

Contents

Foreword	ix
Preface	xi
About this book	xvii
About the authors	xix
Part I: INTRODUCTION	1
Chapter 1: Introduction to Green Supply Chains	3
1.1 Benefits of Green Supply Chains	6
1.2 Traditional and Green Supply Chains	9
1.3 Green Supply Chains and Corporate Social Responsibility (CSR)	10
1.4 Drivers of Green Supply Chain	12
1.5 Green Supply Chain Framework	13
Chapter 2: Impact on Bottom Line through Green Supply Chains	17
2.1 Key Contributors to the Profitability of Green Supply Chains	17
2.2 Construction Industry	19
2.3 Logistics Industry	20
2.4 Automobile Industry	21
2.5 FMCG Industry	21
2.6 Chemical Industry	22

2.7	Electronics Industry	22
2.8	Conclusion	22
Appendix: Analytical Methodology and Details for Cost-Benefit Analysis from Green Supply Chains		25
Part 2: GREEN SUPPLY CHAIN PLANNING		27
Chapter 3: Green Supply Chain Planning		29
3.1	Life Cycle Management	30
3.2	Benefits of Life Cycle Management	30
3.3	Goals of Life Cycle Management	32
3.4	Green Sales and Operations Planning (S&OP)	38
Part 3: GREEN PROCUREMENT AND SOURCING		57
Chapter 4: Green Procurement		59
4.1	Procurement Definitions, Aims, and Scope	59
4.2	Benefits of Green Procurement	63
4.3	Drivers of Green Procurement	67
4.4	Challenges	69
4.5	Factors Affecting Green Procurement	73
4.6	Moving towards Green Procurement	87
4.7	Reflections on Green Procurement: Joined-up Thinking	88
Part 4: GREEN SUPPLY CHAIN EXECUTION		93
Chapter 5: Green Production		95
5.1	Benefits of Green Production	96
5.2	Drivers of Green Production	98
5.3	Challenges of Green Production	99
5.4	Key Components of Green Production	102
Chapter 6: Green Logistics		123
6.1	Drivers of Green Logistics	124
6.2	Benefits of Green Logistics	126

6.3	Challenges in Green Logistics	126
6.4	Moving towards Green Logistics	132
Chapter 7: Green Packaging		139
7.1	Benefits of Green Packaging	142
7.2	Drivers of Green Packaging	143
7.3	Getting Started with Green Packaging	145
Chapter 8: Green Marketing		151
8.1	Importance of Green Marketing	152
8.2	Drivers of Green Marketing	153
8.3	Challenges in Green Marketing	157
8.4	Elements of Green Marketing	158
Chapter 9: Supply Loops		165
9.1	Examples of Supply Loops	166
9.2	Components of Supply Loops	168
9.3	Drivers of Supply Loops	175
9.4	Benefits of Supply Loops	178
9.5	Moving towards Supply Loops	179
Part 5: CARBON MANAGEMENT		181
Chapter 10: Carbon Footprint Minimization across the Supply Chain		183
10.1	Carbon Measurement	186
10.2	Carbon Minimization	192
10.3	Carbon Monitoring	196
10.4	Carbon Reporting	196
Part 6: MIGRATION STRATEGY		199
Chapter 11: Green Supply Chain Migration Strategy		201
11.1	Phase I, Detailed Analysis	205
11.2	Phase II, Design and Implementation	208
11.3	Phase III, Organizational Change Management	211

Part 7: CONTINUOUS IMPROVEMENT AND PERFORMANCE EVALUATION	215
Chapter 12: Green Supply Chain Continuous Improvement	217
12.1 Benefits of Continuous Improvement in Green Supply Chains	218
12.2 Prerequisites of Continuous Improvement	219
12.3 Methodology of Continuous Improvement	219
12.4 Green Supply Chain Benchmarking	221
12.5 Pareto Analysis	222
12.6 Example of Green Supply Chain Continuous Improvement	223
Chapter 13: Green Supply Chain Performance Evaluation	225
13.1 Benefits of Performance Evaluation	225
13.2 Performance Evaluation Methodology	227
13.3 Presenting Finding of Performance Evaluation	230
13.4 Using Information from Performance Evaluation for Making Decisions	232
13.5 Measurement Toolkit	233
Part 8: APPENDIX – CASE STUDIES	235
Case Study 1: Making an End-to-end Supply Chain Green: the GFTN/WWF Initiative	235
Case Study 2: Collaboration in Supply Chains	254
Case Study 3: Green Reverse Supply Chain Waste and Kodak	263
Case Study 4: Green Packaging and Reverse Logistics – The Free Pack Net SRL Case Study	264
Case Study 5: Chicago Climate Exchange	269
Case Study 6: Green Grocery Stores in the Retail Sector	272
Case Study 7: Product Design and Recycling and Sony	273
Case Study 8: Renewable Energy and Geothermal Power Usage	274
References and Bibliography	277
Index	279