

Sustainable procurement 2010 and beyond

www.actionsustainability.com



Why?



Reasons to be sustainable

- One size does not fit all
- Each organisation has a unique set of reasons
- These will drive your priorities



Mission led

- In the business of sustainability
- Social enterprises
- Charities



"For Anita it was morally repugnant to think that you had to have a business case to behave ethically."

Jonathan Porritt, environmental writer and activist talking about Anita Roddick, founder of Body Shop

Personality led

- Passionate leader
- High profile
- Highly personalised approach

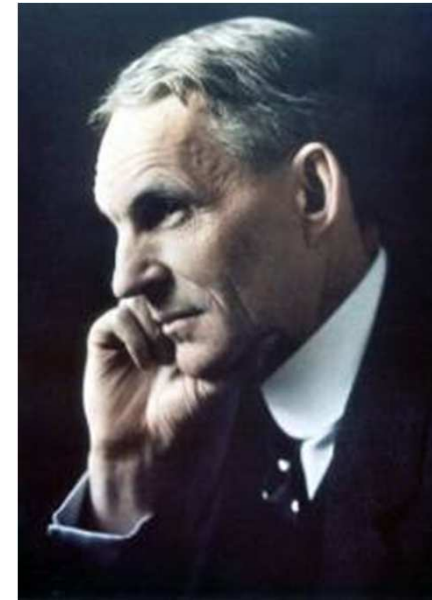


“Plan A is not just the right thing to do morally but also makes strong commercial sense.”

Sir Stuart Rose – Chairman and CEO, Marks & Spencer

Market led

- Leading the customer
- Innovative
- Pioneering
- Risk taking



“If I had asked my customers what they wanted they would have asked for more horses”

Henry Ford

Client led

- Client demanding high standards of sustainability
- Suppliers need to compete on sustainability and deliver it



"We set ourselves ambitious and challenging sustainability targets across a range of criteria which we have been striving to deliver against every day on the site".

John Armitt, Chairman, Olympic Delivery Authority

Competition led

- Competitive market
- Sustainability an element of competition



“We at Siemens don’t just talk about sustainability. We’ve made the three areas of sustainable development – environment, business and society – the cornerstone of all our activities”.

Barbara Kux, Chief Sustainability Officer, Siemens AG

People led

- Recognises the growing trend for young people to make more sustainable choices
- Heavily reliant on talented people



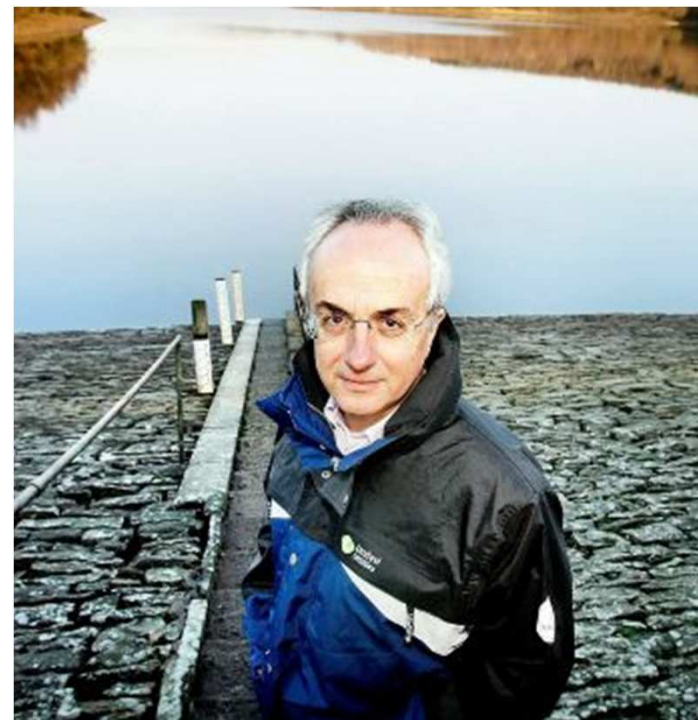
“To remain world market leaders in safety critical subsea systems we need the best talent. Tomorrow’s talent cares about sustainability”.

David Currie, Managing Director, FMC Technologies



Public duty

- Organisations providing essential services to the general public
- May be companies or private bodies



“I am honored that the breadth of our company’s environmental and social commitment has been given such significant recognition.”

