

ROLE OF LOGISTICS SERVICES FOR IMPROVING SOCIAL POLICIES

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Abstract: The purpose of the article is a scientifically applied analysis of the characteristics of social logistics and its areas of application and study of the role of logistics and logistics services for the development of social policies. In developing the article and to achieve the research goal, scientific approaches and methods have been used, such as: structural approach; process approach; systematic approach; literature review; historical analysis; critical analysis; comparative analysis; induction and deduction; analysis and synthesis; observation; survey; SWOT - analysis and others. The article analyzes the possibilities for using logistics services in the development of European social policies. The main directions in the vision and actions of the European Union for social policy are outlined. A definition of social logistics is given, the areas of application of social logistics and its role in the development of social policy are highlighted. According to the author, social logistics is a multidimensional concept that involves the application of a logistic concept based on the integration and optimization of material and human flows and associated information flows, through logistical tools, to the provision of public spheres and activities directly or indirectly related to people's health, their quality of life and their safety and security. The most important condition for the development of social logistics, however, is the awareness of its focus on the needs of society. The exact execution of the seven basic tasks of logistics, namely the delivery of the right product, at the right time, in the right place, in the right quantity and quality, at the right price (from the consumer's point of view) and to the right consumers, is obligatory, but social logistics the needs of society and improving its quality of life are fundamental. Social logistics is validated on the basis of the expediency of applying the logistics approach in the public sphere. The application of logistical principles in the public sphere is mainly in the following areas: crisis management, mainly in the provision of humanitarian aid; healthcare logistics services; optimization of logistics in the field of managing a large mass of people, mainly in managing their events at public events, in organizing public elections and others. The article also examines the relationship between social logistics and security. A comparative and critical analysis of the scientific and applied formulations of the concept of corporate social responsibility has been made and the relationship between socially oriented business logistics and this concept has been studied. The main directions of the European policy for social responsibility of logistics and multimodal transport are outlined. A SWOT analysis of the social practices applied by the providers of logistics services in the country and the benefits for them has been developed.

Keywords: social logistics, social policies, logistics service providers, corporate social responsibility, social practices applied by the providers of logistics services

1. INTRODUCTION

In contemporary context, "social policy issues are gaining in importance and relevance. Social policy includes a wide range of elements, among which social relationships occur as a result of the influence of a number of factors. To a certain extent, this impedes the precise definition of the content and scope of social policy." (Christova and Christov, 1999) Social policy should be seen as a set of policies that promote and make possible the social inclusion and personal realization of people. Social policy is seen as a partnership policy between citizens, business, non-profit organizations, social partners and the state.

The purpose of the article is a scientifically applied analysis of the characteristics of social logistics and its areas of application and study of the role of logistics and logistics services for the development of social policies.

2. EUROPEAN SOCIAL POLICY

According to Terziev, "social policy is at the heart of each country's development and governance. Although influenced by a large number of factors and problems, it largely determines the physical and mental state of the population, as well as the relationships and relationships between people. On the other hand, social policy enables a more global study and resolution of vital social problems of civil society. On the basis of the programs and actions of political parties and state bodies, the directions for the development of society are outlined." (Terziev, 2018)

The legal basis for social and employment policy in the European Union is in accordance with Article 3 of the Contract on European Union (CEU) and Articles 9, 10, 19, 45-48, 145-150 and 151-161 of the Contract on the Functioning of the European Union (CFEU). (Kraatz, 2018)

The main objectives of the European Union and its Member States in the social and employment fields, under Article 151 CFEU, are to promote employment, improve living and working conditions, adequate social protection,

social dialogue, human resources development with a view to high and a sustainable level of employment and combating exclusion from social life. Particular attention is paid to subsidizing unemployed youth. (Varbanova, 2017)

The realization of these goals has evolved, resulting in several stages. These stages can be conditionally distinguished on the basis of the conclusion of treaties of strategic importance within the European Union: from the conclusion of the Treaty of Rome to the Treaty of Maastricht; from the conclusion of the Treaty of Amsterdam to the Treaty of Lisbon; development after the Lisboa Treaty.

European Union countries respond by developing market-oriented strategies in the public sector, providing consumer-oriented assistance and services and focusing on output rather than the input of the social assistance system. The decisions adopted are within the framework of the "more market - less state" and "more voluntary - less professional" schemes. The social dimension of European integration has evolved significantly over the years, but the process continues. It is a key aspect of the Europe 2020 strategy, which aims to ensure high-employment inclusive growth and reduce the number of people living in poverty or at risk of social exclusion.

