



Sustainable Supply Chains. Dealing with the right projects

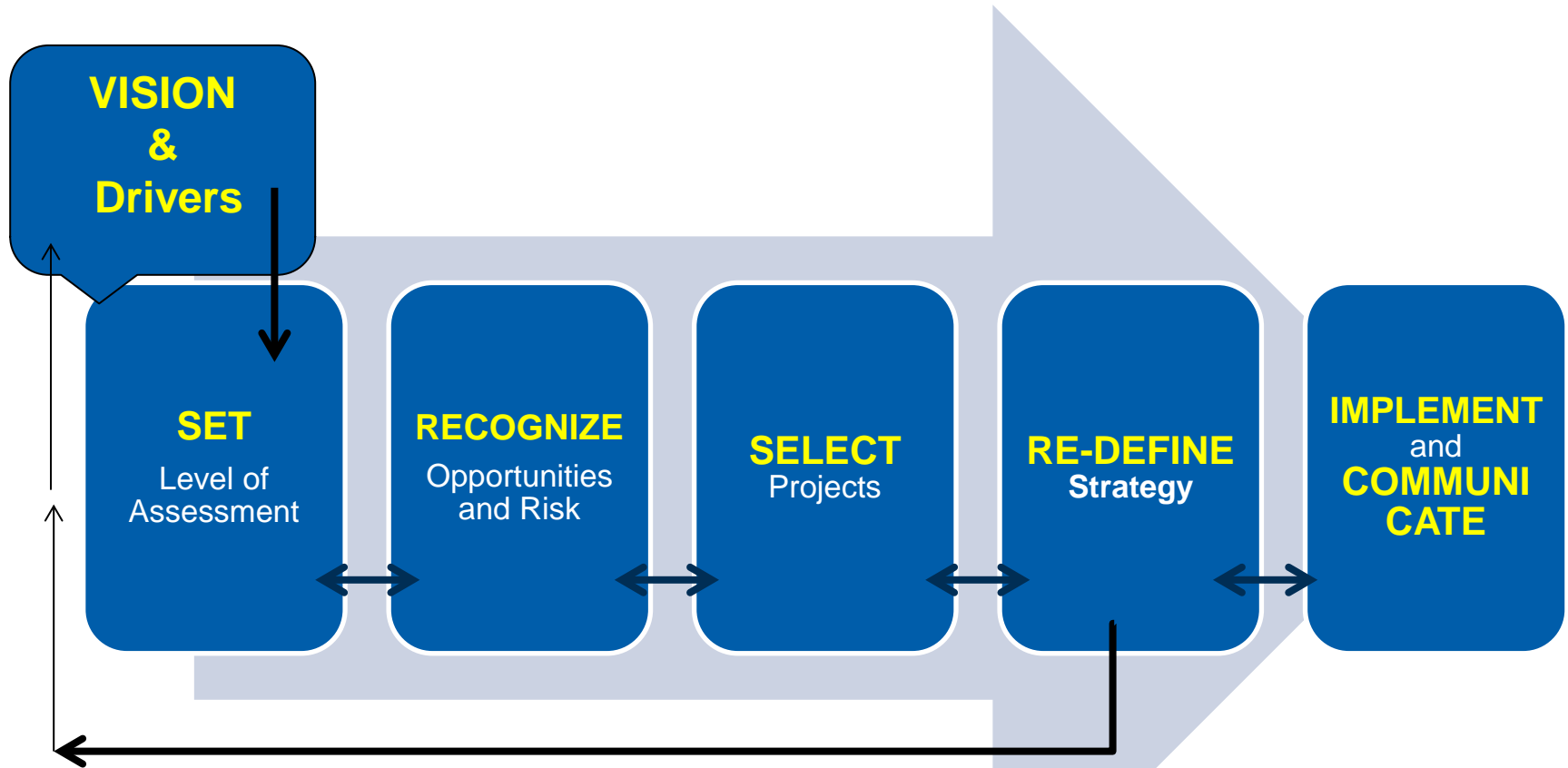
Prof. Omar Romero-Hernandez

Haas School of Business

University of California, Berkeley

1/

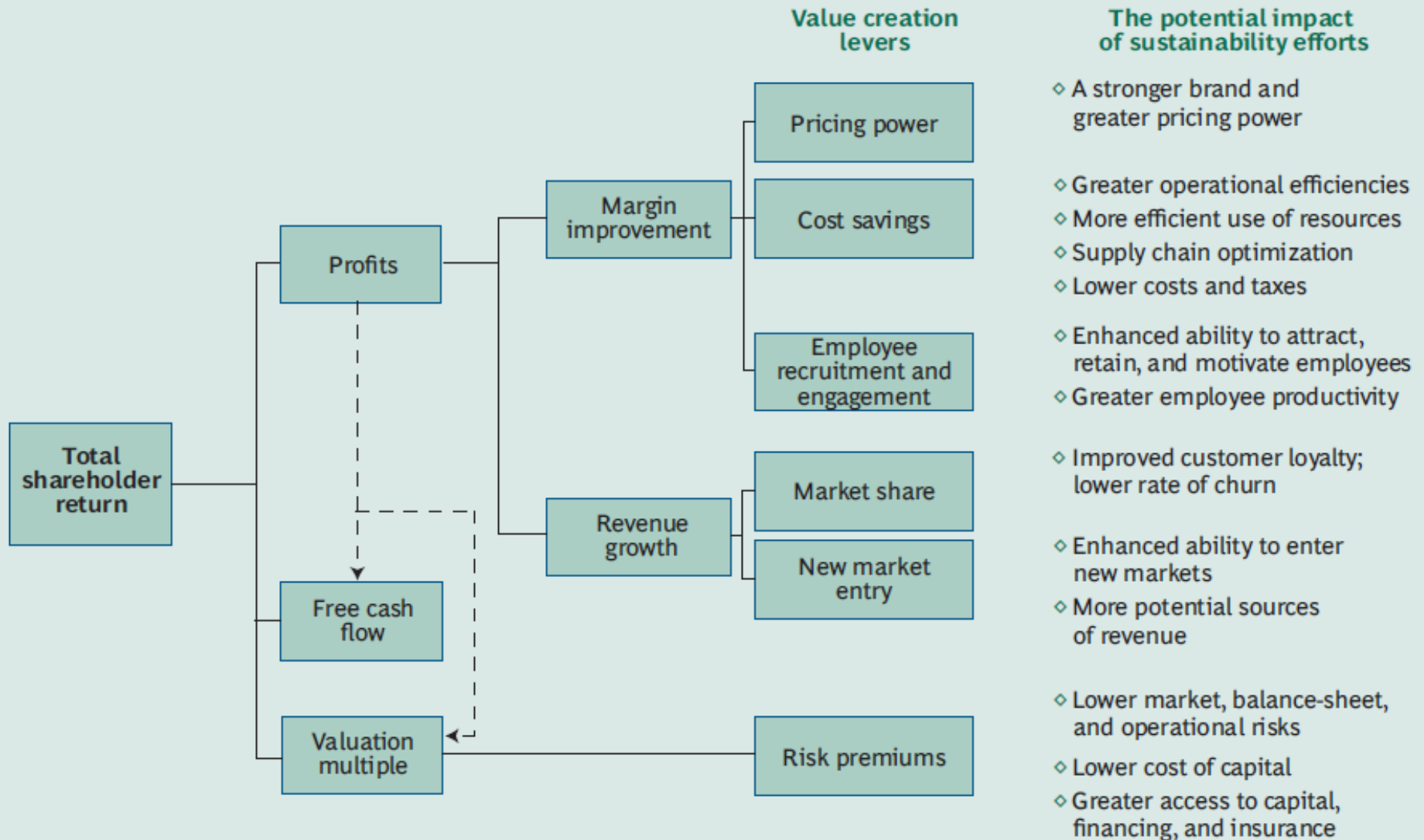
Framework for Corporate Sustainability Planning