Philip Green, CEO, United Utilities, BITC Company of the Year 2009

Risk led

- Significant implications related to reputation risk
- Often companies procuring from the developing world (but not always)



“Primark faces losing up to 42% of its customers in the aftermath of child labour allegations”

ICM Research poll 2008

Legislation led

- Highly regulated environment
- Specific legislation or policy
- Often applies to local authorities, government bodies, regulated companies



"No one has the right to use America's rivers and America's waterways, that belong to all the people, as a sewer. The banks of a river may belong to one man or one industry or one state, but the waters which flow between the banks should belong to all the people."

President Lyndon B. Johnson, upon signing the Clean Water Act of 1965

Mis - led

"I think the environmental impact of this disaster is likely to have been very, very modest."

Tony Hayward, interview with Sky News television, May 18, 2010

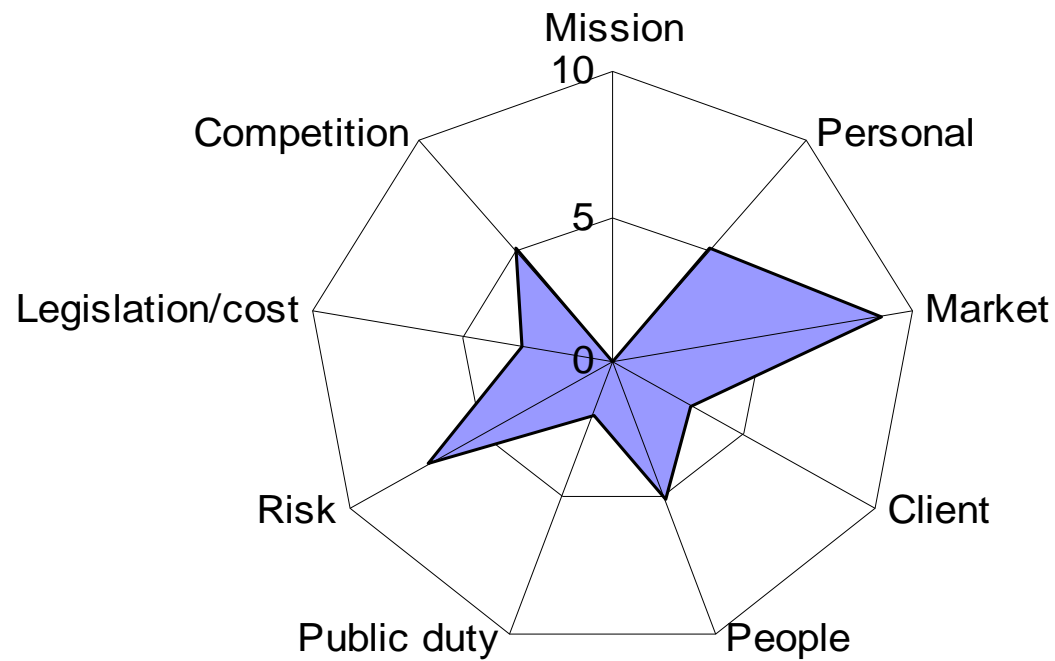


Cash - led

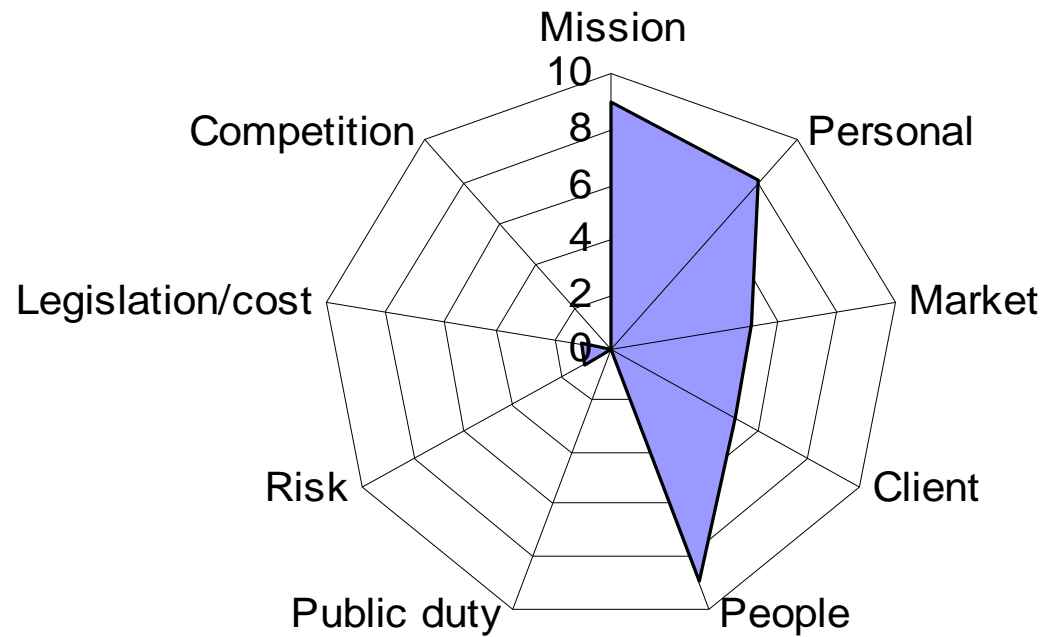


“We want to annoy the f***ers whenever we can. The best thing we can do with environmentalists is shoot them. These headbangers want to make air travel the preserve of the rich. They are Luddites marching us back to the 18th century”.
Michael O'Leary

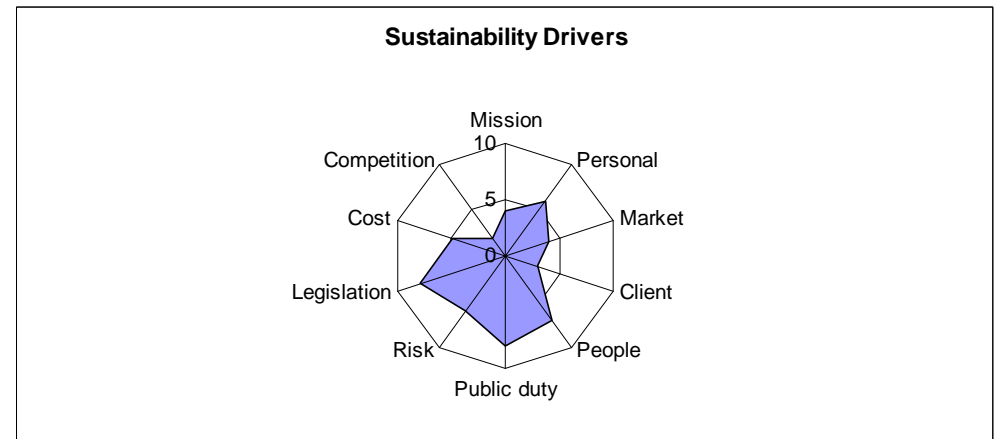
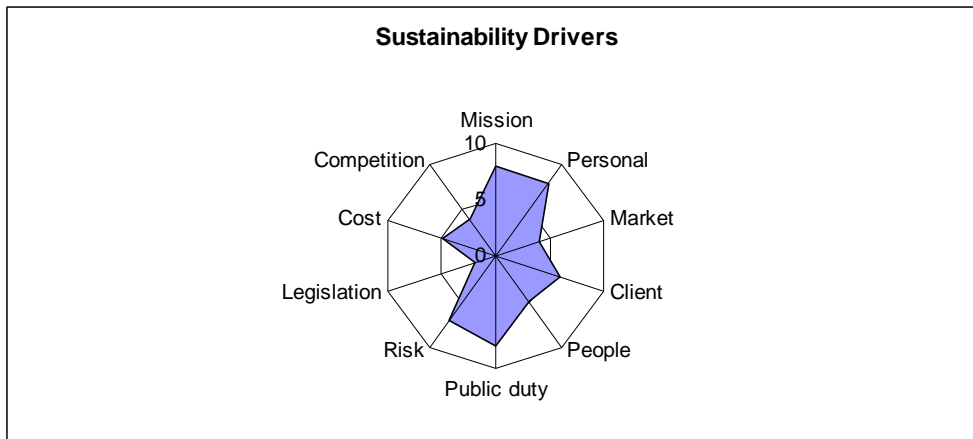
There is no single reason – M&S may look like this