(Kraatz, 2018)

Social services are activities to support persons and families who are difficult or unable to meet their basic needs of life. These services are provided by the state and municipalities, by individuals and legal entities after licensing.

Current logistics trends can offer opportunities to optimize the social service delivery process by developing Third Party Logistics (3PL) schemes that provide a single point of contact for customers by organizing and managing the activities of individual units and elements, related to the provision of the social service, and the type of Fourth Logistics Partner (4PL) to coordinate and control the overall activity of providing the social services performed by the previous type of providers.

3.SOCIAL LOGISTICS

In contemporary conditions, the idea of applying logistics to areas that are unrelated to either the military or business spheres is required, resulting in the identification of a third area called social logistics. Social Logistics aims to introduce a social (human) factor into systems and to apply logistical principles and methods in solving the problems of society. (Andryushchenko, 2012) Social logistics can be defined as the art of managing socially significant material flows (and related information flows) in order to achieve certain spatial and temporal advantages needed to ensure the proper functioning of society and to ensure an adequate quality of life. (Kołodziejczyk, 2009)

The concept of social logistics (logistics of social flows and processes) is related to, but not identical to, the concept of socially oriented logistics (studying the problems associated with the environmental impact of transport, packaging, processing and reverse logistics). Unlike social-oriented logistics, social logistics does not address the logistics of material goods and services.

Social logistics covers diverse areas of knowledge such as queuing theory, sociology, economics, systems management and ergonomics. The aim is to achieve a synergistic effect in the social system. It is important for social logistics to make minor sacrifices on the part of each individual, which, however, has an added value (higher than the overall cost) for society as a whole.

The public sphere is a new field of application for logistics. The connection is logical, since practically all logistics activities are carried out with the participation of people, in the social sphere they directly or indirectly relate to people, and as a result serve the people. It is necessary to understand that it is necessary to take into account the needs and requirements of the individual, not just large groups of people (collectives, staff in the enterprise and others), which also determines the role of logistics in the social sphere.

Another reason for the development of social logistics is the growing tendency to achieve sustainable development, protect the environment and increase corporate social responsibility.

In our view, **social logistics** is a multidimensional concept that involves the application of a logistic concept based on the integration and optimization of material and human flows and associated information flows, through logistical tools, to the provision of public spheres and activities directly or indirectly related to people's health, their quality of life and their safety and security.¹⁴

However, the most important precondition for the development of social logistics is the awareness of its focus on the needs of society. Accurate fulfillment of the main seven tasks of logistics, namely delivery of the right product, at the right time, at the right place, at the right quantity and quality, at the right price (from the point of view of consumers) and to the right consumers, is obligatory, but social logistics the needs of society and improving its quality of life are fundamental.

¹⁴ Author's definition

Social logistics is validated on the basis of the expediency of applying the logistics approach in the public sphere. Staff education is also a key factor in providing well-trained and qualified staff. (Varbanova, 2019) The application of logistical principles in the public sphere is mainly in the following **areas**: (Sholtysek, 2011) crisis management, mainly in the provision of humanitarian aid; healthcare logistics services; optimization of logistics in the field of managing a large mass of people, mainly in managing their events at public events, in organizing public elections and others.

New logistics applications that shape social logistics can be divided into three groups, based on the frequency of application in practice. (Table 1)

Table 1. Areas of application of social logistics, divided by the criterion of application period

With continuous action	With periodic action - beginning and end	If necessary
Blood Resources Logistics	Election Logistics	Humanitarian Aid
Health logistics	Logistics of sporting events	Transport logistics
Logistics of prisons	Logistics of mass events held in certain permanent places	Transplantation logistics
Logistics of tourism		Logistics of mass events
City logistics		Dangerous goods transport logistics
Logistics in serving the unemployed, disabled and disadvantaged		Logistics in order to maintain order in the public space
		Logistics of the social message

Social logistics contributes to improving the security of the country, through its components, healthcare logistics and related logistics of blood resources and transplantology logistics; city logistics; logistics for servicing the unemployed, the disabled and the disadvantaged; logistics of sporting events; logistics of transportation of dangerous goods and others. In this respect, social logistics not only takes care of the health and quality of life of people, but also contributes to improving their safety and job creation.