UC Berkeley, Haas, Corporate Sustainability framework
Romero-Hernandez et al., 2011

2/

Adding value through Sustainability

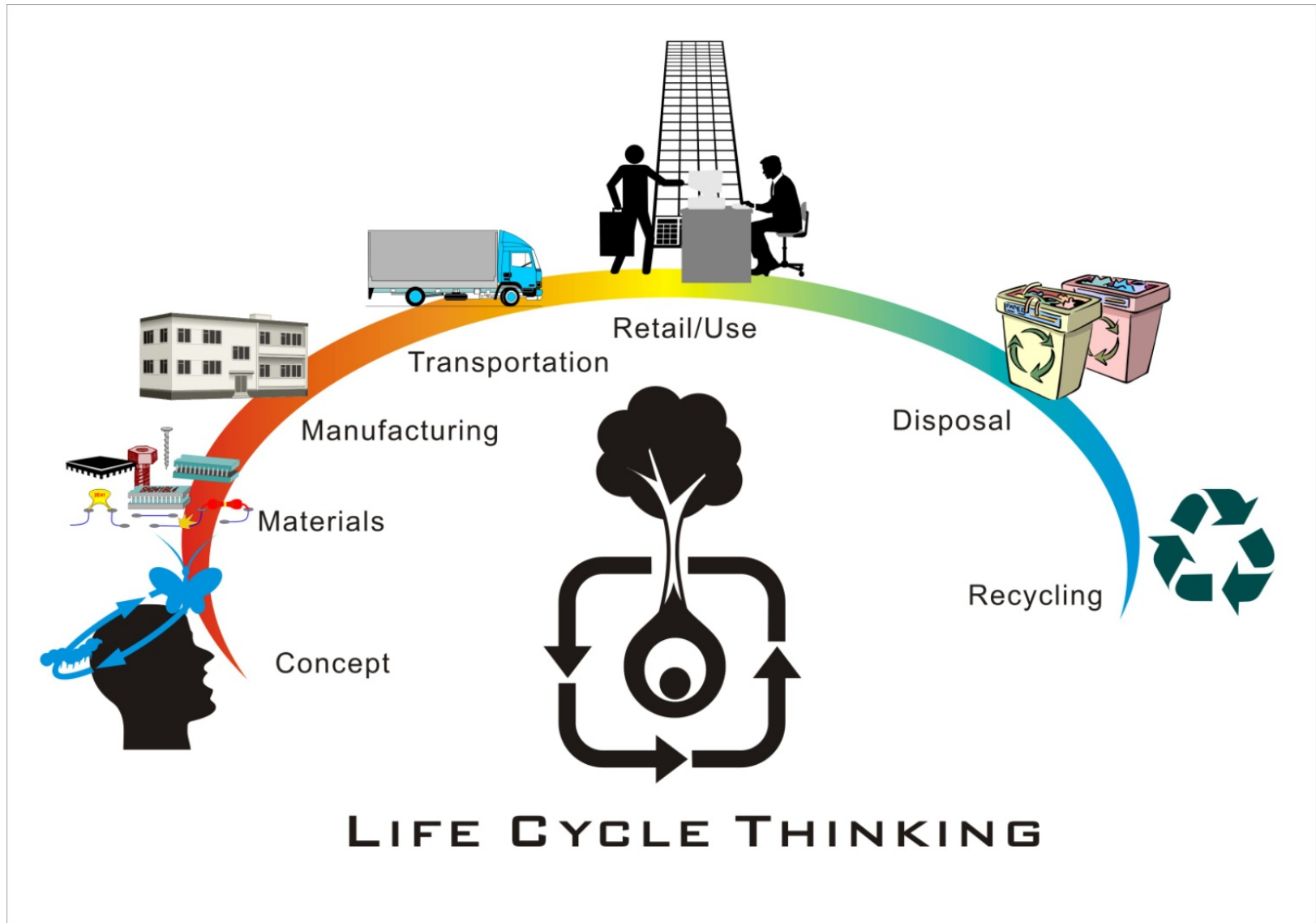


Sources: The Sustainability Initiative 2009 Survey, BCG and MIT Sloan Management Review; interviews with thought leaders.



Supply Chain Sustainability is the management of *environmental*, *social*, and *economic* impacts, and the encouragement of good governance practices, throughout the lifecycles of goods and services.

