were investigated. The importance of managing the logistics activities of the enterprises with a green strategy and its contribution to nature within the scope of sustainability were researched. In this context, the study is expected to contribute to the environmental sensitivity of enterprises and countries and may serve as an example.

2. CONCEPTUAL FRAMEWORK

2.1. Green Marketing

All marketing activities designed to meet human needs or objectives with minimal impact on the environment is called green marketing (Polonsky, 1994:3; Polonsky, 2011: 1311). The marketing of products that do not harm the environment is called green marketing according to the American Marketing Association. Environmental impacts of all activities such as production, packaging and storage within this scope are evaluated. Green marketing is one of the most important strategic trends of the modern business world (Kassaye, 2001: 444; McDaniel and oth. 1993: 4; Pujari, 1996: 19). The majority of consumers in the world are interested in green products or environmentally friendly products (Chhay and oth. 2015: 87).

Green marketing is a collection of activities created with minimal harm to the natural environment in order to create and easily implement the changes willing to satisfy the needs and desires of the society (Uydacı, 2011:130). Green marketing is the business administration and business project process that has adopted being responsible for satisfying the needs of the society and consumers, meeting expectations and determining the long term profit and profitability (Ottman, 1993:77). Green Marketing mix consists of product, price, distribution and promotion. The distribution policy also requires that the logistical features be handled with an environmentally friendly policy. These include natural resource-based factors such as energy and raw material use, as well as environmental pollution, such as waste. The use of less and environmentally friendly raw materials in packaging or the search for alternative modes of transport are typical examples of steps to be taken in this regard.

Transportation is seen by businesses as a key area to receive potential assistance to the environment. Businesses are taking various steps to reduce environmental impacts. It primarily focuses on fuel use, noise pollution and traffic congestion. When purchasing environmentally friendly vehicles, they should prefer unleaded gasoline-powered vehicles and apply for rail transport for long-distance transport. If road transport is essential, the product should be transported with vehicles equipped with technology that ensures that the fuel used is exhausted in a manner that does not pollute the environment. Green motor vehicles should be preferred (Uydacı, 2011:216).

Increasing the complexity of the networks in the supply chain and shortening the product life process, etc. developments have necessitated businesses to reconsider their supply chain strategies. As businesses increase their competitive level, consumers' expectations increase in parallel. In order to meet consumer expectations and develop the supply chain, enterprises are now required to manage their supply chains effectively, taking into account the correct and fair use of natural resources (Uydacı, 2011:218). Effective management of supply chains is not possible without instant control of every link in the chain, as well as without reverse logistics and green management approaches. These developments now necessitate the transition from classical supply chain management to green supply chain management. With the addition of the title "green" to the supply chain management concept, its scope has been expanded and the organization has been structured to include environmental awareness in every step from material management and logistics functions to the and customer waste (Büyükozan & Vardaloğlu, 2008:69-70).

Logistics, which is located at the heart of modern transport systems, expresses the organization and control over transport movements to a certain extent, which enables only modern technology to be realized. Green has become the key word for comprehensive environmental concerns. This word is used to express compatibility with the environment and when the two words are combined, they refer to an environmentally friendly and efficient transport and distribution system. The term green logistics is a very attractive expression and is seen by many as a very useful function. At this point, the concept of developing logistics has been an opportunity for the transportation sector to gain a more environmentally friendly meaning in many ways. The term green logistics has been used as reverse logistics in the literature (Rodrique et al., 2001:340). Logistics is defined as a part of the supply chain that plans the flow of goods, the storage of products, the delivery to the customer and the necessary information to meet the consumption needs of customers. Reverse logistics is defined as a reverse movement for the purpose of reproducing, evaluating or disposing of products and materials on a regular basis (Tibben-Lembke & Rogers, 2002:271).

2.2. Green Logistics

Logistics sector has an important place in modern transportation systems. While modern technological developments have increased the reliability and efficiency of freight and passenger transportation activities, it has also increased costs and has been shown to adversely affect the environment, especially in urban areas. Logistics, as a sustainable transportation system, forms the essence of sustainability issues (Rodrique et al., 2001: 1). In the 1980s, developments began to solve the environmental problems related to logistics and to implement sustainable principles in logistics (Rakhmangulov et al., 2017: 122). In this sense, green management and green business notions have gained importance. Green management emphasizes that the efficient and correct using and recycling of available resources. Within this framework, two important effects emerge. These are; (i) Community and Individual Responsibility: increased sensitivity and environmental awareness, increased use of recyclable products. (ii) Responsibility of manufacturers: increased environmental awareness of producers and the use of recycled resources has become important. The main objectives of the enterprises implementing green logistics activities are as follows: (i) Reducing consumption rates, (ii) reuse of waste, (iii) recycling (Erdal et al., 2008: 499). The concept of green management includes economic growth and environmental protection with a long-term strategic perspective.

Sustainable development is the main point of green management. Protecting the resources in nature and increasing the quality of human life are expressed as sustainability (Akatay & Aslan, 2008: 318).

