



ERASMUS/IP PROPOSAL
YASAR UNIVERSITY(IZMIR/TURKEY)
www.yasar.edu.tr

Green Logistics: Trends and Applications for a Sustainable Life-Style

GREENLOG

Acronym: GREENLOG

ECTS: 5 credits

Duration: 12 days

Planned dates: 14 May - 1 June 2012

Place: Yasar University, Izmir, Turkey

Focus: Green logistics and supply chain management issues, trends and applications for a sustainable life-style

Expected students: 30 multinational post-graduate students

Teaching staff: 6 multinational teaching staff (3 from Yasar University)

Teaching Staff at Yasar University:

Professor, Dr. Funda Yercan, Coordinator

Assoc.Professor, Dr. Aylin Guney

Lecturer Ceren Altuntas

Project Coordinator: Funda Yercan, funda.yercan@yasar.edu.tr

Subject Area(s): Logistics, international trade, life sciences, environment

Financial Dimension of the IP: Accommodation and subsistence costs of students and teachers are fully covered by the project. 75% of travel expenses will be covered by the project.

For most organizations today, logistics and supply chain concepts and globalization of supply chains at some level have gained more importance to achieve excellence. One of the main reasons to this importance has been stemming from the large share of logistics costs in the total cost of finished products or target services.

Leading organisations and firms have recognized in competence with each other that their supply chains and logistics services are critical to their growth, profitability and strategic effectiveness. Therefore, supply chains and logistics services have especially become increasingly global, complex, time-sensitive and environmental-sensitive. For more than a decade, companies have come under pressure to reduce the environmental impact of their logistics and supply chain operations against a strong and wide background of increasing public and government concerns for the environment.

With the Kyoto Agreement being applied worldwide, the practical use of green logistics and supply chain management in Europe have enforced environmental legislation for

manufacturers to place social responsibility for green product design, waste disposals, reverse logistics flows including used products and manufacturing induced wastes, etc. In addition, the practices and innovative solutions introduced by LIFE projects demonstrate how green infrastructures could be best supported and built up in the future. The added value of green infrastructures arises from its multifunctional use ensuring efficient and sustainable use.

The major objective of this programme, undertaken in Turkey, is to focus on the developments and trends in logistics and supply chain management practices with an environmental-sensitive point of view as a green approach, in particular. Current developments and applications for greening the processes and businesses throughout supply chains in Europe, are reviewed and examined.

The programme envisages a common approach in one of the leading and popular topics and trends in the world for all participating European post-graduate (master's degree) students studying different academic disciplines and interdisciplinary subjects. The teaching will include an overview of logistics and supply chain management subjects focusing more deeply on the green trends and practices in leading industries. Furthermore, some attention will also be given to the practices in daily-life as a sustainable life-style in Europe. The students are expected to submit and present cases related to the applications in market at the end of the programme.

In this respect, the multinational group of 6 teaching staff will also exchange views on teaching content and new curricula approaches in an international classroom environment with 30 European post-graduate students.

As a consequence, in addition to classroom teaching, the students will also find an opportunity to explore the applications in green logistics in this region leading to further similar courses in different regions in Europe in the future.



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