UN Global Compact

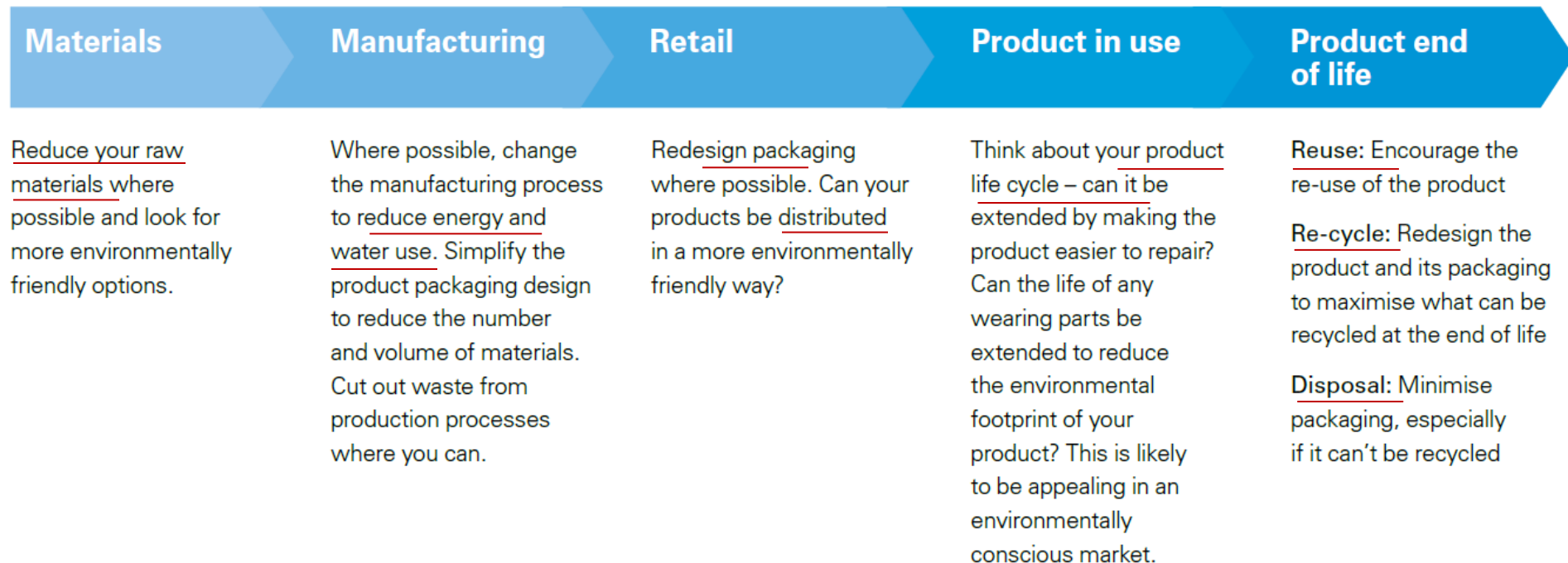


<http://www.dlinkgreen.com/greensupplychainmanagement.asp>

5/

LIFE CYCLE THINKING

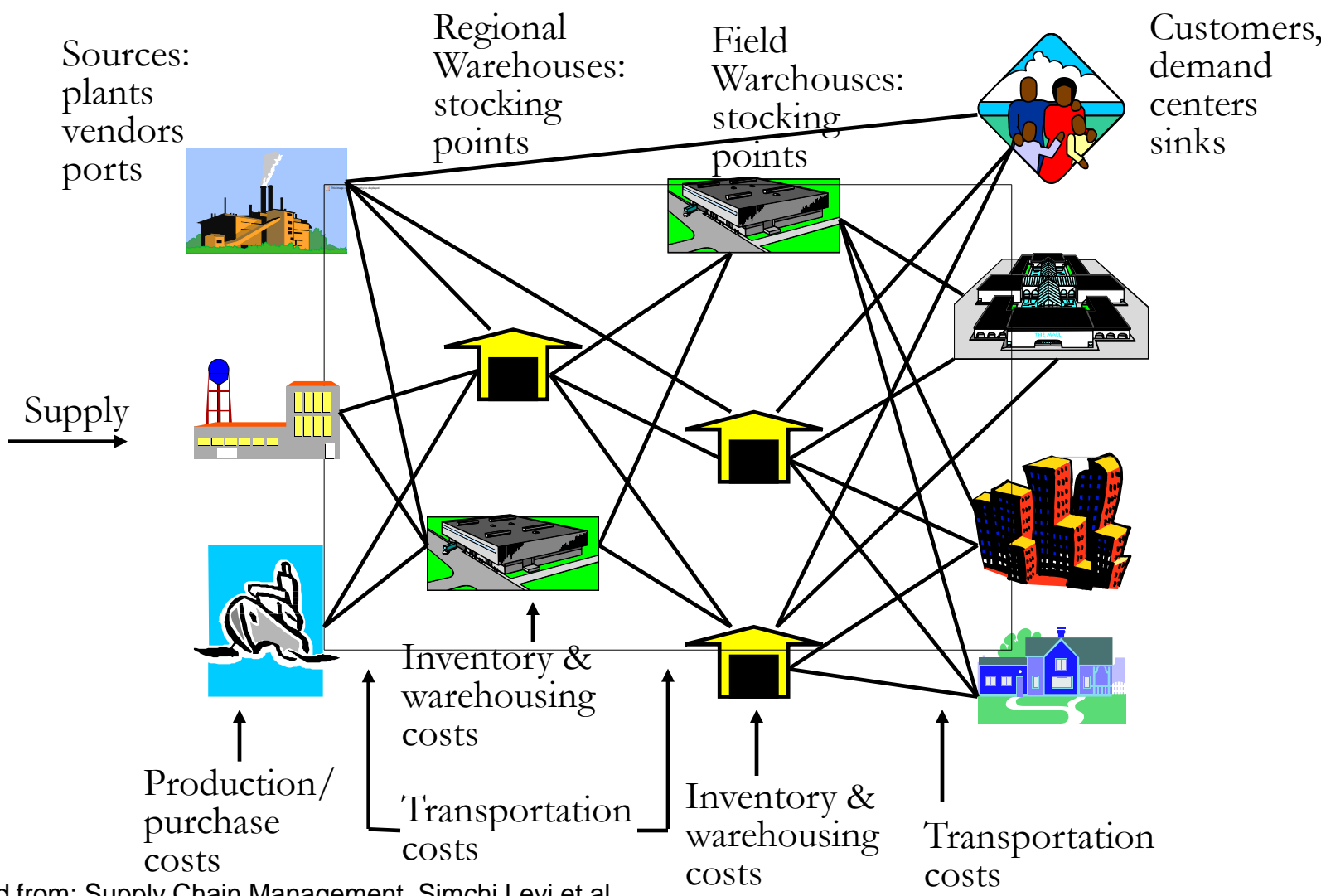
Key considerations for green design of products and services