Green logistics practices ensure that customer expectations are met with minimum global costs in an environmentally sensitive manner by taking into account the factors such as air pollution, noise and climate change in all activities required for the transportation of products along the supply chain (Jedlinski, 2014: 104). Green logistics is considered a new managerial approach. Green logistics includes product development and production of environmentally sensitive products or services, which are produced in an environmentally sensitive manner, and distribution of products that end their life to return production through reverse logistics. Thus, efficient and productive use of resources are ensured (Yangınlar & Sarı, 2014:7). There are various activities in the field of green logistics. Some of them; Fuel efficiency, route optimization, reverse logistics, packaging optimization, measuring carbon emissions (Göransson & Gustafsson, 2014: 39).

The main purpose of green logistics practices is to minimize the environmental damage of every activity in the supply chain. Green logistics indicators are created not only by enterprises but also by the necessary measures taken by governments is emphasized that environmental practices in all sub-issues realized within the green logistics systems. These are creation of a green information system, establishment of a green supply network, realization of green production, the establishment of green distribution channels, implementation of green packaging techniques and provision of recycling logistics (Nylund, 2012:34). The main purpose of green logistics practices is to minimize the environmental damage of every activity in the supply chain. Green logistics indicators are created not only by enterprises but also by the necessary measures taken by governments (Zengin & Akunal, 2017:119). The factors that are effective in the development of green logistics practices are the development of social sensitivity towards the environment, the pressure of local people on local administrations, the creation of agendas with the activities of environmental organizations and the increasing destruction of nature. As a result of green logistics practices, it has been observed that interest in the environment has increased, nature has been protected, activities have started in local administrations and there are decreases in the factors that may cause health problems (Küçük, 2012:193).

2.3. 7 th Framework Program (FP7) 7

The main objective of the EU Framework Programs is to increase the capacity of scientific and technological research to ensure social and economic development. It is the largest civil R & D program in the world which allows the participation of 40 countries, along with Turkey. The 7th Framework Program 2007-2013 (FP7) budget is determined as 50.5 billion euros. Its coordination in Turkey conducted by Tubitak Programs (ab.gov.tr, 2019). The 7th Framework Program consists of 5 sub-programs; cooperation program, ideas program, special support program, capacities program and joint research centers (ec.europa.eu, 2019).

The Special Program for Cooperation provides financial support to projects that will create economic and social added value in Europe. The subject of the project to be submitted should be in accordance with the priority areas identified by the EU and clearly stated in the 7th Framework Program. It is also important that the projects are internationally partnered and innovative research and technology development projects. For this reason, the Special Program for Cooperation projects should be submitted through consortiums formed by at least 3 different organizations from at least 3 different EU member states or partner countries (ec.europa.eu, cooperation, 2019). With the Special Ideas Program, ideas are funded by research-guided, individual or individual teams, and academic research projects for ideas within or beyond the existing scientific paradigms in the field in which they are presented are funded, with support from 500,000 to 3.500.000 Euros per project (ec.europa.eu, ideas, 2019). With the Special Support Program (Marie-Curie Scholarship and Support Program), it supports research and employment of industry and academia, the movement of researchers in and out of Europe, industry-academia cooperation, staff exchange between research centers and reverse brain

drain attraction centers (ec.europa.eu, people, 2019). Within the scope of the Capacities Special Program, it is planned to support the research and development of research infrastructures, to promote research for the benefit of small and medium sized enterprises (SMEs), to bring the society and science closer together, to establish international science and technology cooperation and to develop regional research and innovation clusters (ec.europa.eu, capacities, 2019). Joint Research Centers (JRC) work as the EU's science and technology reference center to support the formation, development, implementation, and monitoring of EU policies through scientific researches. JRC, EU researchers; offers opportunities such as doctoral and post-doctoral scholarships, senior scholarship, institutional collaboration, cooperation in Framework Program projects, national expert positions, workshops, and training (ec.europa.eu, coordination, 2019).

2.4. Eu Horizon 2020 Programme

The Framework Programs are carried out to strengthen Europe's research and technology development capacity, to promote university-industry cooperation, and to develop cooperation with the EU Member States, Program Associated Countries and other countries with which the EU cooperates within the scope of EU policies. The National Coordination of the Horizon 2020 Program is carried out by Tubitak (ab.gov.tr, horizon2020, 2019). The programs are implemented through a special funding system established to support R&D and innovation activities within a comprehensive scientific framework. In the process covering the years 2007-2013, the EU 7th Framework Program was implemented. Horizon 2020 plan, the European Union's new Framework for Research and Innovation, was launched in 2014-2020 with a budget of approximately 80 billion Euros (ec.europa.eu, horizon2020, 2019). The European Union's new R&D and innovation program Horizon 2020 consists of three components; scientific excellence, industrial competitiveness and leadership and solutions to social problems. Scientific excellence aims to support world-class science, the development of advanced research skills and the access of researchers to the best infrastructures. Under the industrial leadership and competitiveness component, it is aimed to create employment by creating new jobs, to support strategic investments in key technologies, private sector investment for R&D and innovative SMEs under the solutions to social problems component, it is aimed to support effective solutions to social problems through multi-disciplinary and multi-partner researches (www.ab.gov.tr, horizon2020, 2019).

Projects supported in the field of green logistics under the EU 7th framework program and the horizon 2020 program are explored in the table below.

