



Sustainable strategy

Building a sustainable and circular strategy

Context

More and more companies are working on creating a more sustainable future. This pushes supply chain partners into action as well. Besides the drive for sustainability from a supply chain perspective, also banks, investors and shareholders ask for a sustainable strategy as well.



Client's question

A production company is approached by one of its strategic customers to provide insight into the CO2 consumption of the product. Giving this insight is quite a challenge, but it has been done for the basic figures. As a condition for purchasing the product using a long-term contract, this customer requires a strategic approach to reduce CO2 emissions over time. This requires a plan, but this company does not yet have one and asks KORU Consulting for support.

Our approach

We started by analysing the value chain of the product and the choices that are made in this value chain. Looking at location, use of materials, energy use, but also design of the product and how users use this in practice. Not only environmental, but also social aspects are taken into account. From this current situation, we explored the ambition of the company itself. What position do you want to claim and of course what is this large client asking from me, when I want to close this long-term contract? These strategic choices all imply also financial consequences. In some cases even different suppliers, business models and relations to customers. An interesting journey, where business continuity in many forms can be drawn. We started with 3 scenarios and from there started 3 pilot projects, which could provide essential information on the feasibility of the business models and CO2 reduction potential. In collaboration with knowledge institutions and with supply chain partners, we chose one of the scenarios and challenged the short- and long term targets to achieve the aimed future position.

Result

Based on both our experience and support from other supply chain partners and by learning in practice, the client was able to align the customer's requirements with own ambitions and translate this into feasible strategies and actions. An important foundation for a long term and sustainable future!

Would you like to design a sustainable strategy for your organisation? Please feel free to contact us to explore whether we can support you in further shaping your internal sustainable decision making via info@koruconsulting.nl.