Source: The Carbon Trust

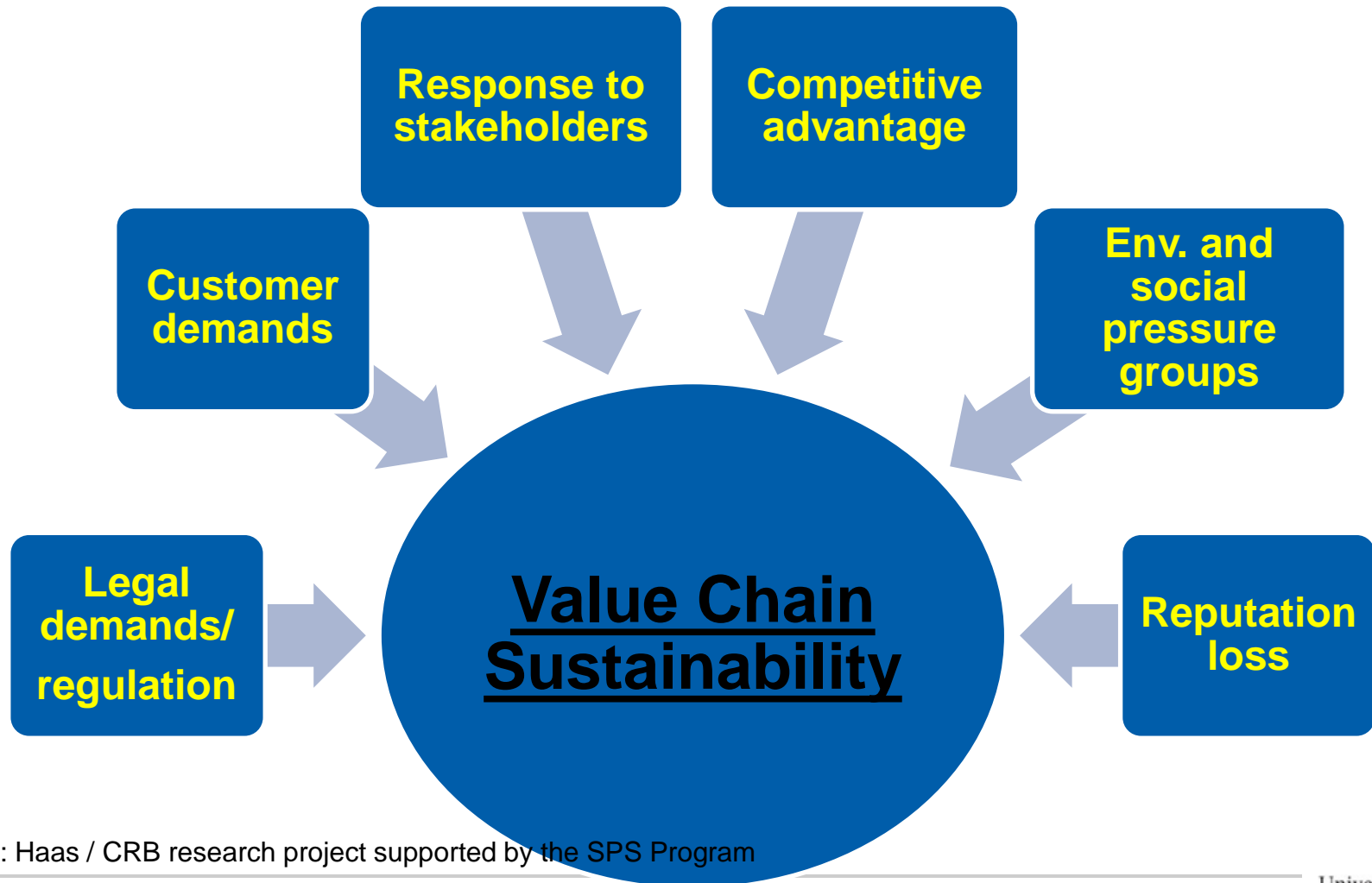
6/

ENVIRONMENTAL, SOCIAL AND ECONOMIC IMPACTS EXIST THROUGHOUT EVERY STAGE OF SUPPLY CHAINS



Adapted from: Supply Chain Management. Simchi Levi et al.