Table 1: The EU 7th Framework Program and The Horizon 2020 Program “Green Logistics” Projects

Country	Programme	Project Name	Objective	Million Euros		Keywords
				EU Cont.	Project Budget	
United Kingdom	H2020-EU.3.4.	Towards a Shared European Logistics Intelligent Information Space	Shared European Logistics Intelligent Information Space (SELIS) is a network of logistic communities' specific shared intelligent information system. It is built by individual logistics communities to ease the next generation of collaborative, quick to react and nimble green transportation chains.	€ 17,70	€ 17,70	intelligent information system, green transport

Greece	FP7	Innovation Capacity Building by Strengthening Expertise and Research in the Design, Planning and Operations of Green Agrifood Supply Chains	It aims to enhance the research capacity of the Aristotle University of Thessaloniki Greece, to make it a leading stakeholder of innovation in the fields of Green Supply Chain Management (SCM) and Logistics.	€ 1,40	€ 1,60	R&D
Netherlands	H2020-EU.3.4.	Logistics Emission Accounting and Reduction Network	The Logistics Emission Accounting and Reduction Network (LEARN) aims to bring together industry, government, and non-governmental organizations. It aims to establish networks involving all stakeholders. The general purpose of these networks; to ensure consistent and transparent emission measurements and reporting throughout the global logistics supply chain.	€ 2,00	€ 2,00	low carbon
Spain	H2020-EU.3.4.	Synchro-modal Supply Chain Eco-Net	Transport companies and logistics operators will ensure a significant reduction in fuel consumption in ports and terminals and ensure resource efficiency.	€ 7,30	€ 7,50	green transport
Austria	FP7-REGIONS	Transport Clusters Development and Implementation Measures of a Six-Region Strategic Joint Action Plan for Knowledge-based Regional Innovation	Its aim is to increase regional competitiveness and growth in six European regions. These regions; Carinthia (AT), Ruhr (GE), Walloon Region (BE), Normandy (FR), Istanbul (TR), Odessa (UA). The logistic clusters of these regions joined forces to elaborate and start implementing the Joint Action Plan.	€ 2,50	€ 2,80	green transport
Slovakia	H2020-EU.3.5.	Transition to the Green Economy	Objective is to contribute to the transition to a green economy in Europe by organizing an international "Transition to green economy" conference.	€ 0,28	€ 0,30	R&D
Belgium	H2020-EU.3.4.	Architecture for EurOpean Logistics Information eXchange	It aims to provide measurable, reliable information exchange by making local ICT platforms and systems less complex and less costly, and to improve overall competitiveness for products carried along the supply chain, while at the same time ensuring environmental, economic and social sustainability.	€ 16,00	€ 16,00	green supply chain management

Germany	H2020-EU.3.4.	Building sustainable logistics through trusted collaborative networks across the entire supply chain	The goal of NEXTRUST is to increase logistics efficiency and sustainability by developing reliable interconnected networks of networks throughout the entire supply chain.	€ 18,00	€ 18,00	green supply chain management
Germany	H2020-EU.3.4.	Open network of hyper connected logistics clusters towards Physical Internet	Clusters 2.0. vision is to take full advantage of the European Logistics Clusters for an efficient and fully integrated transport system that makes the most of an Open and Simple Logistics Clusters Network and hubs in Europe.	€ 5,90	€ 6,30	intelligent information system, green transport
Portugal	H2020-EU.3.4., H2020-EU.2.1.1., H2020-EU.2.3.1.	Disrupting Logistics in Smart Cities and Regions through an Advanced Logistics Platform.	The aim is to show LOOP in European smart cities and to prove that this is a new, disruptive way to decrease operating costs for logistics operators while improving service levels for suppliers and customers while respecting municipal regulations.	€ 0,05	€ 0,07	intelligent information system, green transport
Spain	H2020-EU.2.1.1.	Transforming Transport	Transforming Transport will address seven pilot areas of great importance for the mobility and logistics sector in Europe: (1) Smart highways, (2) Sustainable Vehicle Fleets, (3) Proactive Railway Infrastructures, (4) Ports as Intelligent Logistics Hubs (5) Efficient Air Transport, (6) Multimodal Urban Mobility, (7) Dynamic Supply Chains.	€ 14,00	€ 18,00	green mobility management
Norway	H2020-EU.3.4.	City Logistics in Living Laboratories	The goal of CITYLAB is to develop information and solutions that result in the dissemination, upgrading and further implementation of cost-effective strategies, measures and tools for emissions-free city logistics in city centers by 2030.	€ 3,90	€ 3,90	low carbon
Belgium	H2020-EU.3.4.	Rethinking Urban Transportation through advanced tools and supply chain collaboration	“U-TURN project focuses on food logistics and aims for urban freight distribution	€ 2,70	€ 2,70	green transport
Luxembourg	H2020-EU.3.4.	Sustainable Urban Consolidation Centres for construction	This approach is to define an integrated collaborative approach and business model among construction supply chain players.	€ 3,20	€ 3,20	green supply chain management