Social logistics is validated on the basis of applying a logistical approach to the provision of events and events for which security is of utmost importance, such as crisis management logistics; humanitarian aid logistics; organization of logistics in managing a large mass of people at public events and in organizing public elections; logistics for maintaining order in the public space, logistics for prisons and more.

The current trends in the field of logistics are aimed at its development in a sustainable direction, which is to strike a balance between economic interests, on the one hand, and the environmental and social interests of the individual, society and the planet, on the other. The pursuit of the balanced development of the three dimensions of logistics - economic, environmental and social - directly leads to greater national security.

The development of socially oriented logistics is based on the concept of corporate social responsibility. Logistics companies must maintain stable relations with educational institutions in order to provide them with quality staff. (Varbanova, 2018)

Socially oriented logistics is a mechanism for the optimal allocation of primary (produced) resources, taking into account the effectiveness of their use in socially significant areas and the mechanism for planning the cyclical nature of the processing of newly created materials and products using new methods and technologies. (Keivanova, 2014)

Socially oriented logistics is also seen as a special form of logistic activity, the results of which are expressed not so much with an economic effect, but with a social effect in the form of socially significant consequences of this activity, in most cases they can become the main purpose of its implementation. . The relationship between these two effects - economic and social - and their priority are largely determined by the mission, goals, sources of investment and management of logistics structures with a social orientation. (Novikov, Zharikova and Chaynikova, 2014)

The application of corporate social responsibility in the logistics industry can lead to improved financial efficiency and differentiation from competitors, rather than traditional price competition instruments.

The European Union's logistics policy is aimed at achieving sustainability and social responsibility.

The European Parliament's view on logistics in the European Union and multimodal transport (2015/2348 (INI)) is that modern efficient transport and logistics are crucial to the effective functioning of the European Union's internal market and are an important factor in ensuring competitiveness, creating new opportunities for business and

employment, protecting the environment, mitigating the effects of climate change and reducing carbon dioxide emissions from transport.

One of the objectives of the Commission's White Paper on Transport is to achieve a transfer of 30% of freight in road transport over 300 km to more sustainable modes of transport, such as rail and water, by 2030 and over 50% of these freight by 2050, which requires the development of appropriate infrastructure, given that European transport policy and international corridors can make an important contribution to the achievement of the Union's climate-related objectives and the Paris Agreement signed within the 21st conference of the Parties to the UN Framework Convention on Climate Change.

At the heart of the development of sustainable logistics services is the concept of sustainable development and its three pillars, respectively, economic, environmental and social. The provision of sustainable logistics services on a global scale tends to lead to the leading role of the economic aspect, but environmental and social aspects are constantly increasing their importance for consumers, leading to an increase in their expectations and demands for service. Sustainable logistics services are becoming a necessity for competitive and sustainable development of logistics companies.

The social dimension of sustainable logistics is related to the implementation of social practices by logistics providers.

The main guidelines for examining the extent to which such practices are implemented by organizations in the logistics sector are the conditions of safety and social action for employees and the public. (Table 2)

Table 2. Indicators for assessing the social dimensions of logistics service providers

Safety Conditions	Measures to Improve Safety Conditions	Measures to employees	Measures to society
Ergonomic workplaces	Medical examinations before appointment	Training new employees	Promotion of eco projects
Health protection (for example, emissions, radiation, etc.)	Preventive health checks	Regular training and development programs	Long-term employment
Transport incident protection	Safety training	Regular employee satisfaction surveys	Training of trainees
Accident protection in storage areas	Improvements to transport and storage equipment security systems	Individual opening hours	Training for the disabled
Incident protection in loading / unloading areas	Customer cooperation	Career opportunities	Other support for social projects (eg organizational or managerial)
	Collaboration with other logistics companies	Financial incentives for good results	Donations for social projects
		Childcare for employees	

4.SWOT-ANALYSIS OF THE SOCIAL PRACTICES OF LOGISTICS SERVICE PROVIDERS AND THEIR BENEFITS

The implementation of social practices by logistics providers and the benefits can be examined on the basis of SWOT analysis (Table 3). The indicators and their weights - from 1 to 5 in the SWOT-analysis were determined on the basis of the results of the conducted study. (Rakovska, Mihova et al, 2017)