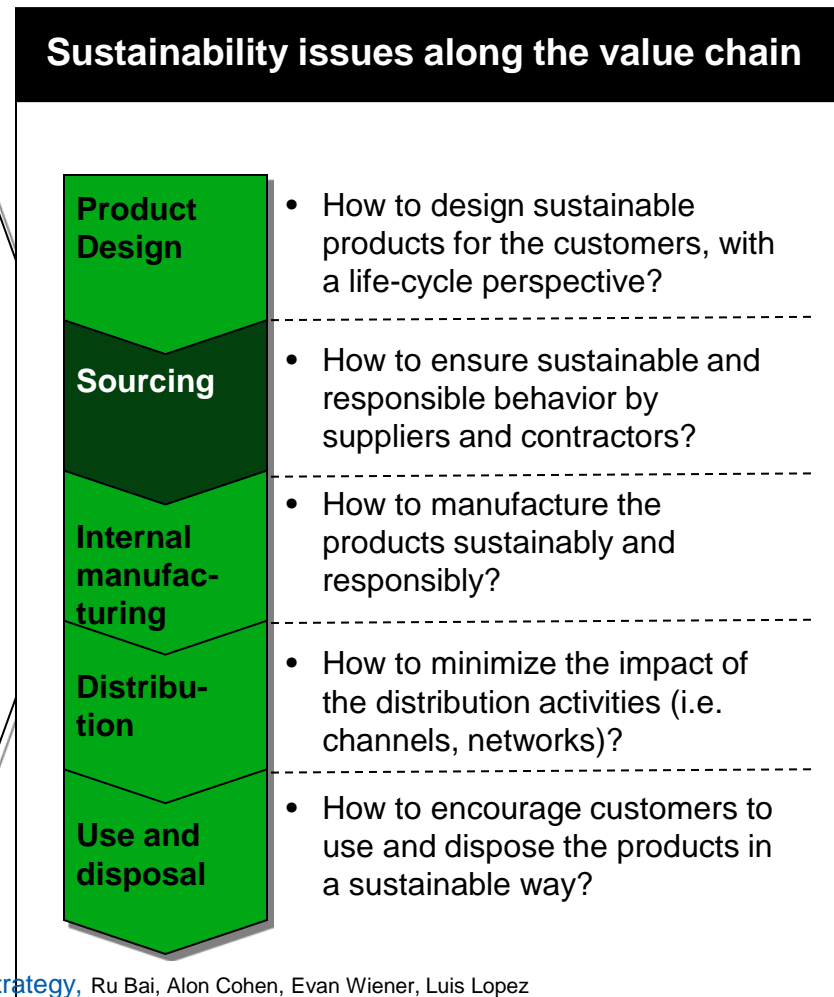
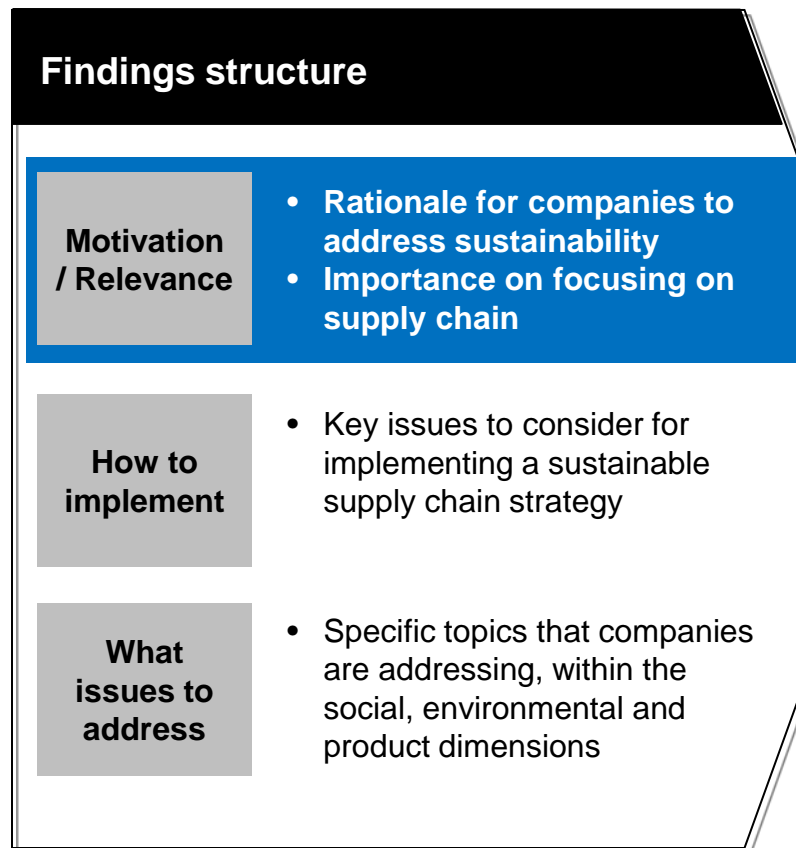
Pressures for supply chain sustainability



Source: Haas / CRB research project supported by the SPS Program

8/

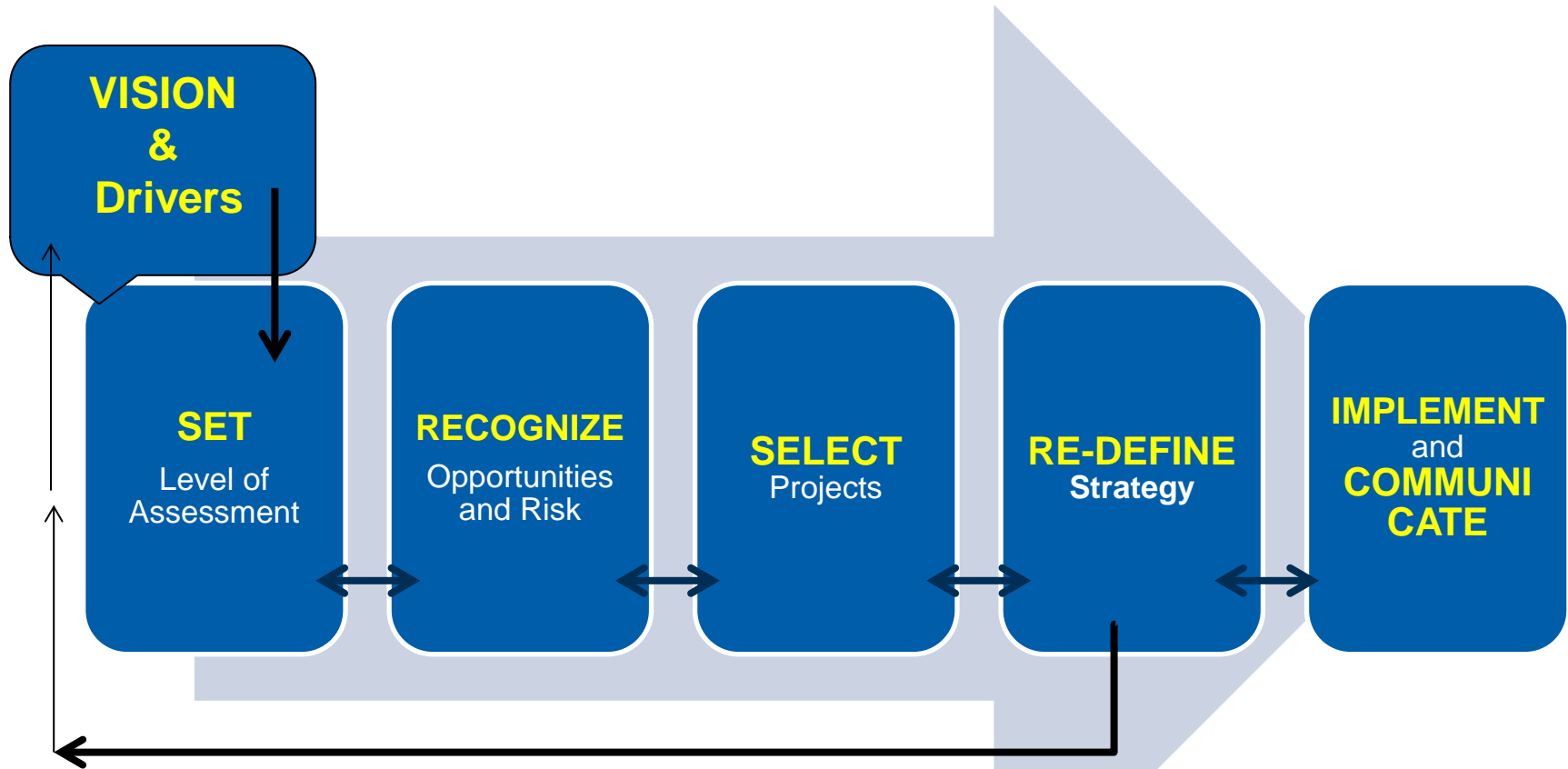
Sustainability requires and end to end vision of the value chain... here is an example on sourcing