Belgium	H2020-EU.3.4.	Development of 'Less than Wagon Load' transport solutions in the Antwerp Chemical cluster	The implementation of the LessThanWagonLoad project will make a significant contribution to the EC's desire to shift 30% of its road load over 300 km into low-emission modes by 2030.	€ 3,90	€ 3,90	low carbon
Italy	H2020-EU.3.4.	COGNitive Logistics Operations through secure, dynamic and ad-hoc collaborative networks	The main objective of COG-LO is to create frameworks and tools that will add collaboration and cognitive characteristics to future logistics processes.	€ 4,99	€ 4,99	intelligent information system, green transport
Greece	FP7-TRANSPORT	Supporting EU's Freight Transport Logistics Action Plan on Green Corridors Issues	SuperGreen will create a series of green corridors covering some representative areas in Europe and main transport routes.	€ 2,60	€ 3,40	green transport
Netherlands	H2020-EU.3.4.	Promoting Innovation in the Inland Waterways Transport Sector	Encouraging Innovation in the Inland Waterways Transport Sector and European inland navigation will address technological advances as well as barriers to innovation and greening.	€ 6,20	€ 6,50	green transport
Greece	FP7-TRANSPORT	Sustainable knowledge platform for the european maritime and logistics industry	The objective of to create a Sustainable Information Platform that will be used by stakeholder groups and policy makers in the European Maritime and Logistics Industry.	€ 2,20	€ 2,30	intelligent information system, green transport
Spain	H2020-EU.3.4.	Innovative solutions for sustainable mobility of people in suburban city districts and emission free freight logistics in urban centres.	To achieve CO2-free city logistics by 2030, ECCENTRIC will issue new regulations and services, test clean vehicles and fuels, and develop consolidation solutions in close partnership with the private sector.	€ 17,30	€ 19,30	low carbon
France	FP7-TRANSPORT	Coordination Action on PPP Implementation for Road-Transport Electrification	The aim is to increase the competitiveness of the global European Automotive Industry in the field of energy-saving, safe, non-polluting and CO2-free vehicles with a common approach of the relevant economic sectors and public authorities.	€ 1,69	€ 2,15	low carbon

Denmark	FP7-PEOPLE	GreenShipping	The aim of this project is to participate in interdisciplinary research in the field of Green Maritime Logistics an, which is defined as an attempt to achieve an acceptable environmental performance of maritime transport.	€ 0,05	€ 0,05	green maritime logistics
Germany	H2020-EU.3.4 H2020-EU.2.1.1. H2020-EU.2.3.1.	Making CO2-free city logistics a reality	They have partners providing professional bicycle couriers in the top 25 German cities. They also work to take advantage of unused transport capacity by allowing private individuals to register as carriers and receive temporary work.	€ 0,05	€ 0,07	low carbon
France	H2020-EU.3.5.4	A DECentralized management Scheme for Innovative Valorization of urban biowaste	This project proposes to transform the existing urban metabolism for organic matter (foods, plants, etc.), energy and biological wastes into a more circular economy and to assess the impact of these changes on the overall waste management cycle.	€ 7,70	€ 8,70	waste management
United Kingdom	FP7-TRANSPORT	Environmentally COherent measures and interventions to debottleneck HUBS of the multimodal network favoured by seamless flow of goods	It will be combined with existing services, facilitating low CO2 transport solutions that maximize the use of terminal and logistics resources, and provide Common Value Added Services.	€ 2,88	€ 4,11	low carbon
United Kingdom	H2020-EU.3.4. H2020-EU.2.3.1.	A flexible hybrid forklift that utilizes advanced power technology and electronics to offer high performance and efficiency in both indoor and outdoor applications for the logistics industry.	It aims to provide a range of intelligent, environmentally friendly, highly efficient, versatile and cost-effective balanced forklift trucks.	€ 0,05	€ 0,07	green transport
France	H2020-EU.3. H2020-EU.2.3. H2020-EU.2.1.	Towards local circular economy: biomass-based pyrogasification process for the production of green hydrogen	It is a French initiative aimed at introducing an innovative energetic model that uses local biomass and waste to produce and distribute green hydrogen for mobility (fuel cell electric cars), energy (electric / gas) and industrial applications.	€ 0,05	€ 0,07	green hydrogen

Austria	H2020-EU.3.4 H2020-EU.2.1.1. H2020-EU.2.3.1.	CARR-e: Lightweight and versatile electric vehicle applied to urban logistics	With this project, it is planned to transport cargo with electric bicycles. In this way; it will reduce urban environmental pollution.	€ 0,05	€ 0,07	low carbon
Finland	H2020-EU.3.4 H2020-EU.2.1.1. H2020-EU.2.3.1.	Smart logistics for WASTE and recycling operations in European cities	SmartWASTE's goal is to expand environmentally friendly and waste management services in 10 major pilot regions, and to produce high-level environmental protection methods.	€ 1,47	€ 2,10	waste management
Spain	H2020-EU.3.5.4.	New approaches for the valorisation of URBAN bulky waste into high added value RECYCLED products	The aim of the URBANREC project is to develop and implement an eco-innovative and integrated large-volume waste management system (prevention, logistics development and allowing new waste treatment processes to produce recycled products with high added value) and demonstrate their effectiveness in different regions.	€ 8,60	€ 9,90	recycling
Ireland	H2020-EU.3.2. H2020-EU.3.5.4.	Sustainable techno-economic solutions for the agricultural value chain	Aims that AgroCycle has a lasting impact through sustainable AWCB use within and outside the agricultural sector leads to a Circular Economy.	€ 6,90	€ 7,60	recycling
Germany	H2020-EU.3.4.	Towards a green and sustainable ecosystem for the EU Port of the Future	It aims to provide a holistic approach that will lead to a greener, smarter and more sustainable port ecosystem.	€ 4,99	€ 4,99	green ports
Germany	H2020-EU.3.4.	ERA-NET Cofund Electric Mobility Europe	In cooperation with the European Commission and the European Green Vehicle Initiative Association, European countries and regions will further increase the electric mobility of electricity in Europe.	€ 6,26	€ 18,90	low carbon
Spain	H2020-EU.3.4.5	Moving towards Life Cycle Thinking by integrating Advanced Waste Management Systems	The aim of this project is to advance existing waste management practices into a circular economy slogan that demonstrates the value of bringing together and approving 20 eco-innovative solutions covering the entire waste value chain.	€ 8,80	€ 10,50	waste management

