REVERSE LOGISTICS IN HOUSEHOLD RECYCLING WASTE SYSTEM

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Abstract

Municipal solid waste (MSW) management services are reverse logistics operations of significant scale and importance throughout the developed world, and yet the topic has only received limited attention within the logistics and supply-chain management literature. The activities underlying MSW management services, when successful, can have a significant impact on sustainable living by promoting a sustainable recycling regime and recapturing waste from land fills. The under-emphasis on MSW management services in the RL literature seems at odds with an increasing policy focus on sustainability issues. Many major developed countries are currently improving their household recycling waste management in order to address the significant pressure of the environmental impact from the household waste streams, especially plastics and electric and electronic equipment waste. An interdisciplinary approach was chosen for this study to explore reverse logistics roles in managing the household waste stream. Using a mixed-methodology approach, it is found that the reverse logistics factors, such as accessibility and availability, as well as convenience, are necessary to stimulate householders to recycle. And it is found in the study that the marketing factor, such as engagement, to the public by municipality is considered a significant factor to encourage sustainable recycling behavior. Hence, both engagement and reverse logistics factors have to work in sync in order to have a sustainable household recycling waste system. The study was undertaken East of Yorkshire and in the Humber region of England, United Kingdom. Hence, the study is the representation of the selected geographical location in the particular region.

Keywords: Municipal Solid Waste Systems, Recycling and Reverse Logistics.