

# 3 steps to a sustainable supply chain

globalization + public concern about social and environmental issues  
 =  
 increased complexity in managing supply chains.



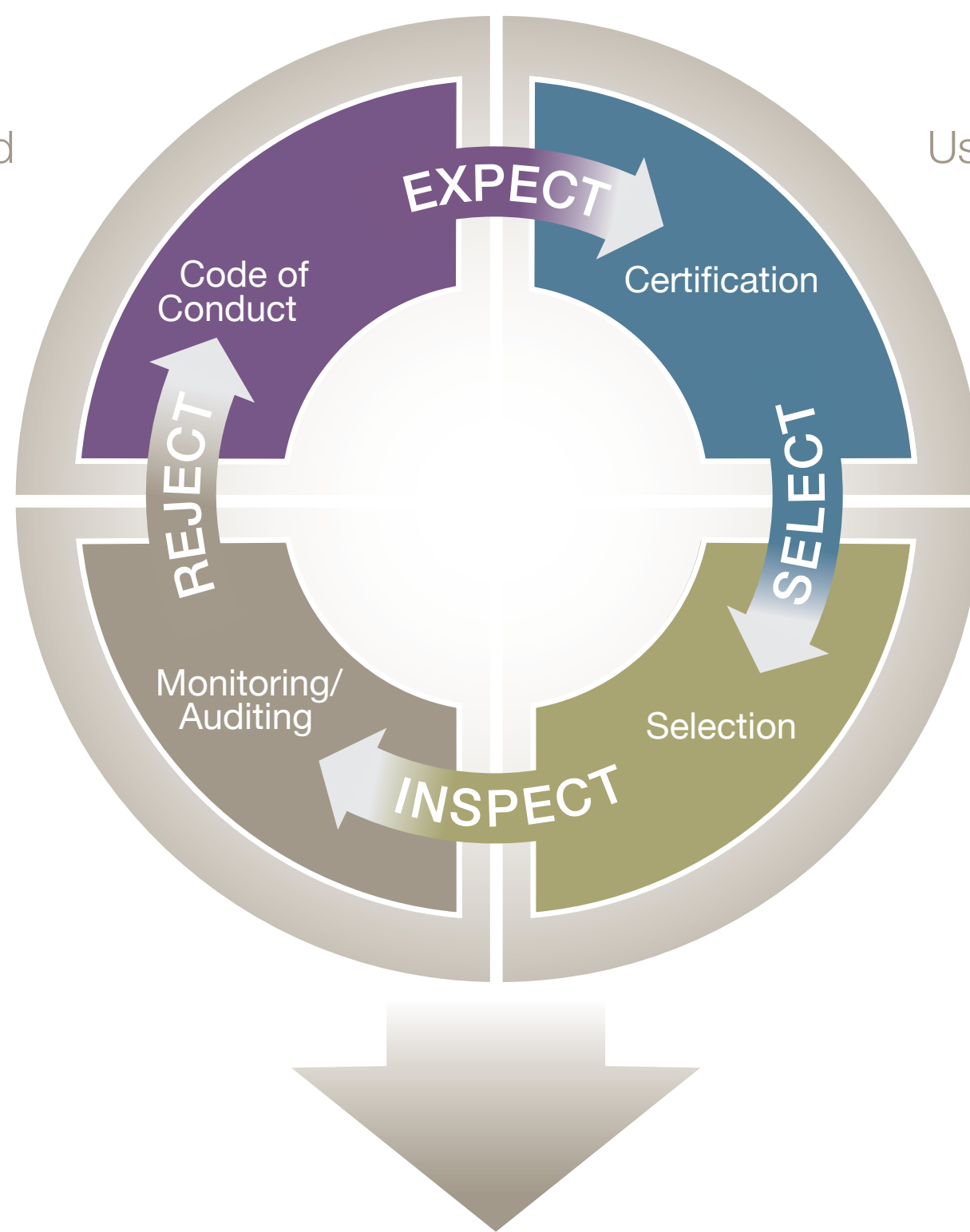
## 1. Start with solid base practices.

### Put it Into Practice

Set expectations of required conduct throughout the supply chain.

### Put it Into Practice

Ensure compliance with expectations.



### Put it Into Practice

Use certification as a screening device in supplier selection and development.

### Put it Into Practice

Optimize the selection process to reduce supply chain risks.