Spain	H2020-EU.3.5.4.	Fostering Industrial Symbiosis for a Sustainable Resource Intensive Industry Across The Extended Construction Value Chain	The aim of the FISSAC project is to develop and demonstrate a new paradigm based on an innovative industrial symbiosis model for the zero waste approach in the resource-intensive industries of the construction value chain, addressing the harmonized technological and non-technical requirements, leading to material closure. -loop processes and transition to a circular economy.	€ 9,10	€ 11,50	waste management
Germany	FP7-TRANSPORT	SOLUTIONS: Sharing Opportunities for Low carbon Urban transportATIION	The objective of this project is to support the acquisition of innovative sustainable urban mobility solutions in Europe and around the world, particularly in Asia, Latin America and the Mediterranean.	€ 1,90	€ 2,10	mobility management , low carbon
Belgium	H2020-EU.3.5.4.	Promotion of Public Procurement of Innovation for Resource Efficiency and Waste Treatment	The objective of the project is to ensure structured and coordinated action on networking, capacity building and dissemination, increasing the use of innovative public procurement, resource efficiency, sustainable waste management and sustainable consumption across Europe.	€ 0,99	€ 1,00	waste management
Belgium	FP7-TRANSPORT	International Coordination for implementation of innovative and efficient urban mobility solutions	Viajeo PLUS's aim is to compare exceptional solutions for innovative and green urban mobility in Europe, Latin America, China, and Singapore, and then to facilitate the acquisition of these solutions in different cities of these regions and Mediterranean Partner Countries (MPCs).	€ 1,90	€ 2,10	mobility management
Netherlands	FP7-ICT	Service Platform for Green European Transportation	The Green European Transport Service Platform provides transport planners and transport drivers with tools to plan, re-plan and control transport routes efficiently and reduce CO2 emissions.	€ 3,20	€ 5,10	green transport
Germany	H2020-EU.3.4. H2020-EU.2.1.1. H2020-EU.2.3.1.	Dtorque111 - world's first turbodiesel outboard engine below 100 HP	Dtorque111 commercial user can save about 12 to. CO2 p.a. by each engine.	€ 0,05	€ 0,07	low carbon
Germany	H2020-EU.3.5.4	A new circular economy concept: from textile waste towards chemical and textile industries feedstock	The RESYNTEX project aims to create and develop industrial symbiosis between the chemical and textile industries with useful components and unwanted components found in textile waste	€ 8, 78	€ 11, 47	recycling, waste management

Spain	H2020-EU.3.4	Port IoT for Environmental Leverage	PIXEL Project was stated that the internal and external resources for the ports of the future should be at an optimum level, sustainable economic growth and environmental impacts should be reduced, and multimodal transport agencies and city centers should be located in the establishment of two-way ports.	€ 4, 89	€ 4 ,89	Intelligent information system, green transport
Poland	H2020 EU.3.4.	Establishing new eco-driving methods to score drivers and to enhance good driving habits based on advanced analytical B2B software platform for Connected Cars	The aim is to establish a network with logistics, telecom and software companies and develop the B2B Software platform for new eco-driving methods. In this way, a server is required to investigate driving models with machine algorithms, to immediately recognize risk behaviors and to reduce fuel consumption.	€ 0,05	€ 0,07	low carbon
Spain	H2020EU.3.5.4	Urban strategies for Waste Management in Tourist Cities	Tourism cities face additional challenges with waste prevention and management. In order to overcome these difficulties, policymakers support the UrBAN-WASTE project to reduce the amount of waste production and to reuse and recycle these wastes in tourism cities.	€ 4, 24	€ 4, 24	waste management
Netherlands	H2020-EU.3.5.4	REPAiR - REsource Management in Peri-urban AREas: Going Beyond Urban Metabolism	This project aims to provide decision support mechanism for an innovative geographic design to local and regional governments for sustainable growth. it provides the formation of a reversed material flow channel to ensure the correct flow of data.	€ 5, 90	€ 5, 90	recycling
Germany	H2020-EU.3.4	Increasing resource efficiency of aviation through implementation of ALM technology and bionic design in all stages of an aircraft life cycle	It is aimed that the design, production, maintenance and repair of aircraft are carried out throughout the product-life cycle without damaging the environment.	€ 6 ,44	€ 7, 96	intelligent information system, green transport
Belgium	H2020-EU.3.4.	Multi-source Big Data Fusion Driven Proactivity for Intelligent Mobility	It emphasized that CO2 emission potential in modern transportation systems. It supports the establishment of a suitable modeling system for the proactive and problem-free transport systems.	€ 5, 97	€ 5, 97	green transport

