

IMPLEMENTING "GREEN" ELEMENTS INTO THE SUPPLY CHAIN - THE LITERATURE REVIEW AND EXAMPLES

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ABSTRACT: Almost every operating enterprise in the market has the supply chain. Depending on the size and nature of the enterprise, supply chain can take many forms, but the basic elements of each supply chain are as follows: suppliers, production and distribution together with the common links between them. Now, in the consciousness of nearly every organization that works to market is the belief that one of the determinants of its continuous development is the protection of the environment. Because of this, companies try, during their actions, to cause the least harm on natural environment. The following article presents the classic supply chain that occurs in manufacturing companies and how, the implementation of proposed solutions into it, may bring the result that classic supply chain will become more environmentally friendly and "green". Also, this article presents four companies operating in various sectors of the economy, together with the actions taken by them to minimize their negative impact on the environment. Presented enterprises can serve as an example for other companies trying to enter the arrangements and procedures, whose main purpose is to protect the environment by transforming their supply chain into Green supply chain.

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