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REVERSE LOGISTIC

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Abstract: The present study, in its approach, focuses on reverse logistics, which is classified as the area of logistics that focuses on the return of materials already used for the production process, aiming at the reuse or proper disposal of materials and environmental preservation.. Aiming to address the problem of what is the function and how does the process that derives from the act of reverse logistics occur? In this sense, the objective of this research is to find out what reverse logistics is, in terms of which reverse logistics is useful, on the description of the importance of reverse logistics for the environment. describe in the research as a central point to demonstrate all knowledge on the subject, justifying its execution process that will conclude on the contents demonstrated and researched here. It is considered that reverse logistics as an instrument of economic and social development characterized by a set of actions, procedures and means designed to enable the collection and return of solid waste to the business sector, for reuse, in its cycle or in other cycles productive, with the logistics area focusing on the return of materials already used for the production process, aiming at the reuse or proper disposal of materials and environmental preservation as a central point of contemporary reality.

Keywords: Environmental. Logistics. Materials. Preservation. Reverse.

INTRODUCTION

Reverse logistics is characterized by a set of actions, procedures and means designed to enable the collection and return of solid waste to the business sector, for reuse, in its cycle or in other production cycles, with the logistics area focusing on return of materials already used for the production process in the reuse or proper disposal for environmental preservation.

Currently, it is observed that reverse logistics is an area that is responsible for

managing the physical flow of products, from the point of consumption to their place of origin, thus having the function of managing and operationalizing the return of material goods after their sale. and consumption. (VIANA, 2019).

The adoption of reverse logistics, in order to seek better service in terms of cost reduction and improvement of the final product, taking into account the environmental and social impacts, combined with economic issues.

A process that thus becomes responsible for directing the existing cycle in supply chains, far beyond the recycling process or proper disposal, having the ability to propose an approach to the problem that is interesting and differentiated in terms of the environmental issue. (NOVAES, 2017).

Therefore, reverse logistics has been a point where organizations have focused a lot, as a competitive advantage, both in environmental and financial matters, making them recognized by their customers, and making them an example of companies that are concerned with social responsibility and environmental.

In recent years, logistics has evolved a lot, in a continuous way, and today it has become an important key element for the competitive strategy of organizations, where thus logistics has been a primordial activity for a well-elaborated business strategy, with the purpose of guaranteeing the sustainability of organizations, creating a new form of environmental management. (SOUZA, 2019).

This way, aiming to address the problem of what is the function and how does the process that derives from the act of reverse logistics occur?

Thus, the objective is to find out what reverse logistics is, in terms of its usefulness, on the description of the importance of reverse logistics for the environment.

REVERSE LOGISTIC

Historically, the process of logistics being underdeveloped, logistics activities focused on efficient distribution in the activities of transport, warehousing, order processing and shipping until the 1970s, where in addition to the globalization that has become the most striking change of recent times within society. (GOMES, 2014).

Currently, modern logistics encompasses, among others, the return flows of parts to be repaired, packaging and accessories, returned sold products and used and consumed products to be recycled, which plans, operates and controls the flow and corresponding logistical information, adding value of various natures: economic, ecological, environmental and social.

Every process that refers to current logistics, is described and affirmed on the reverse logistics system, which becomes one of the most important points of the National Solid Waste Policy, is characterized as a fundamental piece and directly linked to the principle of responsibility shared across the product life cycle between manufacturers, traders, consumers. (SOUZA, 2012, p. 22).

Thus, reverse logistics is considered as a process of planning, implementing and controlling raw material flows, from their origin to the point of consumption, adding value of different natures: economic, ecological, legal, logistical, corporate image, among others. (DONATO, 2019).

Therefore, what tends to reverse logistics is associated with the reuse of products and materials, so this assumption deals with all movement and storage activities, which facilitate the flow of products from the point of acquisition of the raw material to the point of final consumption.

The activities present in reverse logistics cover several stages such as: collection, inspection, separation, purchase and sale,

return, aiming at a sustainable recovery, and one must always be aware that reverse logistics processes can bring gains and losses to the company. (CHING, 2017).

Because within all processes and in this type of process, there are duplicate costs regarding storage, distribution and processes. Thus, This way, reverse logistics is an indispensable tool in the search for competitive advantage and operational control of companies, in addition to meeting legal requirements, since reverse logistics must always be planned and structured as a source of supply of raw materials for the process. productive. (OLIVEIRA, 2013).