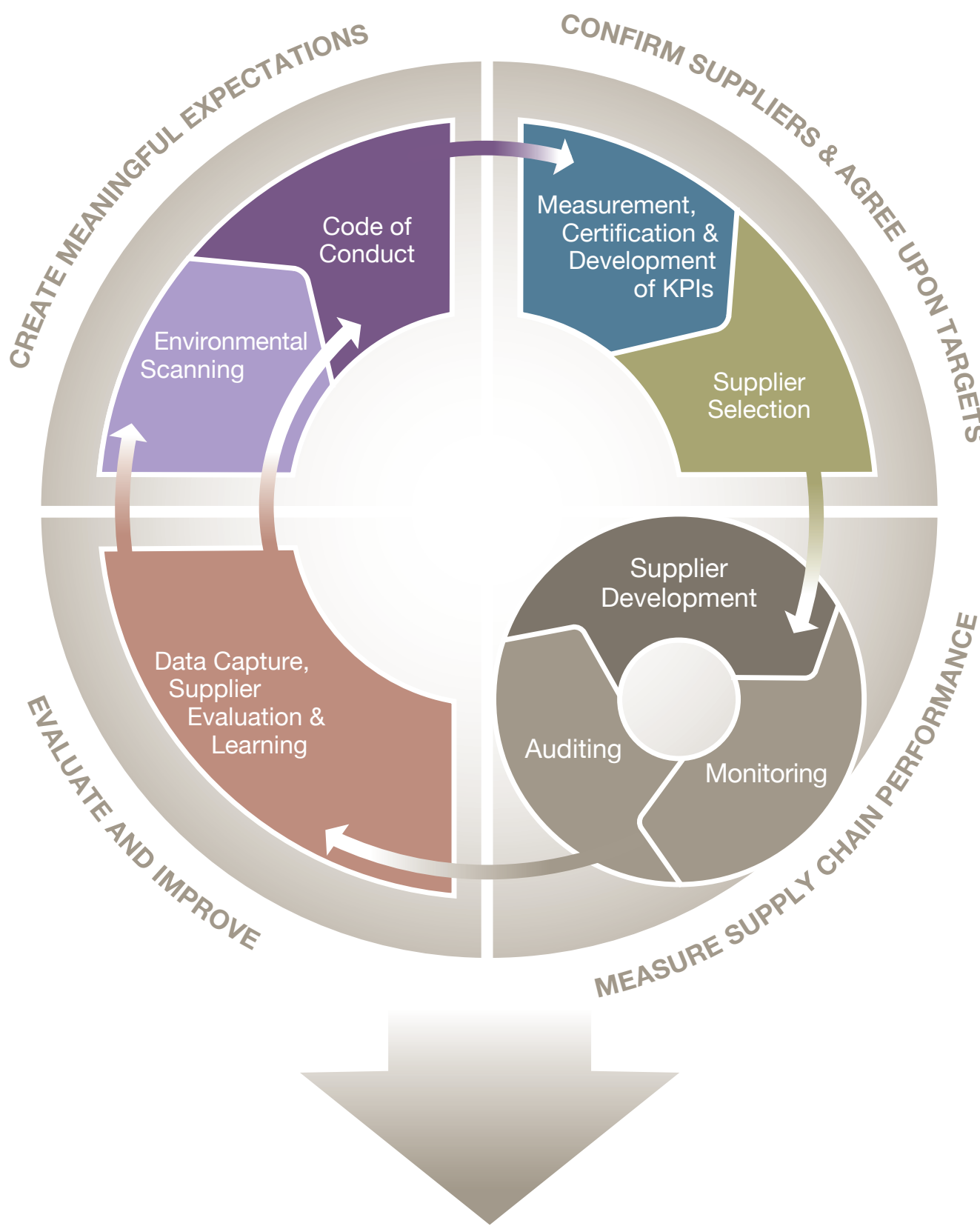
## 2. Use best practices to build a responsive, responsible and resilient supply chain.

### Put it Into Practice

Interact frequently with suppliers, involving on-site dialogue or inviting suppliers to buyers' headquarters or plants.

### Put it Into Practice

Establish an industry-leading position by hosting cross-industry problem-sharing workshops.



### Put it Into Practice

Collaborate with suppliers and industry peers to develop key performance indicators (KPIs) that stand up to external scrutiny.

### Put it Into Practice

Incent long-term relationships with suppliers through long-term contracting and price premiums.

## 3. Reap the benefits.

### Competitiveness

Create competitive advantage  
 Increase operational stability  
 Secure supply

### Conscience

Respect moral obligations  
 Reinforce values

### Compliance

Get ahead of regulation  
 Counter social pressure



### Costs

Reduce costs  
 Reduce energy consumption  
 Reduce water use  
 Reduce packaging waste  
 Increase productivity  
 Mitigate risk

### Customers

Attract customers  
 Retain customers  
 Protect reputation  
 Improve brand