Italy	H2020-EU.3.5.4.	Urban metabolism accounts for building Waste management Innovative Networks and Strategies	In this project is to develop new methods for sustainable Strategic Plans for Waste Prevention and Management in various urban contexts.	€ 4, 96	€ 4, 96	waste management
Spain	H2020-EU.3.5.4.	Turning waste from steel industry into a valuable low cost feedstock for energy intensive industry	RESLAG Project aims to contribute to the economy with industrial symbiosis. This project is supported by energy intensive sectors, energy platforms organizations and governments.	€ 8, 02	€ 9, 58	waste management
France	H2020-EU.3.5.4.	Implementation of a Circular economy Based on Recycled, reused and recovered Indium, Silicon and Silver materials for photovoltaic and other applications	The CABRISS project creates an economy for both the photovoltaic and the electronics and glass industries. It can be used for recycling PV Materials. Thus, Si solar cells developed will have a low environmental impact with the application of low carbon technologies.	€ 7, 84	€ 9, 26	recycling, low carbon
United Kingdom	H2020-EU.3.5.4.	Circular Process for Eco-Designed Bulky Products and Internal Car Parts	The ECOBULK Project involves identifying common points in technologies, processes, products and services, and identifying parts that provide recycling in other industrial sectors.	€ 9, 67	€ 12, 15	recycling
Germany	H2020-EU.3.4. H2020-EU.2.1.1. H2020-EU.2.3.1.	High Density Batteries for e-Mobility and Industrial Automated Guided Vehicles.	HDBAT Project supported the development of a new generation of high-energy and high-power auto-guided vehicles. It offers alternative solutions for smart, green and integrated transport and waterborne transport and logistics processes.	€ 0,05	€ 0,07	green transport
Italy	FP7-ICT	Smart and Efficient Location, idEntification, and Cooperation Techniques	This project is designed to analyze and design various technologies and green areas in complex RFID systems and complex systems with the cleanliness of the low power label actors on the supply chain network and the ease of detection and monitoring of moving objects.	€ 2, 85	€ 4, 60	green supply chain management

Spain	FP7-PEOPLE	Effective green supply-chain management technologies in the competitive economic environment with pollution emission trade system	The project examines the trade of emission systems. It emphasized that this trade should be examined from an economic and administrative perspective. It supports the establishment of a fair system for the distribution of emission allowances to industries under a certain pollution limit.	€ 0,20	€ 0,20	green supply chain management
Germany	H2020-EU.3.4.	Regulating Vehicle Access for improved Livability	This project supports the urban mobility plan for smarter urban vehicle access arrangements. The emergence of Zero Emission Zones is supported. Urban transport system brings comprehensive and coordinated changes.	€ 3, 94	€ 3, 94	mobility management , low carbon
Spain	H2020 EU.3.2.4.1. H2020-EU.3.2.2.1.	Scalable Technologies For Bio- Urban Waste Recovery	The SCALIBUR project addresses the recycling of bio waste. It was established quality, logistics and management schemes for municipal solid waste (MSW) and urban waste water (USS).	€ 9, 99	€ 12, 00	waste management , recycling
Italy	H2020-EU.3.H2020-EU.2.3.H2020 -EU.2.1.	Innovative cable car for urban transport	The project aims at a sustainable and green urban transport solution. CableSmart provides good accessibility in higher and difficult areas and simplifies logistics processes.	€ 0,05	€ 0,07	green transport
Italy	H2020-EU.2.3.1. H2020-EU.3.2	Valorisation of corn processing by-products into plastic bio-composites	Project deals with the assessment of agricultural wastes. Since the irradiation process for the production of corn-based plastic composites destroys toxins, maize parts support the use of high mycotoxin levels in the production of new sustainable materials.	€ 0,05	€ 0,07	waste management , green supply chain management
United Kingdom	H2020-EU.3.3. H2020EU.2.3.1.	Scaling of midsized, patented, low energy, light weight, highly efficient actuator to meet the demands of smaller and larger scale applications	The Smart Actuator Company use RIFT Technologies in electrically operated actuators. So, Reduces carbon footprint in production and distribution.	€ 2, 28	€ 4, 12	low carbon
Slovenia	H2020-EU.3.4. H2020-EU.2.3.1.	Development of Polymer Halter for Oil Filters	PolyHalter project is about to develop new polymer oil filter. This reduces noise pollution, provides maximum savings in vehicles, and performs eco-friendly activities without the need for high volume logistics.	€ 0,50	€ 0,72	green transport