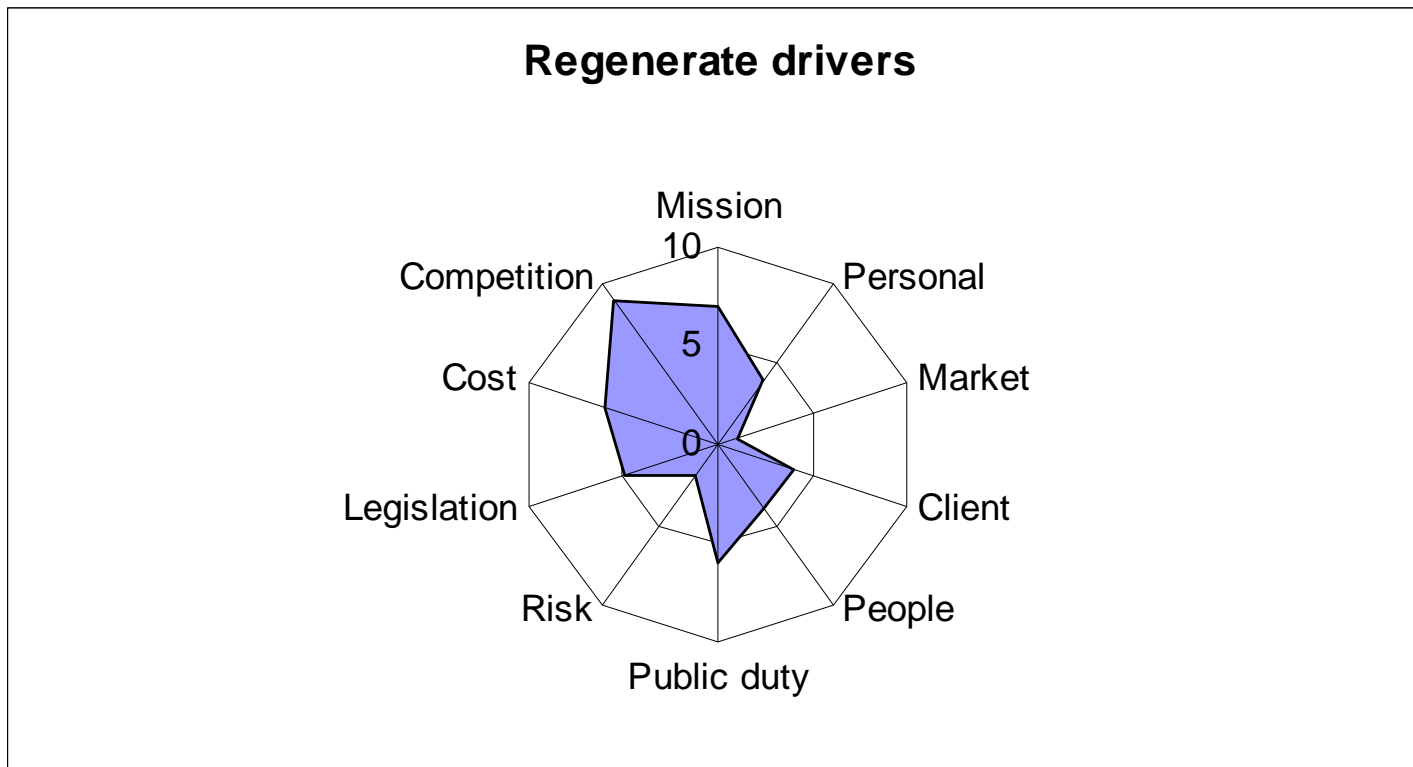
Action sustainability looks like this



2 universities look like this



Regenerate East Lancs looks like this



What do you look like...?



Want to know more...?

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<http://www.actionsustainability.com/training/>

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Shaun McCarthy's blog

Buyography



Shaun McCarthy is the director of Action Sustainability, a not for profit social enterprise set up to lead and inspire sustainable procurement.

A new era, a new standard

17 August 2010

Long-term behavioural change requires a common language, understanding and systems. Sustainable procurement has no such common language, but one is on the way.

0 Posted in: Sustainability

Reasons to be sustainable

10 August 2010

If you don't have a good reason, don't bother – but be prepared to go out of business.

3 Posted in: Sustainability

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