



## **Corporate sustainability: Successfully integrating your value chain**

Pivotal to the success of corporate sustainability is the integration of a company's financial, environmental and social performances. The majority of companies these days are addressing sustainability issues, the effects of which, however, are confined largely to their own organizations. At the same time, a growing number of stakeholders [i.e. customers, non-governmental organizations (NGOs), and investors] demand that organizations expand their sustainability strategy throughout the entire value chain to include inbound, in-house and outbound supply-chain processes. Customers demand to know where a product comes from; NGOs seek transparency about the environmental and social aspects of a company's supply base; and investors are expecting triple bottom line impact.

The outsourcing wave of the last decade has left organizations with the problem of trying to drive sustainability beyond the boundaries of their own organizations. Their purchasing and supply chain management departments are burdened with the responsibility of ensuring sustainable performance throughout the entire supply chain.

Different approaches and solutions to this problem have emerged, most of which are carried out voluntarily by the companies themselves, but are often more isolated than strategic in nature and application.

But what is voluntary today could be the standard tomorrow, and research is still needed on how best to achieve corporate sustainability at the company and supplier levels. What are the specific challenges and opportunities? What are the financial benefits and risks, and how can they be addressed? Which are the right performance measures for sustainability? How can one best integrate the supply base? How can companies balance the three dimensions? How can one successfully demonstrate the 'triple bottom line' impact on the procurement as well as corporate level?

With the following comprehensive survey, we intend to gain deep insight within and across industries on the factors that enable sustainability. By participating in the survey\*, you are helping us facilitate this process. [<<Start Survey Button>>](#)

The survey will take approximately 30 minutes to complete. We realize that this is a major investment of your valuable time and would like to express our gratitude for your help. As a thank you, participants will receive an exclusive and detailed report outlining not only the components of sustainability success, but also what you can do to develop a business case for investing in your value chain.

\*Please note that your identity and responses will be treated confidentially and will be used only for the purposes of this research study.