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## **REVERSE LOGISTICS AS A TOOL FOR BUILDING A CIRCULAR ECONOMY IN UKRAINE**

The article addresses the transformation of reverse logistics management as a key factor in building Ukraine's circular economy under conditions of European integration and post-war recovery. Its relevance stems from systemic shifts in the EU regulatory environment, which collectively redefine reverse logistics as a strategic competitiveness factor and a precondition for Ukrainian producers' access to EU markets.

The purpose is to substantiate the conceptual foundations and priority directions for transforming the reverse logistics management system in Ukraine. The methodological framework combines comparative analysis of EU and Ukrainian regulatory environments, economic-statistical analysis of Eurostat and European Environment Agency data on the Circular Material Use Rate, content analysis of normative legal acts, and system-structural analysis.

The study systematizes three methodological approaches to assessing reverse resource flows: the flow-functional, the eco-statistical, and the management-effectiveness approaches, each with limitations in coverage or methodological clarity. It is established that none of them alone provides a complete evidence base for managerial and regulatory decisions, while effective European systems rely on their complementary application.

A three-level model of transformation is proposed, encompassing methodological, regulatory and infrastructural directions as an interdependent contour rather than parallel tasks: methodological foundations ensure regulatory evidence, the regulatory framework sets investment targets, and infrastructure creates preconditions for fulfilling both. The practical value lies in providing a holistic vision of reverse logistics management transformation integrating methodological, regulatory and infrastructural dimensions, in contrast to fragmentary sector-specific approaches

**Keywords:** reverse logistics, circular economy, European integration, waste management, extended producer responsibility, management transformation, post-war recovery.