Globalization and increased competition have made it necessary to look beyond individual company boundaries, so logistics tend to be key in the final process, as well as significant factors in environmental decisions.

Logistics and its existing processes have been taking on great proportions and significance nowadays, so in Brazil it has become a business of great proportions that has evolved very quickly in recent years, and has undergone profound transformations towards greater customer sophistication. and the final consumer, and logistics is playing an increasingly important role within companies, where these transformations are evidenced in different aspects, whether they are related to the organizational structure, operational activities, customer relationships. (FIGUEIREDO, 2103, p. 09).

Logistics in Brazil has also become a large-scale business that has evolved very quickly in recent years, where in recent years, logistics in Brazil has undergone profound transformations towards greater sophistication. These transformations are evidenced in different aspects, whether they are related to the organizational structure, operational activities, customer relationships, or financial issues.

Thus the history of logistics in Brazil, also

signaled by the emergence of the context that is present that deals with the integration of departments of organizations, facilitating control and planning. (BALLOU, 2016).

Reverse logistics is included in the principles and instruments introduced by the National Solid Waste Policy (PNRS), Law No. and waste recycling, where the final destination is environmentally appropriate and relevant to the human and environmental context. (VIANA, 2019, p. 33).

It is thus observed that reverse logistics develops a transformation role within the current scenario, being present at all times, but even for all this to happen, however, it is necessary to improve the process of managing investments in works that is proposed for the coming years.

Act to program, plan and envisage new strategies and organizational resources, incorporating aspects such as innovation, quality, productivity, profitability, competitive intelligence and management, thus also needing to incorporate attributes that characterize its organizational intelligence. (STOCK, 2009).

WHAT IS REVERSE LOGISTICS?

The performance of reverse logistics acts to make it possible is a shared responsibility among different citizens, the private sector and public agencies, given as a set of procedures and means to collect and provide post-sale or post-consumption referrals to the sector business, for reuse or proper disposal of waste. (LEITE, 2013).

Logistics is classified as: post-sales reverse logistics and post-consumer reverse logistics, where post-sales is characterized by the return of sold products that were not used or had little use, whereas in post-consumption it is the system which has gained strength in recent years, as it has become mandatory for some sectors due to Law 12.305/2010. It is characterized by

the collection and forwarding to recycling (or other suitable destination) of products and their waste after disposal by the final consumer. (NOVAES, 2017, p. 33).

Reverse logistics is beneficial for the economy, as it generates sustainable resources, where, in order to manage reverse logistics, it is essential to have a system that integrates and simplifies all your demands and needs.

Under legal provisions, reverse logistics systems will be extended to products and packaging considering, as a priority, the degree and extent of the impact on public health and the environment of the waste generated, in its cycle or in other production cycles, or other final destination environmentally suitable.

In Brazil, Law n° 12.305/2010, which instituted the National Solid Waste Policy (PNRS), represents a milestone for Brazilian society in relation to sustainability, therefore, encouraging the reuse, recycling and treatment of waste, increasing the efficient use of natural resources. (BUTTER, 2013).

The three basic stages of reverse logistics are based on the act that the consumer returns the product or packaging to the merchant/distributor, who considers the merchant/distributor and sends it to the manufacturer/importer manufacturer/importer forwards it for reuse, recycling or disposal adequate.

This way, reverse logistics is a mandatory practice provided for by law n° 12.305, in your business strategies it can be the differential that your company needs, with the objective of making a sustainable return of the materials already used in the production chain, having the sustainable responsibility of the materials is divided between companies and consumers, based on the environmental process. (GOTO, 2016).

WHAT IS THE USE OF REVERSE LOGISTICS

The current process regarding reverse

logistics is defined as the part of logistics that aims to relate topics such as: reduction; source conservation; recycling; replacement and disposal, therefore, reverse logistics implies a process of functional integration, acting in the coordination of physical flows related to production, distribution or after-sales services and expands to include additional functions, such as research, development and marketing in the project and management of flows.

Reverse logistics is the planning, implementation and flow control process, due to legislation, competitive reasons, improvement of the corporate image, economic revaluation, renewal, economic gains, socio-environmental responsibility, recovery of assets and/or value, and provision of differentiated services.

Reverse logistics among the company's current areas of activity is configured as a relatively new area for companies and societies in Brazil and in the world, where it is observed that the theme regarding reverse logistics is still not widespread in the social environment., which hampered its practice and adherence. (VAN BELLEN, 2012, p. 33).