Source: UC Berkeley. Developing a world-class supply chain sustainability strategy, Ru Bai, Alon Cohen, Evan Wiener, Luis Lopez

9/

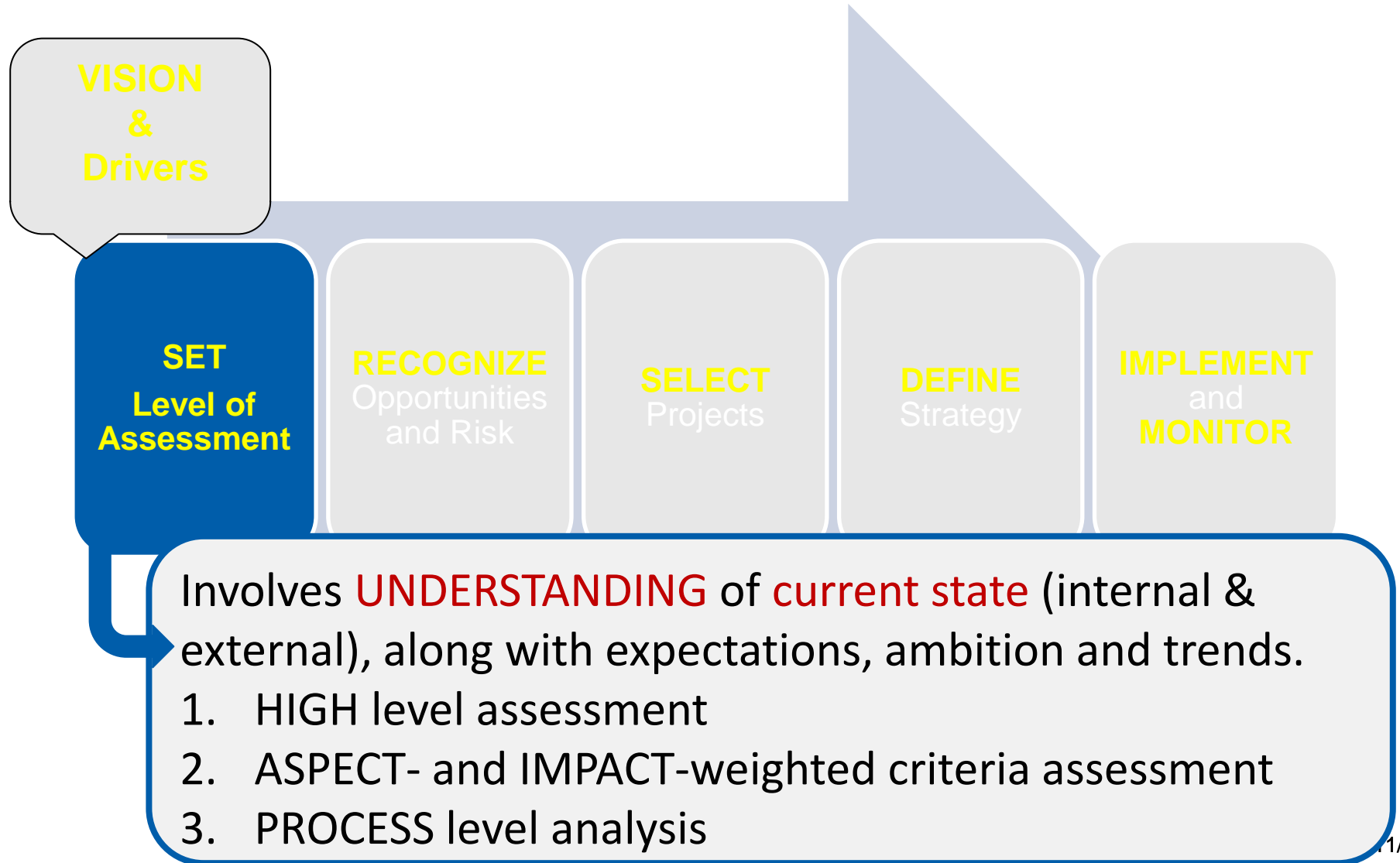
Framework for Corporate Sustainability Planning



UC Berkeley, Haas, Corporate Sustainability framework
Romero-Hernandez et al., 2011