Germany	H2020-EU.3.4.	Research On Alternative Diversity Aspects foR Trucks	The ROADART project includes applications related to road safety faced by trucks in difficult conditions.	€ 3, 90	€ 3, 90	green transport
Italy	H2020-EU.3.4.	Mobility Innovations for a New Dawn in Sustainable (European) Transport Systems	The project aims at sustainable transport systems. It is Emphasizes that social participation in sustainable and efficient use of fuels will be ensured.	€ 1, 75	€ 1, 75	green transport
Greece	H2020-EU.3.4.	ICT Infrastructure for Connected and Automated Road Transport	Automation should be provided for the establishment of information infrastructure in road transport.	€ 7, 99	€ 10, 21	green transport
Spain	H2020-EU.3.4.	Modelling Emerging Transport Solutions for Urban Mobility	The MOMENTUM project supports the planning and development of new transport models for new transport options in urban mobility.	€ 2, 92	€ 2, 92	green transport, mobility management
Denmark	H2020-EU.3.4. H2020-EU.2.3.1.	The Sustainable Mobility Planner	Sustainable Mobility Planner (SMP) is defined as an innovative software system that evaluates sustainable transportation in cities in terms of environmental, financial and social aspects.	€ 0,05	€ 0,07	mobility management
United Kingdom	H2020-EU.3.3. H2020-EU.2.3.1.	Scaling of a midsized patented low energy, light weight, highly efficient actuator to meet the demands of smaller and larger scale functions	The Smart Actuator Company Ltd has used copper and energy at a lower rate than its competitors with the RIFT technology. It is stated that this energy reduces fuel usage in logistics and transportation and reduces carbon footprint in manufacturing and distribution.	€ 0,05	€ 0,07	low carbon
Germany	FP7 - TRANSPORT	Targeted Advanced Research for Global Efficiency of Transportation Shipping	The TARGETS Project is analyzing the energy consumption of cargo vessels. It is aimed to create a global energy consumption simulation system to develop new ship designs as Energy efficient ships.	€ 2, 67	€ 3, 57	green transport
Germany	FP7-ICT	Steering towards Green and Perceptive Mobility of the Future	Project aims to increase the use of public transportation by providing an examination of the existing transportation alternatives in terms of cost and carbon footprint in order to reduce the number of trips by car.	€ 4, 30	€ 6, 24	low carbon
Italy	H2020-EU.3.4.H2020-EU.2.3.1.	Integrated SOLution to enhance COLD chain and logistic tracking	Rapidly changes in the transport and logistics sectors require the establishment of a temperature-controlled supply chain and the creation of high value-added segments.	€ 0,05	€ 0,07	green supply chain management

Czechia	H2020-EU.3. H2020-EU.2.3. H2020-EU.2.1.	Breakthrough self-charging remote monitoring device for smart rail freight wagons to enhance sustainability of railway sector	Rail transport is the greenest mode. In terms of ensuring sustainability, safety, efficiency and performance, companies need for digital solutions and innovations in rail transport increases.	€ 0,05	€ 0,07	green transport
Italy	H2020-EU.3.5. H2020-EU.2.3.1.	Innovative eco-friendly crosslinker for leather and textile finishing	Green-linker is an environmentally friendly, high temperature tolerant chemical with the longest pot life and color fastness. The logistics capability is supported by this project.	€ 0,05	€ 0,07	green supply chain management
Spain	FP7-TRANSPORT	Greening of surface transport through an innovative and competitive CARGO-VESSEL Concept connecting marine and fluvial intermodal ports	EU CargoXpress aims to develop an innovative cargo vessel and meet the expectations of green transport. Ship equipment, structure, operations, Sea Motorways Short Sea Transportation (SSS) is an important logistics philosophy in the activity.	€ 2, 60	€ 3, 81	green transport
Spain	H2020-EU.3.4. H2020-EU.2.1.1. H2020-EU.2.3.1.	Smart collect points as an innovative logistic solution to shorten fruit and vegetables supply chain	The ECOLUP project shortens the supply chain in the fruit and vegetable sector and offers an innovative solution in terms of logistics and communication, providing convenience for producers and buyers.	€ 0,05	€ 0,07	green supply chain management
Italy	H2020-EU.3.5.4.	Large scale demonstration of new circular economy value-chains based on the reuse of end-of-life fiber reinforced composites.	The FiberEUse project includes the development of innovation activities for the reuse of high value-added products and composite recycling aims to increase profitability.	€ 9,79	€ 11, 9	recycling
Spain	H2020-EU.2.3.1. H2020-EU.3.2.	Bringing Local and Sustainable Produce Back to the City	The InstaGreen project supports shortening the supply chain, reducing carbon emissions, creating recycling at production and consumption points, and reducing the carbon footprint used for processing, storing and transporting products from the time of production	€ 0,05	€ 0,07	low carbon, waste management