Therefore, in the social sense of the world, society is the main beneficiary in terms of adherence to reverse logistics, to make its product environmentally sustainable, and with the correct disposal of waste, the company has a financial return, which encourages the maintenance of this environmental policy. (SANTOS, 2013).

Reverse logistics has grown in Brazil, due to the fact that it is a differential in relation to competitors and because there are laws that regulate the return of materials, where sustainability must be a milestone for innovation, in this context, everyone has the responsibility to participate in the devolution, recycling and environmental destination

Currently, there is a growing concern with the preservation of environmental resources, thus, when applying reverse logistics in the

company, it is necessary to control all the necessary information for the return of the material to the production cycle, allowing an increase in efficiency and a reduction of risks to human beings and the environment, through the continuous application of an integrated and preventive environmental strategy to processes, products and services. (SCHENINI, 2015, p. 14).

Thus, an increase in the severity of environmental legislation and consumer awareness is propagated, thus controlling all the information necessary for the return of the material to the production cycle, as correct planning adds economic, ecological, logistical values, among others. (REIS, 2019).

THE IMPORTANCE OF REVERSE LOGISTICS FOR THE ENVIRONMENT

Reverse logistics consists of a program adopted for the effective management of solid waste, which includes the reuse of materials, within the reach of sustainable development, conceptualized by Brazilian environmental legislation as an instrument of economic and social development. (GRAZIANO, 2017).

Therefore, the implementation of reverse logistics brings a series of positive impacts to the environment, society and the economy, helping to improve the image of the company that prioritizes sustainability in its processes.

Thus, the order of reverse logistics acts as a technique that has its scope focused on pre-production measures, processing, finished product, life cycle and disposal of product waste, with its scope focused on pre-production measures, processing, product finished product, life cycle and disposal of waste products, in order to rationalize the use of the natural input. (VIANA, 2019).

The level of logistical service that companies offer their customers is a tool that ensures their loyalty, understood as one of the oldest human activities, its main process is to make

goods and services available, a vital area in company administration, in recent years it has For a transformation, therefore, reverse logistics in its current view is concerned with product design aimed at its reuse in different ways, with environmental legislation. (BARBOSA, 2016, p. 12).

There is a growing concern of society with the quality of life and the environment, thus, new technologies associated with new market strategies allow companies to develop environmentally sustainable products.

Reverse logistics is a tool that relates the activities of planning, direction, implementation and control to each other, acting with regard to the return of products, source reduction, recycling, replacement of materials, reuse of materials, disposal of waste, where, Currently, society has pressured the production of ecologically correct products and processes. (GOTO, 2016).

Corporate responsibility for the environment is no longer just a compulsory characteristic, it has become an attitude, thus, reverse logistics can be evaluated by the great need for environmental awareness, based on the need to develop a systematized plan aimed at progress and the continuous development of the reverse logistics strategy.

FINAL CONSIDERATIONS

It is concluded that reverse logistics as an instrument of economic and social development characterized by a set of actions, procedures and means designed to enable the collection and return of solid waste to the business sector, for reuse, in its cycle or in other cycles productive, with the logistics area focusing on the return of materials already used for the production process, aiming at the reuse or proper disposal of materials and environmental preservation as a central point of contemporary reality.

Therefore, reverse logistics is a set of procedures and means for collecting and

forwarding after-sales or post-consumption, being an obligation, as manufacturers, importers, distributors and traders, manufacturing or placing suitable products on the market for subsequent reuse or recycling.

Reverse logistics is a differentiation strategy and it all starts with the elaboration of a plan to delimit the actions, from collection to reuse, recycling or dismantling, where, it is about all operations related to the reuse and disposal of materials, waste and products in general, it represents all operations related to the reuse of products and adherence to care for the environment.

This way, contemporary reality demonstrates that reverse logistics is now a key component of any simplified and successful supply chain, configuring more revenue opportunities, which also contributes to investment power, given the concept of circular economy.

Thus, reverse logistics is essential for companies to adopt more sustainable practices, a process that was born out of a need and increasingly becomes a way to reduce costs and contribute to the environment.

It is considered that reverse logistics encompasses all after-sales or post-consumption procedures that ensure reuse or correct disposal, emphasizing the process of caring for the environment and sustainable issues.

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