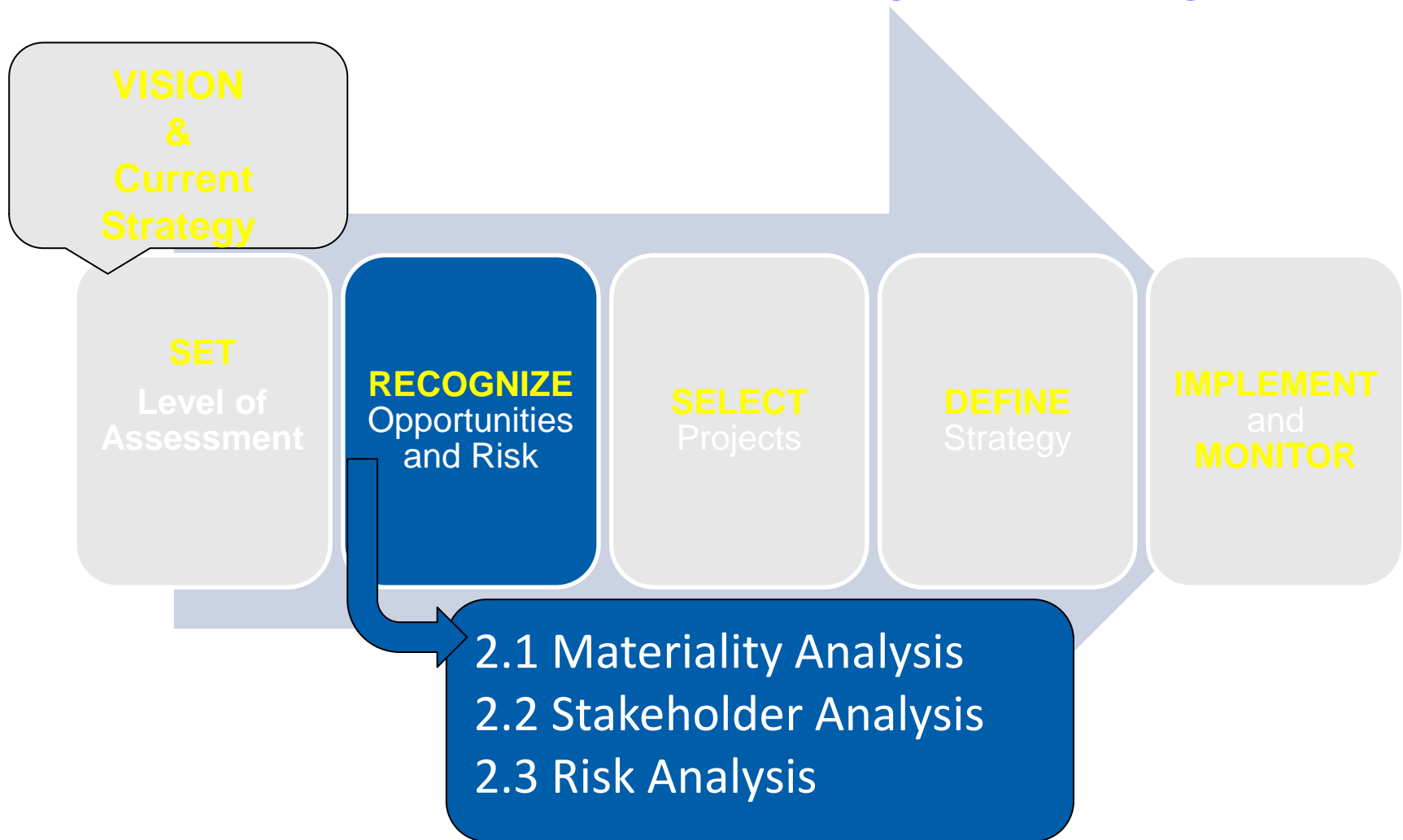
10/

A Framework for Corporate Sustainability Planning



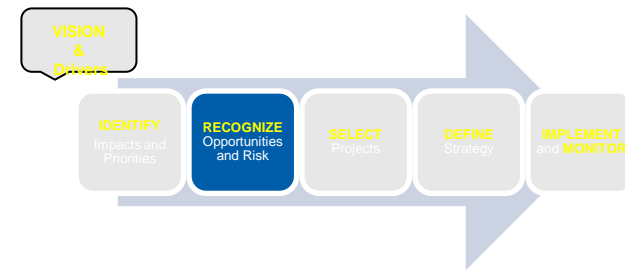
1/

2.1 Materiality Analysis



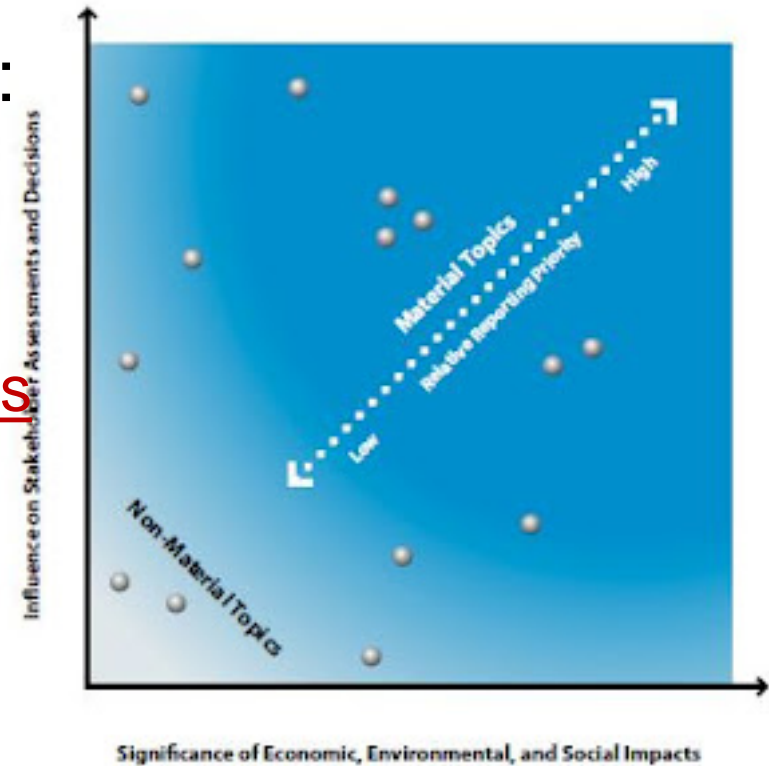
12/

2.1 MATERIALITY ANALYSIS

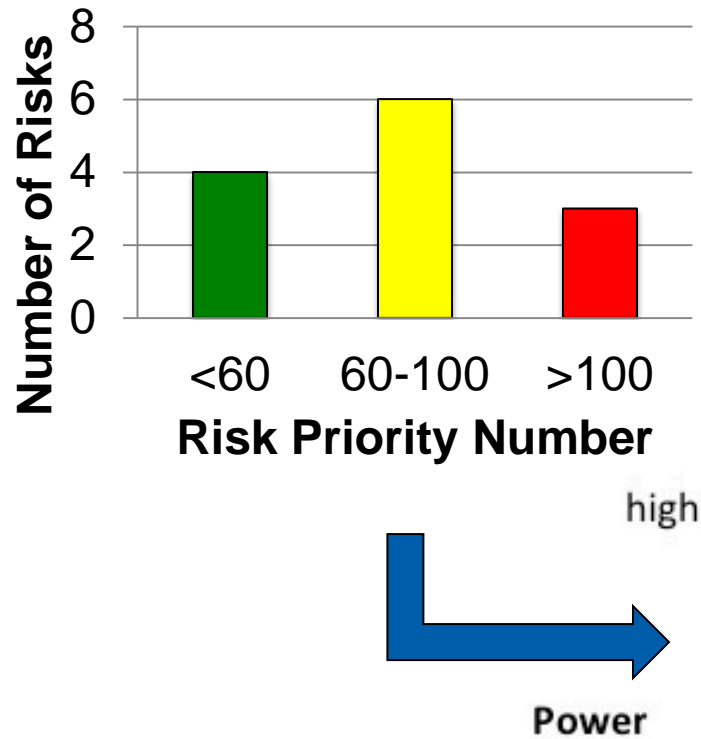


The GRI defines materiality as:

- Topics and indicators that: reflect the organization's significant impacts (economic, environmental, and social) or
- that would substantively influence the assessments and decisions of stakeholders.

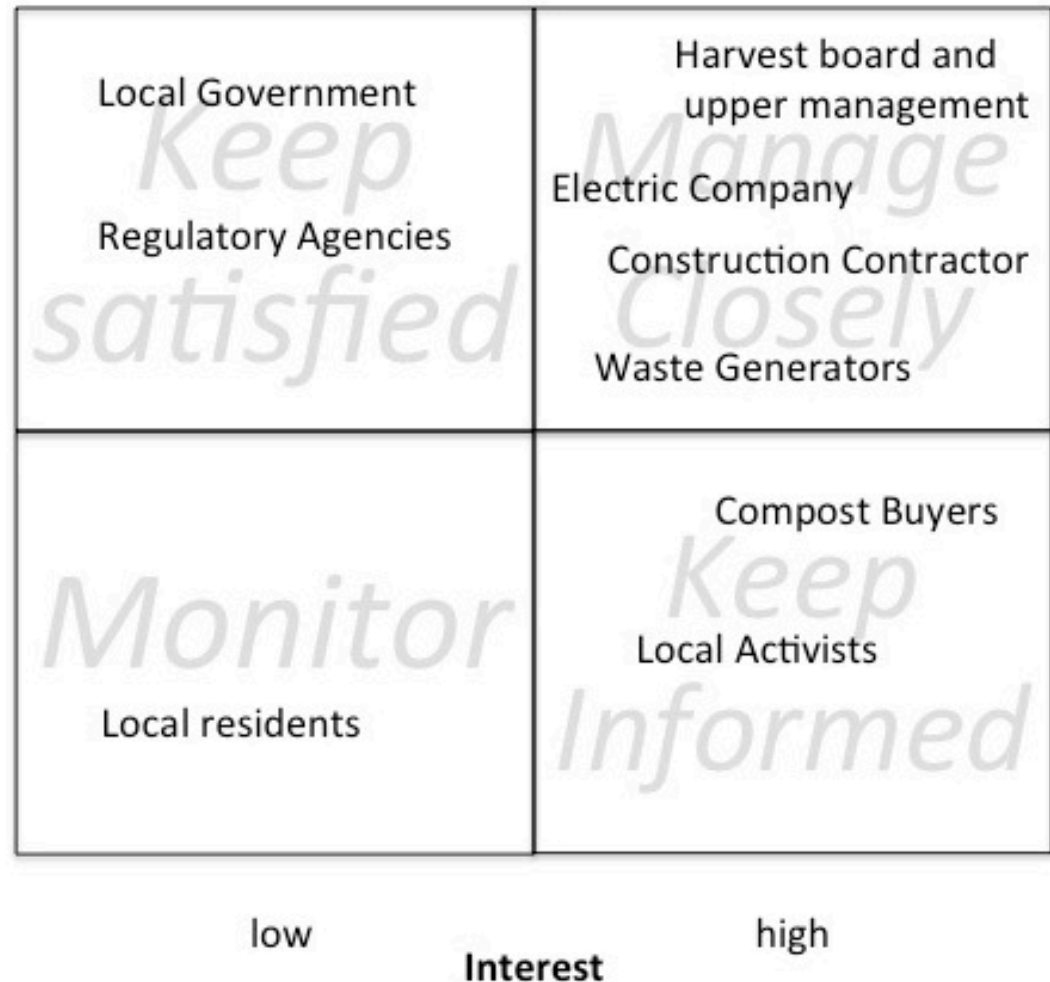


Risk Analysis



Source:
Nick Pabo, Betul Balci,
 Ganesh Ananthanarayanan,
 MBA290P, Fall 2012

Stakeholder Analysis





Many possibilities, many opportunities, a lot of information...

Guess what... a lot of this may affect (positively or negatively) the BRAND...

CSR and Sustainability

can **transform** a brand.

Principles for Conveying your MESSAGE

1. Authenticity
2. Fit
3. Consistency
4. Simplicity
5. Fun & Positive
6. Targeted
7. Story-Telling
8. Social Media

It's About Solutions



Solutionism. The more we talk together, the more we solve together.



So, please take away the following:

No sustainability strategy... no long term gain

In-House improvements... just a small picture of the whole animal

Look into the value chain... find out where the opportunities are

Achievements \neq perception... find out the best way to communicate your gains

It takes one event to waste years of build up reputation...

