



**SESSION 5:**  
**CAN CPG COMPANIES  
BECOME NET ZERO?**

CONSUMER BRANDS ASSOCIATION: CPG SUMMIT 2023  
SUPPLY CHAIN WORKSHOP



# INTRODUCTIONS

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# WHAT'S BEING SAID ABOUT SUSTAINABILITY?

In the media, sustainability is a shared problem without a clear solution.

THE WALL STREET JOURNAL

## Supply-Chain Sustainability Benefits Investors, Study Finds

New research says companies that pay attention to the ESG practices of their suppliers tend to generate better stock-market returns over time

Sustainable supply chains are undeniably good for a business' bottom line.

SDC SUPPLY & DEMAND CHAIN  
**EXECUTIVE**

## Businesses Forced to Sacrifice Sustainability and Labor Standards to Counter Inflation

As a result of higher inflation and rising costs, organizations have been hampered in their efforts to improve supply chain sustainability (64%) and labor standards (63%), according to research from Ivalua.

However, for many, sustainability has taken a back seat in favor of simply maintaining operations.

The Washington Post  
*Democracy Dies in Darkness*

## EV supply chains have a human rights problem. Can tech fix it?

Carmakers struggling with environmental and safety issues are turning to sophisticated tracking programs

While there are options for more sustainable shipping practices, you could trade one problem for another.

# WHAT WE'RE SEEING IN OUR RESEARCH



(Scan to View & Download Study)

According to original data from our 2020 study on supply chain sustainability:



## Consumers Say They Want It

- 84% of consumers are more likely to purchase from sustainable brands
- 61% are willing to wait longer for delivery if it reduces environmental impact.

## And Companies Are Taking Notice

- 81% of companies have increased their focus on supply chain sustainability within the last 3 years (and 97% of \$800M+ shippers)

## WHAT WE'RE SEEING IN OUR RESEARCH

But taking notice is one thing. Putting it into practice is another.

98%

of global supply chains  
have sustainability  
initiatives of some kind

25%

of global supply chains currently  
include sustainability as a  
requirement in their RFPs

# Questions to Consider for the Session:

- *What is the high-level state of sustainability within your supply chain?*
- *What are the timeline(s) associated with your supply chain sustainability goals?*
- *What supply chain verticals are you prioritizing when it comes to sustainability?*
- *What scalable successes and common challenges have you encountered on your sustainability journey?*