Germany	H2020-EU.3.4. H2020-EU.2.1.1. H2020-EU.2.3.1.	Hamburg Airport Feasibility Pilot for Seamless Bagshuttle Service	The Bagshuttle Project involves selecting available public low-emission mobility by delivering baggage from airports to hotels, trade fairs or any destination.	€ 0,05	€ 0,07	low carbon
Italy	H2020-EU.3.4.	Rethinking Container Management Systems	With the installation of Robotic Container Management System, the efficiency, reliability, capacity, performance in the port will increase while noise and air pollution may be reduced.	€ 4,18	€ 4, 18	green transport
France	H2020-EU.3.4. H2020-EU.2.3.1.	New Electric Vehicle Chassis-Cab 10-14 for urban logistic	Use of new electric vehicles should be supported for sustainable mobility. Vehicles with low non-noisy gas emissions should be preferred for sustainable transport in city centers.	€ 1,75	€ 2,49	low carbon
Austria	H2020-EU.3.4.	Road Infrastructure ready for mixed vehicle traffic flows	The project aims to develop new methods for the traffic flow model to measure the effect of different automation levels on different traffic levels by using simulations that are compatible with the features of automatic vehicles.	€ 4,90	€ 4,90	intelligent information system, green transport
Denmark	H2020-EU.3.4.H2020 - EU.2.1.1.H2020-EU.2.3.1.	VDRConnect: VDR-based vessel telematics solution	With the use of intelligent systems, the VDRConnect project will increase resource efficiency and reduce CO2 emissions and reduce marine fuel consumption by 40% by 2050.	€ 0,05	€ 0,07	intelligent information system, green transport
Spain	H2020-EU.3.4. H2020-EU.2.1.1. H2020-EU.2.3.1.	TRANSAFEL OAD: Testing the real behaviour of packaged loads during transport	With this device, it provides the right resistance to the heavy loads in the vibrations experienced by the cargoes during transportation, reducing the amount of packaging used, safe transportation of cargo and preventing the wrong packaging.	€ 0,05	€ 0,07	intelligent information system, green transport
Germany	H2020-EU.3.4. H2020-EU.2.3.1.	Proactive Passenger Flow Management for Airports with an Advanced Forecasting System	With this project, more efficient resource planning is achieved, costs will be reduced, customer satisfaction will be increased, new airports investments will be reduced and effective use of existing airports will be ensured.	€ 0,05	€ 0,07	intelligent information system, green transport

United Kingdom	H2020-EU.3.4.	Development of a commercial manufacturing process for embeddable RFID and NFC Tags for complete lifecycle tracking of tyres	With this project, UHF / NFC RFID tags are placed on the tires which provide lifetime durability. The name of this product is OnTrack. This allows users to query the status of the tires with a smartphone.	€ 1, 55	€ 2 ,20	intelligent information system, green transport
	H2020-EU.2.1.1.					
	H2020-EU.2.3.1.					
Ireland	FP7-SECURITY	Risk Analysis of Infrastructure Networks in response to extreme weather	The effects of climate change events on unprotected infrastructure systems are examined. The rapid correction of the infrastructure network provides technical and logistical solutions for the establishment of early warning systems in case of possible incidents.	€ 3, 50	€ 4, 61	intelligent information system, green transport

3. RESULTS

In recent years, the concept of green living has rapidly gained importance. Green marketing can be considered as a marketing strategy where the concept of sustainability is important. It involves the marketing of environmentally and environmentally friendly products. From the production of the products, packaging, delivery to the final end consumer and the process until the waste into the applications must be carried out without harming the environment and human life. In this context, the logistic actions that take place in the distribution part of the products to consumers should also be performed without harming the environment. At this point, the concept of green logistics emerges. Green logistics is important for environmental, social and economic sustainability. Green Logistics offers a logistics approach from the point of production of the products, during the packaging and distribution stages and for the recycling of the products.

The 7th Framework Program was implemented by the European Union in 2007-2013. The 7th Framework Program was called "super green." Particular attention was given to environmental issues in this program. In the EU 8th Framework Program called Horizon 2020, which is valid for the years 2014-2020, green and environmental projects were also given importance.

In this study, green logistics projects supported by the EU 7th Framework program and Horizon 2020 program investigated. Projects are listed in the table. These projects generally serve in many different fields such as intelligent systems, electric vehicles, recycling, green solutions on land, air and marine transportation systems. It has been seen that most of the projects target multiple green logistic purposes. The projects target one or more of the targets such as efficiency, low carbon emission rates, sustainability, green supply chain management, waste management, and smart information systems. However, in determining the keywords in the study, the most obvious benefit in the field of green logistics was tried to be revealed. The general ratios of the projects according to the keywords appear as follows.

Table 2. The General ratios Of The Projects According to The Keywords Appears As Follow

Green transport	32%
Low carbon	20%
Waste management	14%
Intelligent information system	13%
Green supply chain management	8%
Recycling	7%
Mobility management	5%
R&D (Research and Development)	1%

Green logistics projects supported by the EU are predominantly green transport, low carbon, waste management, and intelligent information systems. In this context, areas where green logistics are targeted to reach immediate solutions and which are identified as the most problems arise. Supported projects shed light on the steps to be taken regarding green logistics on a global basis. Turkey has not benefited from these projects. Every country needs to make an original effort. In the EU dimension, it is seen that environmental projects are increasingly supported. These developments are considered promising. In the field of green logistics, it is essential that all countries act together with all institutions on a global basis and produce solutions. With the green project implementation of more countries, a more livable, green world can be left to future generations. In this context, the number of countries that support green practices with their projects should increase. It is of great importance that green marketing and green logistics practices are supported by all countries of the world. The solution of environmental problems in the world, starting from individuals, will be a quick solution as long as it is supported by society, international organizations and the state. All parties should continue to work together to ensure that green practices are realized globally.

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