Table 3. SWOT analysis - Social practices implemented by logistics service providers and their benefits

Strengths	Weight	Weaknesses	Weight
1. Competitive development	5	1. Insufficient ergonomic jobs	5
2. Sustainable Development	5	2. Insufficient ergonomic jobs	3
3. Good work safety conditions	4	3. Poor training for trainees	4
4. Safe work training	4	4. Weak social measures in relation to society	3

5. Safety of equipment related to logistics activities	3	5. Insufficient care for the career development of employees	4
6. Social sustainability of the services provided	4	6. Poorly flexible individual working hours	3
7. Training of new employees	5	7. Poor care for employees' children	2
8. Financial incentives for staff	4	8. Poor training for disadvantaged people	3
9. Employee Satisfaction Survey	5	9. Poor promotion of environmental projects	3
10. Donations for social projects	3	10. Low employment of long-term unemployed	2
11. Environmental practices to protect the health of employees, people and society	5		
Opportunities	Weight	Threats	Weight
1. Global trends in the implementation of social practices by logistics providers	5	1. Bigger investments - rising costs	5
2. EU standards and international standards. Environmental Management Systems and Standard Series 14001	5	2. Unreliable subcontractors	5
3. EU 2020 Strategy	4	3. Lack of mechanism to accurately determine the benefits of implementing social practices	4
4. Government regulation - programs to encourage and support businesses in implementing sustainable practices	4	4. Low level of cooperation with other logistics companies	2
5. Health and Safety at Work Act	4	5. Not a good overall organizational culture	4
6. Consumer expectations and demands have increased	5		
7. Improved image	5		
8. Competitive advantages	5		
9. Better, even market leadership	5		

The SWOT analysis considered is presented graphically in Figure 1.

Figure 1. SWOT analysis of social practices implemented by logistics providers and their benefits

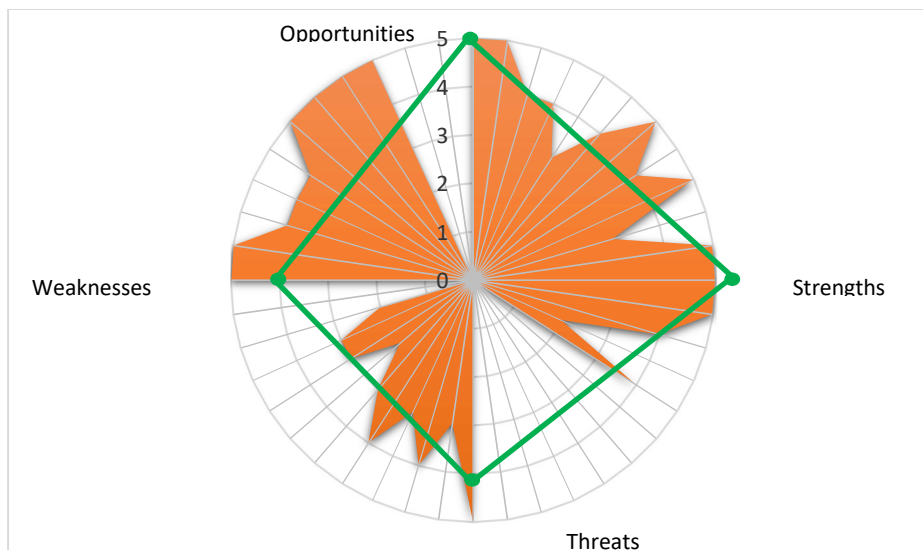


Figure 1 shows that the development of social practices implemented by logistics service providers is in the right direction and the benefits are visible. However, focused work is needed in the following areas:

- Maintaining and improving the positive conditions and trends in the implementation of social practices;
- Identify measures to gradually overcome weaknesses resulting from the lack or low availability of some social practices;
- Study and analyze the positive influencing factors of the macro environment and make the most of them;
- Study and analysis of the negative influencing factors of the macro environment and identifying measures to reduce the negative consequences.

Based on the analysis of the development of the social practices of logistics service providers and their benefits, it can be concluded that it is appropriate to develop and implement an effective competition policy and strategy for the implementation of social practices by the logistics service providers.

In this respect it is necessary to: study and determine the practice of competitors - other logistics service providers, in the application of social practices; identifying and evaluating key measures of social practices that will make the organization a preferred logistics service provider; evaluation of each variant of social practices in terms of economic and social efficiency; selecting and formulating the most appropriate strategy for the logistics service provider to improve the social dimensions of its business; adopting a social practices program to improve the image and attract and retain clients, business partners and investors; and conducting systematic, overall control and evaluation of the results of the implementation of social practices, identifying deviations from adopted standards and rules, as well as the organization's strategy and policies, discovering the causes of such deviations, and adopting decisions to correct actions, according to the specific situation.

5. CONCLUSIONS

- Social policy is aimed at the set of regulatory impacts of the state (municipality) in order to ensure equality and fairness within the economic capabilities of society while meeting the basic needs of the people. The needs of the individual and society as a whole are at the heart of social policy. On this basis, social policy includes all elements regulating the effects of the state (municipality) and activities aimed at optimally meeting these needs, improving the quality of life and their safety.
- The provision of social services in the country is characterized by the dispersion of the individual elements of the service between different institutions and units and spatial fragmentation, which in turn leads to a huge expenditure of time and financial resources for the clients. Modern logistics tools can offer opportunities to optimize the process of providing social services. Also important is the application of modern information technologies that allow monitoring and coordination at every stage of the provision of the social service.
- Activities such as logistics and marketing, through their contemporary manifestations - social logistics and social marketing, can also be seen as elements of social policy
- Socially, logistics should be developed in the following three areas: social logistics; socially oriented business logistics based on the concept of corporate social responsibility; and implementation of social practices by logistics providers.
- Social logistics is entirely based on the logistic concept, but instead of the economic system, the social system is considered, and individuals and the links between them are perceived as elements and corresponding links of the logistics chain. These logistics applications are based on basic logistical assumptions and principles, but they have a specific social direction. The purpose of the management of material flows and the accompanying information flows in these fields is to achieve the desired social effect, which is measured by the degree of satisfaction of basic social needs. In social logistics, members of the public are not just consumers who buy goods or services, but people who need protection and a higher quality of life.
- National, including economic and social security are directly influenced by the quality of management of scarce national resources in the face of alternative societal goals and a series of threats and disruptions to the economic process. The main task is to effectively maneuver resources and ways to achieve resource flexibility.
- Corporate social responsibility is an element of organizational culture that requires the fulfillment of the voluntary commitments undertaken by the companies, whereby personal benefits and private corporate interests are relegated to the background and a new vision for corporate values is being established. Business practice provides good examples of socially responsible companies developing more successful businesses. In this sense, corporate social responsibility is a significant economic factor leading to the creation of added value and long-term benefits.
- The development of socially oriented logistics is based on the concept of corporate social responsibility. Socially oriented logistics is based on the nature of the relationship between social and economic effects. A characteristic feature of socially oriented logistics is its sustainable functioning and development, although the

associated costs are higher. The overall economic impact of this logistics is shaped not only by the direct marketing of logistics services, but also by the positive consequences of socially significant transformations. The aim is to obtain a social effect that can, in the long run, repeatedly outweigh the main economic effect and costs and provide a greater image and competitive position of companies in the market.

- The European Union's logistics and freight policy aims to facilitate the maintenance of an enabling environment, overcoming difficulties and harnessing growth and jobs potential in the sector against the background of changing economic and social trends, dynamic technological change and increasing more globalized trade. Increasing energy costs, the need to reduce CO₂ emissions, competition for attracting talented workers in aging societies, accelerating the digitization and automation and autonomous functioning of vehicles and processing, increasingly integrated supply chains and the ongoing containerization a wide range of challenges and opportunities that have an impact on the logistics sector.
- The main social practices implemented by logistics providers in the country are aimed at providing very good security conditions that are specific to the logistics sector and developing security measures. The leading providers of logistics services in the country - Bulgarian and foreign - are developing comprehensive programs for social measures to improve working conditions, increase the satisfaction of their employees and for the benefit of society and the environment. They consider that human resources are their most valuable asset, so they take special care of their employees, while at the same time social practices aimed at society and the environment improve their image and their position in the market.
- The use of logistics services for the development of social policies at European, national and local level is based on the application of modern logistic tools, which require the integration and coordination of logistics activities in order to optimize their implementation time and overall logistics costs, but from the point of view point of the needs and requirements of the individual and society as a whole.

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